



PARTNER WITH AMERICA'S  
PREMIER ROAD CYCLING STAGE RACE

# ABOUT TOUR OF THE GILA

Tour of the Gila is the road bicycling stage race based out of Silver City, New Mexico. Since 1987, Tour of the Gila has become renowned worldwide for notoriously challenging courses. Over five days, athletes follow routes leading from the town's colorful streets, through the region's rich history, and along the edges of the nation's first designated wilderness. Sanctioned by both the global and national governing bodies of cycling, Tour of the Gila provides a rare opportunity for amateur competitive cyclists to compete on the same courses (and on the same days) as the pros. The 39th Tour of the Gila will run from April 29 - May 3, 2026.



# ABOUT TOUR OF THE GILA

With three different race formats designed to put athletes to the test, Tour of the Gila is renowned as the proving ground where cycling careers are made. The iconic race has for almost four decades ranked as a favorite among American bicyclists and fans. Tour of the Gila connects athletes with the deepest and most powerful parts of themselves while bringing a global community of competitive bicyclists and fans together in a small rural town.

With the possible addition of a stage leading to Spaceport America and a new gap in funding previously provided by the state of New Mexico, more is needed to sustain the UCI-sanctioned race and grow amateur participation in an extraordinary cycling experience that puts the spotlight on the Land of Enchantment.

The race seeks partners in hosting the 2026 Tour of the Gila and is exploring creative ways to integrate sponsor brands throughout the competition.

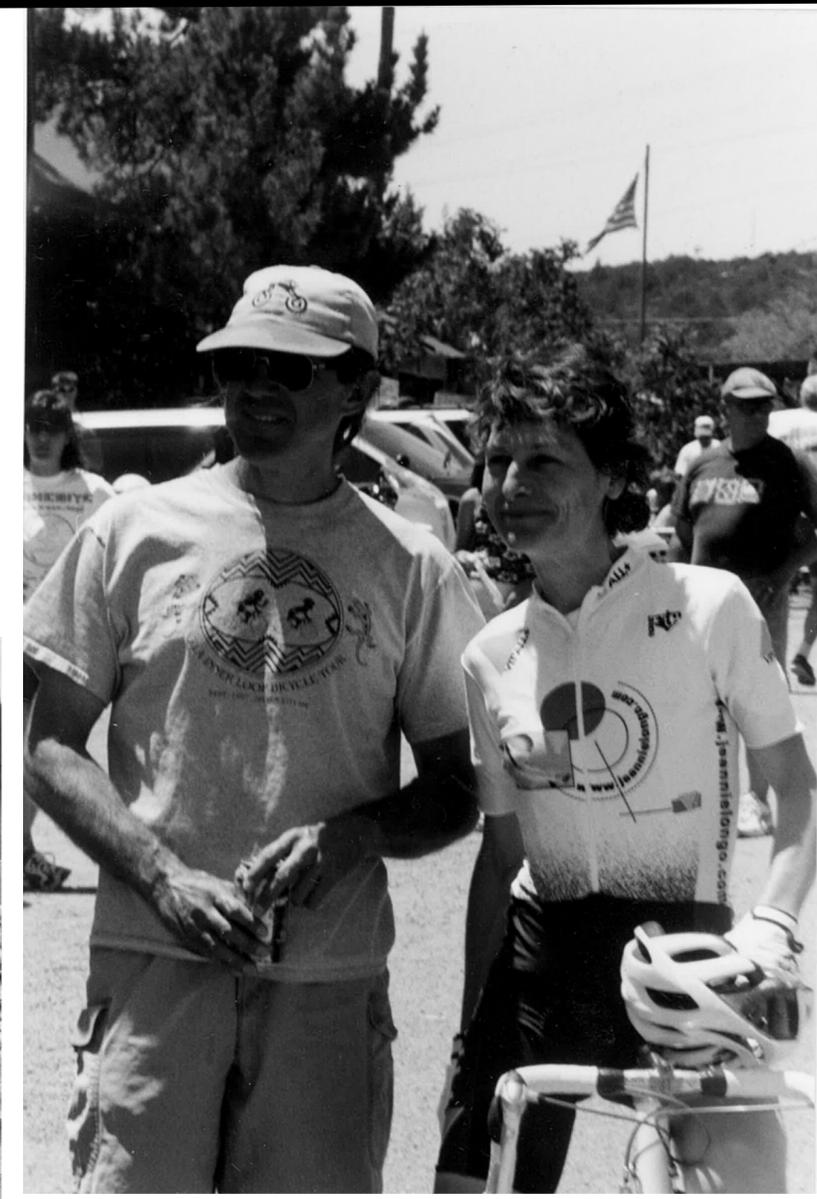
- Worldclass bike racing since 1987
- Run by the nonprofits Gila Community and Tourism Development and Tour of the Gila Inc.
- One of just two American stage races sanctioned by the global governing body of cycling (UCI)
- Opportunity for partners to reach fans ahead of the 2028 Olympics in L.A.
- Globally renowned for challenging courses at elevation
- Draws an engaged audience made up of the 51 million Americans who ride a bike
- 39% of USA Cycling members earn over \$150,000 per year



