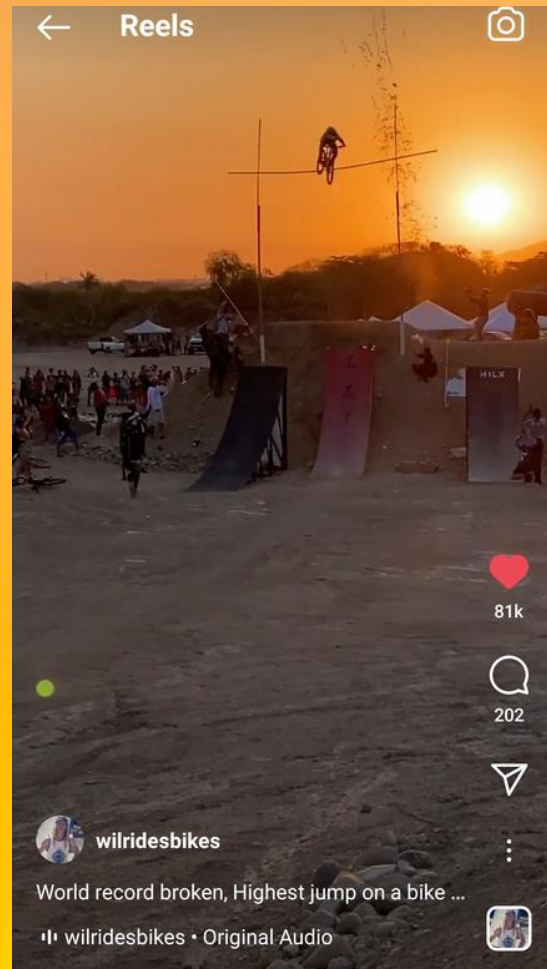




FIRERIDE FESTIVAL

BIKES TACOS & GOOD TIMES

# Un-official high jump world record broken



▶ 1,119,608 plays



# SAM PILGRIM



PUERTO VALLARTA

DUAL SLALOM WINNER 2022



# NICHOLI ROGATKIN



**Worlds First "Twister" on an 29" Enduro bike. Nicholi ranked number 1 for slopestyle in 2018**

# REED BOGGS & JOHNY SALIDO WHIP-OFF BATTLE



HILX



HILX



REED BOGGS - RANKED 3RD BEST FREERIDE IN 2021





# Key Points

**1**

*Marketing Agency*

**30**

*Athletes*

30 International athletes from around the world

**1**

*Media Crew*

Capturing the magical moments

**30k**

*Website Clicks*

fireride.bike

**957k**

*Socail media*

Impressions





# The Team

Fireride Events is made is with the hardest working, most passionate individuals who strive to succeed in everything they do from building the course, athlete care to branding and marketing.

We are all excited to grow Fireride Festival into a global, well-known mountain biking event.

**FIRE RIDE**



# The Team



Patrick Robinson: Co-founder, professional cyclist, founder of Sensea Creative Marketing Agency.



Carlos Martinez: Logistic & Events manager



Shannon VanDerwerken: Athlete manager



Dr Hiram: Athlete Care, Event Health & Safety



Rio Penn-Grice: Head of Media



Diego Torres: Marketing & Media assistant



# FIRERIDE INVITATIONAL

Fireride Invitational is a 3-day event made up of the best male & female mountain biking athletes from around the world plus live music.

Schedule:

Thursday: Practice & Media

Friday: Dual Slalom racing

Saturday: High Jump - Best Trick - Whip off battle  
- Podiums & After Party

**FIRERIDE FESTIVAL**  
PUERTO VALLARTA, JALISCO, MÉXICO.



25 Y 26 DE  
NOVIEMBRE 2022 | MUSICA / DJ / BIKES  
TACOS / GOOD TIMES

**ENTRADA GRATIS**  
@FIRERIDEFESTIVAL  
FIRERIDE.BIKE





TV Doc - Series



# FIRERIDE INVITATIONAL

30

## *Athletes*

Male & female international athletes from various countries

1

## *TV Show*

TV documentary series per event.

3

## *Day Event*

Practice day  
Media day  
Event day

5.85M

## *Combined Social Following*

Media following of athletes

# Charity Partner



raicillalavenenosa Pequeño resumen de nuestra participación en @fireridefestival thanks guy for invited us to be part of it we will gladly do it again ..



209,324 views • Liked by kaia.jensen

nicholirogatkin The end of the dual slalom course at @fireridefestival is rowdy 😱 @johnysalido getting WILD in the whoops 😂😂😂 what a save!! #gopro



Liked by kaia.jensen and 251 others

mingoetz Still coming down from the high that came with riding in Mexico with the coolest crew around. Big shoutout and thank you to @lilpattyp and the rest of the @fireridefestival folks for setting up and running this event and also to @drhiramunoz for keeping us safe and stoked at all times. Got to meet, shred, and hang out with so many rad humans. Tacos eaten, shots taken, and bikes ridden ✅ I'd say that's a good time.

It was rather spontaneous on my end to go to this event and boy was it a good decision. I haven't ridden freeride stuff since the end of 2019 and hardly ridden my bike at all since then. What a week to get me back into the roll of things! Looking forward to more big bike opportunities and events this year and I'm finally stoked to be riding my bike again 🙌



Liked by alexcahill1 and 8,058 others

tomaslemoine Mexico vibes, good vibes 🇲🇽 #fireride



Liked by alestriker and 1,931 others

johnysalido Back home after @fireridefestival last week. Had such a #gudtime with the homies. Special thanks to @lilpattyp for putting on this rad event. I know how much work has to be put into organizing an event and I repect that so much! Thanks for helping me put Mexican Freeride in the global scene 🙌



whoisdylan @fireridefestival was such good time! So stoked to be voted Rider of The Week by all the riders. Dual slalom, long jump and high air were all so fun. Go watch the final video from this awesome trip to Puerto Vallarta Mexico now up on my YouTube channel. #fireridefestival #puertovallarta #mtb

# FIRERIDE 2023

We want to offer an epic, unique, unforgettable experience for the athletes and fans.

We still want to encourage progression and inspiration in a safe environment but we also want to welcome people to view the spectacular show the athletes put on and have the chance to demo bikes on the trails and jumps to attract more people to the sport of mountain biking.

In the evenings, expect; live music, floodlit jumps, fire displays, fireworks, and athletes from around the world sending it! A recipe for an epic mountain bike party!





# The Future

#FIRERIDEWORLDTOUR

1 2022

1. Puerto Vallarta, Mexico

2 2023

1. Fireride Festival UK JAM