# HISTORY: TOUR OF THE GILA

Being a stone's throw from the nation's first wilderness area, Silver City attracts outdoor enthusiasts. Accelerating the inevitable discovery of southwest New Mexico as a bicycling destination, local architect Mark Richard conceptualized the Tour of the Gila stage race. The first edition in 1987 drew top talent from across the region, and Tour of the Gila immediately established itself as the proving ground for the country's top cyclists. The iconic American road race has grown into one of the only stage races sanctioned by the global governing body. Today, Tour of the Gila is the launching pad for athletes ascending the ranks.

Since the start, Jack Brennan has been integral to Tour of the Gila. His name is synonymous with the event that draws pro and amateur competitive cyclists to New Mexico each spring. Competitors know that Jack embodies the spirit of Grant County's warm hospitality. He and the nonprofit board bring a thoughtful approach to an athletic competition that creates far-reaching impacts on the regional community and plays a critical role in the sport of cycling internationally.



# OVERVIEW

5 DAY UCI STAGE RACE HELD IN SILVER CITY, NEW MEXICO

CELEBRATED FOR CHALLENGING TERRAIN, ELEVATION, AND A PASSIONATE COMMUNITY

HOSTS TOP DOMESTIC & INTERNATIONAL MENS AND WOMENS PRO TEAMS ALONG WITH ELITE AMATEURS

NEARLY 40 YEARS OF RACING HERITAGE - ONE OF THE MOST PRESTIGIOUS STAGE RACES IN NORTH AMERICA



# OVERVIEW

KEY EARLY-SEASON TEST FOR TEAMS  
TARGETING NATIONAL &  
INTERNATIONAL SUCCESS

HISTORIC PROVING GROUNDS FOR  
RIDERS LIKE SEPP KUSS, MARA ABBOTT,  
KRISTIN ARMSTRONG, AND NEILSON  
POWLESS

DRIVES TOURISM, ECONOMIC IMPACT,  
AND COMMUNITY PRIDE IN RURAL  
NEW MEXICO

AUTHENTIC, GRITTY RACING - RARE IN  
TODAY'S CYCLING CALENDAR



# IMPACT RECAP

PRODUCED 2025 DIGITAL AND MEDIA CAMPAIGN THAT AMPLIFIED TOG'S REACH BEYOND THE RACE:

- DAILY RECAP VIDEOS
- SOCIAL STORYTELLING ACROSS TEAMS, ATHLETES, AND MEDIA OUTLETS
- YOUTUBE CONTENT AND HIGHLIGHT REELS

# KEY PARTNERS

VELO  
OUTSIDE MAGAZINE  
RACE TEAMS  
LOCAL MEDIA



Post 1	Post 2	Post 3	Post 4	Post 5
<b>"You can't get good by staying home. If you..."</b>	<b>The 38th Tour of the Gila got rolling with...</b>	<b>One of the longest continually running...</b>	<b>Today's race condensed down to ...</b>	<b>This could be you on April 27th. 🤔 Tour of...</b>
Sun Apr 13, 10:15am	Wed Apr 23, 8:34pm	Fri Apr 25, 8:04pm	Thu Apr 24, 9:09pm	Sun Jan 26, 3:00pm
👁️ 23.9K    ❤️ 241	👁️ 22.2K    ❤️ 239	👁️ 19.2K    ❤️ 271	👁️ 19.2K    ❤️ 294	👁️ 18.3K    ❤️ 212
🗨️ 3    ➡️ 24	🗨️ 4    ➡️ 80	🗨️ 3    ➡️ 54	🗨️ 13    ➡️ 69	🗨️ 6    ➡️ 3



# PARTNERSHIP OPPORTUNITIES

## TITLE PARTNER

Exclusive Naming Rights

## PRESENTING PARTNER

Prominent Integration across media, event signage, and broadcasts

## SUPPORTING PARTNERS

On Course Presence, Social Amplification, Content Collaboration

## CONTENT PARTNERSHIPS

CO-BRANDED STORYTELLING, ATHLETE FEATURES, GEAR INTEGRATIONS

## COMMUNITY PARTNERS

Local & Regional Sponsorships, Economic Impact Tie-Ins



## 2026 SPONSORSHIP CONTRACT

	Tour of the Gila Society							
	Hors catégorie		Domestique		Breakaway		Peloton	
Title	Jersey	Soigneur	Soigneur	Breakaway	Peloton	Peloton	Peloton	Peloton
	\$250,000+	\$100,000+	\$20,000+	\$5,000+	\$1,000+	\$500+	\$250+	\$100+
Full sponsor brand integration	✓							
Award Podium Logo Inclusion	✓	✓	✓					
Radio Announcements	✓	✓	✓					
PA Announcements	✓	✓	✓					
Social Media Inclusion	✓	✓	✓	✓				
Logo on Posters	✓	✓	✓	✓				
Brand Placements on Jerseys	✓	✓						
Video Content	✓	✓						
Mentions in Earned Media	✓	✓						
Clickable Logo on Website	✓	✓	✓	✓				
Criterion VIP Access+Moto Ride	12	8	5	2				
Named presenting stage sponsor			✓					
Listing on Website					✓	✓		
1/2 Page ad in Spectator Guide	+editorial content	✓	✓					
1/4 Page ad in Spectator Guide				✓				
1/8 Page ad in Spectator Guide					✓			
Swag Bag Inclusion (provide item)	✓	✓	✓	✓	✓			
Name on T-shirts	✓	✓	✓	✓	✓	✓	✓	✓
Listing in Race Bible	✓	✓	✓	✓	✓	✓	✓	✓
Official Race T-Shirts	✓	10	10	6	4	3	2	1



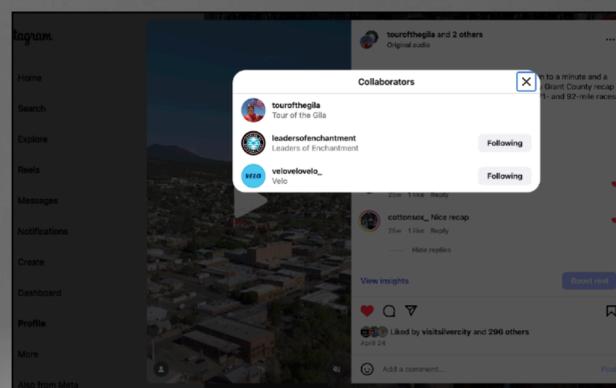
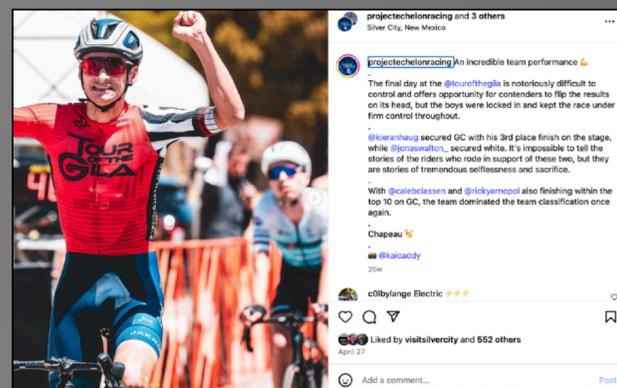
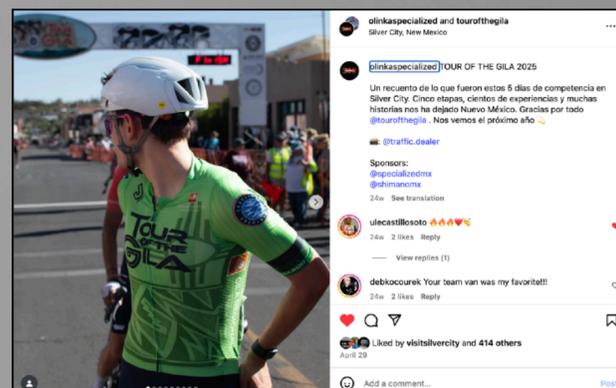
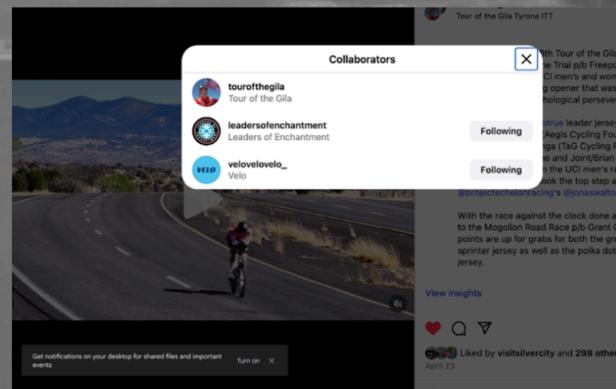
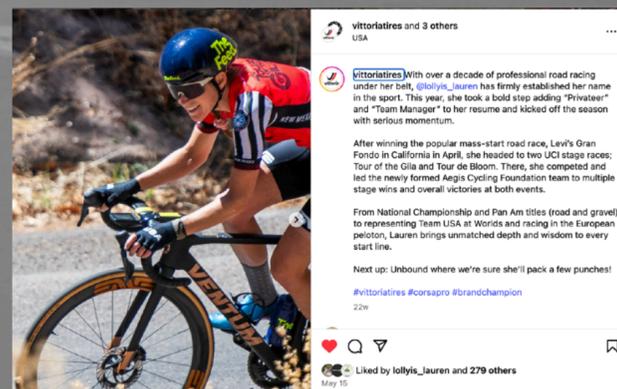
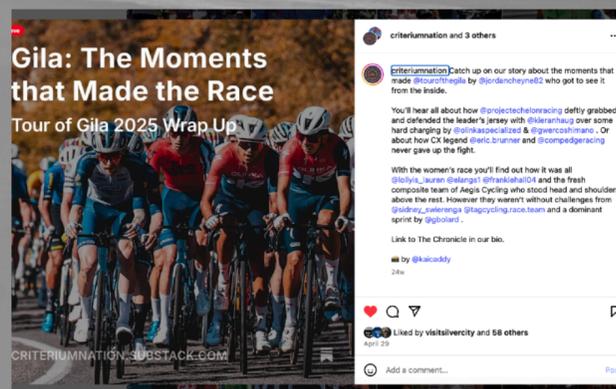
# SOCIAL & DIGITAL METRICS

## INSTAGRAM

- 6,636 Followers
- 910,305 Views: Feb 15 - May 15, 2025
- From Organic: 849,738
- Reach: 117,712 (665% Increase)
- Top Reel Received 23,572 Views
  - Reached 15,862 Unique Users

## FACEBOOK

- 12,905 Followers
- 1,029,647 Views: Feb 15 - May 15, 2025
  - Increase of 401% Since November 17, 2024
  - Views and Interactions peaked April 26 during the Downtown Criterium
- 79% of views were from non-followers
- 42% of views came through Reels
- Total Watch Time: 18 Days 9 Hours



# NEW MEXICO EARNED MEDIA

**EARNED MEDIA PROGRAMS  
SHOW AN AD VALUE OF \$1.02 MILLION**

**TOUR OF THE GILA**  
RECEIVED 114 MENTIONS IN THE  
FOLLOWING OUTLETS

- CUMULUS RADIO
- ALBUQUERQUE JOURNAL
- DESERT EXPOSURE
- SILVER CITY DAILY PRESS
- CYCLING NEWS
- CYCLING WEST
- VELO
- CRITERIUM NATION
- LEADERS OF ENCHANTMENT PODCAST
- OUTSIDE TV



# NEW MEXICO EARNED MEDIA

B4 ALBUQUERQUE JOURNAL

THURSDAY, APRIL 24, 2025

## CYCLING

# Tour of the Gila gets pedaling

*Day one's time trials set the stage for a big race weekend*

COURTESY OF TOUR OF THE GILA LEADERS OF ENCHANTMENT PODCAST

The opening stage of Tour of the Gila 2025 primed the pro fields for another four days of dynamic racing in and around Silver City.

While the Tyrone Time Trial presented by Freeport McMoRan previously fell on day three of the five-day race, it became the opener this year. As anticipated, Wednesday's results are ones that athletes will work all week to either maintain—or improve on.

The Tour of the Gila 2024 UCI women's time trial winner Lauren Stephens (Aegis Foundation Mixed Team) again kept the rest of the field at bay in 2025. She attained an exactly one-minute lead over second place rider, the 17-year-old Canadian Sidney Swierenga (TaG Cycling Race Team).

## Tyrone Time Trial

### UCI Women:

1. Lauren Stephens, Aegis Cycling Mixed Team, 38:28
2. Sidney Swierenga, TaG Cycling Race Team, 39:28
3. K. Villamizar Varon, Patobike BMC, 40:23

### UCI Men:

1. Eric Brunner, USA Competitive Edge Racing, 33:28
2. Owen Wright, USA Canel's — Java, 33:32
3. Caleb Classen, USA Project Echelon Racing, 33:45

The UCI men's podium was earned with tighter margins. Eric Brunner (Competitive Edge Racing) won a four-second lead over Owen Wright (Canel's – Java) and Caleb Classen (Project Echelon) was just 17 seconds off Brunner's time.

In addition to the re-ordered stages, a change to Tour of the Gila 2025 was the level of media coverage being provided by the race.

Supported by media partner, the Leaders of Enchantment podcast, a crew of three cinematographers, two still photographers, a drone operator, four on-the-ground media professionals, and a social media manager are all working this week to deliver highlights from the iconic road bicycling stage race to phones and living rooms worldwide.

The podcast creator himself, Doug Campbell, is also bringing athlete stories to life. The alumnus of Tour of the Gila, conducted countless interviews with athletes and race organizers Tuesday. An upcoming episode of Leaders of Enchantment will broadcast a few of these voices, while the race is sharing glimpses into the moments that draw competitors back to southwest New Mexico for an experience on two wheels.



COURTESY OF TOUR OF THE GILA

A rider competes in the Tyrone Time Trial on Wednesday during Tour of the Gila.

CYCLINGNEWS ROAD GRAVEL MTB TRACK CYCLO-CROSS WOMENS

CYCLINGNEWS THE WORLD CENTRE OF CYCLING



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## Tour of the Gila 2025

published April 28, 2025



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Race Home Stages

### Latest News From The Race



**Tour of the Gila: Lauren Stephens, Kieran Haug seal overall victories**



**Tour of the Gila: Galen Bolard and Eric Brunner win stage 4 bunch sprint**



**Tour of the Gila: Lauren Stephens goes three for three, Haug keeps men's lead**

### Races

#### TOUR OF THE GILA 2025

23 April 2025 - 27 April 2025 | Silver City, New Mexico | 2.2



**Stage 1 - elite men and women - Tour of the Gila: Lauren Stephens and Eric Brunner set the GC markers on stage 1 with Tyrone time trial victories**  
2025-04-23



**Stage 2 - elite men and women - Tour of the Gila: Lauren Stephens extends her lead with victory at Mogollon on stage 2**  
2025-04-24



**Stage 3 - elite men and women - Tour of the Gila: Lauren Stephens goes three for three, Haug keeps men's lead**  
2025-04-25



**Stage 4 - elite men and women - Tour of the Gila: Galen Bolard and Eric Brunner win stage 4 bunch sprint**  
2025-04-26



**Stage 5 - elite men and women - Tour of the Gila: Lauren Stephens, Kieran Haug seal overall victories**  
2025-04-27



# STAGE OVERVIEW

# STAGE 1

## TYRONE INDIVIDUAL TIME TRIAL

**LENGTH: 26 km / 16.15 mi**

Ridden by the UCI men and women only, the Wednesday individual time trial starts and finishes in the historic mining site of Tyrone. The course is wide-open with places along the roadside to observe the racers, who turn around between mile markers 30 and 29. Wearing aerodynamic helmets, speed suits and specialty bikes, each rider tackles the course alone. Racers leave at 30-second intervals and battle the clock over 26.6 km. (16.5 mi.) a course with 304.8 m. (1,000 ft.) of climbing. Starting in 2026, this stage may be replaced with another road race, one going over the Black Range and past the state's largest lake, finishing at the first commercial spaceport in the U.S.



# STAGE 2

## MOGOLLON ROAD RACE

**LENGTH: 117.6-151.3 km / 73-94 mi**

Starting at Gough Park in Silver City, the first road race begins with a neutral parade through Historic Downtown Silver City then up Market Street, known to the locals as Snake Hill. Once the riders have made the left turn onto Hwy 180 W., the race officially begins.

The course continues toward Cliff and loops through Gila, communities nestled on the banks of the Gila River, New Mexico's last wild river. The area's ranching traditions are evident as the race makes its way through grazing land with vast vistas showcasing the Mogollon Mountains.

Hwy 180 then takes the racers on a feed zone near Glenwood. Racers now start up the rolling hills leading to the Category 1 climb to the ghost town of Mogollon. The 640.1-meter (2,100-foot) winds to the finish line via a narrow, single-lane road. Amateur races begin to join the pro fields on the courses for this stage, and more categories join them all on Friday.



# STAGE 3

## INNER LOOP RACE



**LENGTH: 98.2-123.9 km / 61-77mi**

The Trail of the Mountain Spirits National Scenic Byway is the path most of the race follows for this stage. Some categories start in Pinos Altos; other races start in historic Ft. Bayard and make their way to the first KOM in Pinos Altos. Following a twisting descent to Sapillo Crossing, riders race by Lake Roberts then along the picturesque Mimbres Valley. After a right/left/right turn sequence past San Lorenzo Elementary School, the race travels up Acklin Hill, where the infamous head winds start kicking up for the final 15 miles to the sprint finishes in Ft. Bayard, where spectators can view riders vying for the win. Take time to explore area trails, play disc golf, or tour the grounds of this military fort which dates back to 1866 and was mainly staffed by African-American "Buffalo Soldiers."



# STAGE 4

## DOWNTOWN SILVER CITY CRITERIUM

**LENGTH: 1.74km / 1.08mi**

The Saturday criterium is a spectator's delight. Athletes make laps around a closed course on Bullard, College, Cooper, and Broadway streets. At the corner of Broadway and Bullard streets, racers negotiate a 90-degree corner while reaching speeds in excess of 65 kmph. The start/finish line at Sixth and Bullard streets will have people lined up three-deep to watch exciting finish sprints. The backstretch features a steep descent on Cooper Street. The full day of competition in Historic Downtown Silver City includes citizen races that kids and more recreational cyclists participate in.



# STAGE 5

## GILA MONSTER ROAD RACE

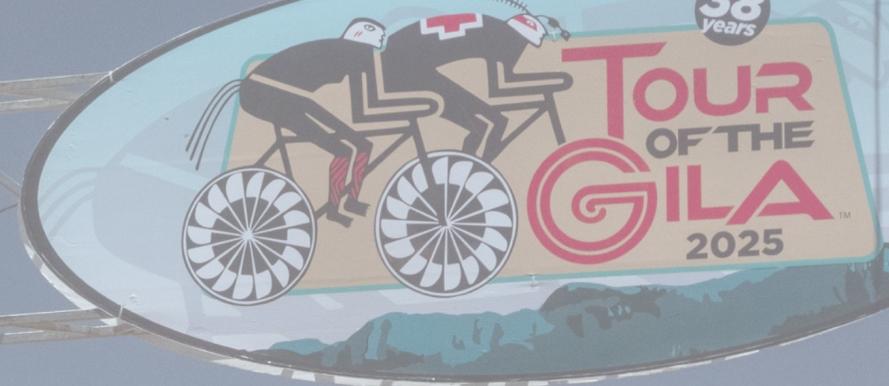
**LENGTH: 111-165.8 km / 69-103 mi.**

The queen stage is renowned as one of the toughest days of racing in North America. This iconic course takes the racers in a counterclockwise direction around the same loop they rode on Friday. After a screaming descent down Hwy 152, the course then travels 30 miles through the Mimbres River Valley, where the pelotons twist through vast meadows and tall pines with the Black Range as a backdrop.

After pedaling around Lake Roberts, racers face the grueling ascent from Sapillo Crossing to Wild Horse Mesa and complete the uphill climb to the Pinos Altos finish, covering 111 km. (69 mi.). The UCI Men's race turns right instead of left at the intersection with Hwy 35 and follows Hwy 15 for seven steep miles to Clinton P. Anderson Vista, where the road tips down toward the turnaround at the Gila Cliff Dwellings National Monument Visitor Center.

The Category 1 climb from the Gila River only leads to another speedy descent and the arduous Sapillo climb. From Wild Horse Mesa, the road winds through the splendor and shadows of the Gila National Forest. UCI Men complete 2,853 m. (9,360 ft.) of climbing over 166 km. (103 mi.) before reaching the finish, where spectators can enjoy the rustic charm of this historic gold mining village.

On Sunday, the 31-mile Citizen Road Race is open to riders age 13 and older. The course runs from Camp Thunderbird to Pinos Altos.





# STAGE PROPOSAL

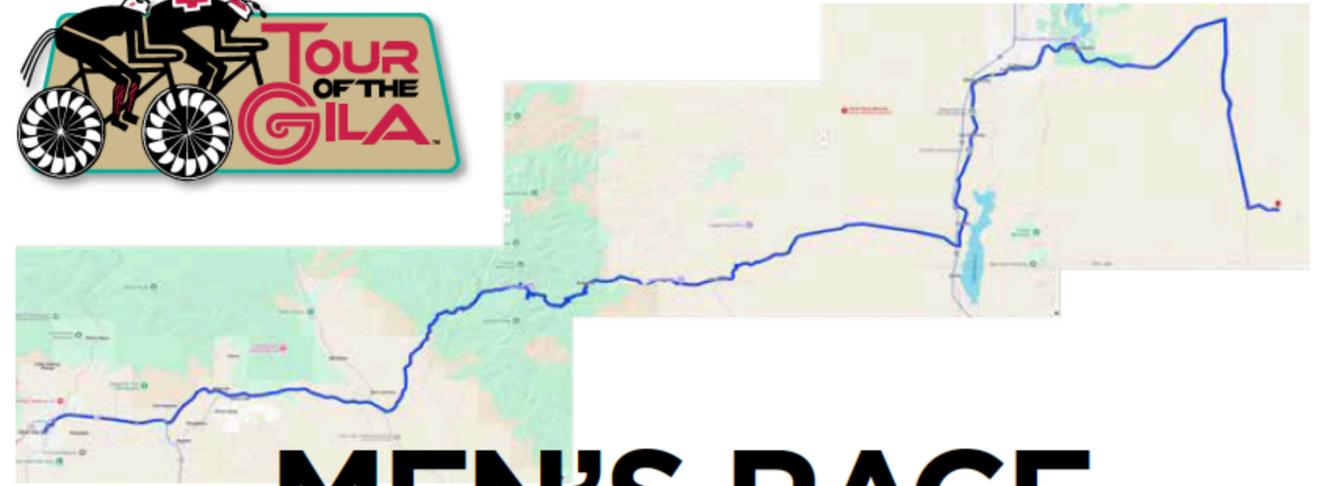
Men's Race  
**Silver City to Truth or Consequences/Spaceport**

117 miles | 7844 elevation gain

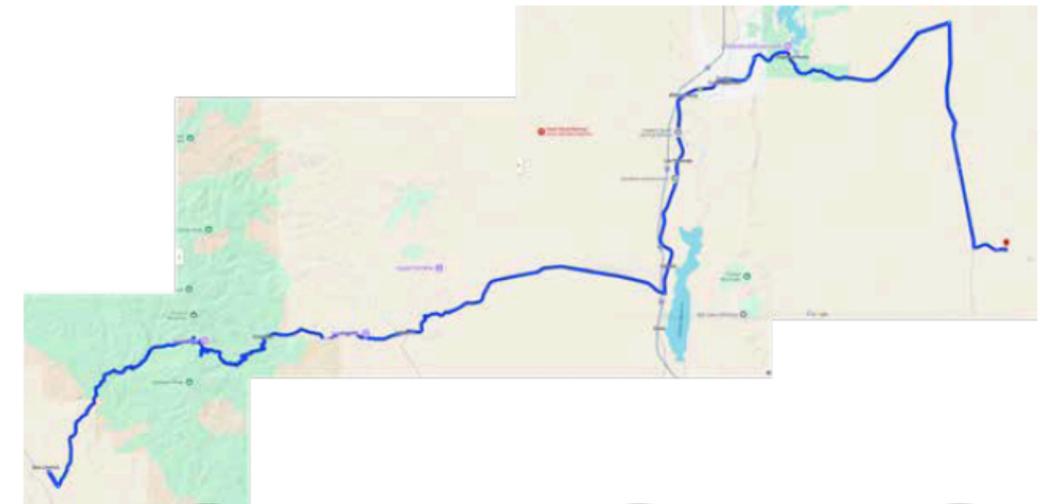
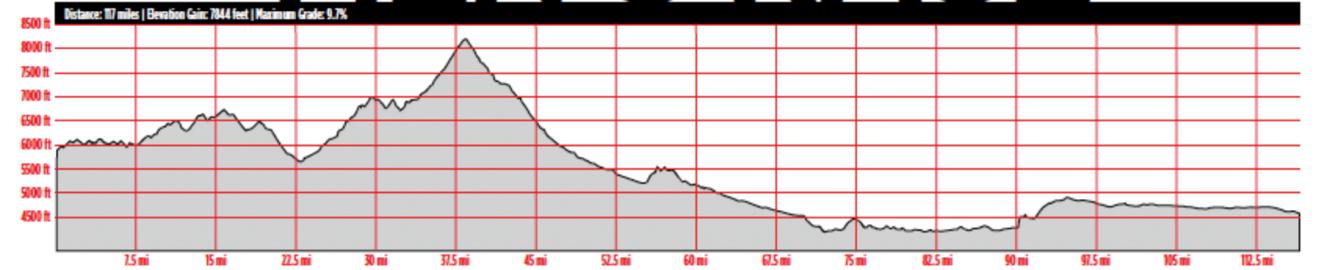
Women's Race  
**San Lorenzo to Truth or Consequences/Spaceport**

94 miles | 6500 elevation gain

2026



## MEN'S RACE



## WOMEN'S RACE



# SPACEPORT AMERICA, NEW MEXICO

Spaceport America is the first purpose-built commercial spaceport in the world. The FAA-licensed launch complex, situated on 18,000 acres adjacent to the U.S. Army White Sands Missile Range in southern New Mexico, has a rocket friendly environment of 6,000 square miles of restricted airspace, low population density, A 12,000 feet x 200 feet (3658 m x 61 m) runway, vertical launch complexes, and about 340 days of sunshine and low humidity.

Some of the most respected companies in the commercial space industry are tenants at Spaceport America: Virgin Galactic, HAPS Mobile/ AeroVironment, UP Aerospace, and SpinLaunch. With customers EXOS Aerospace and Swift Engineering regularly using the complex for testing and launches.

The Space To Be ... Visionary





THANK YOU

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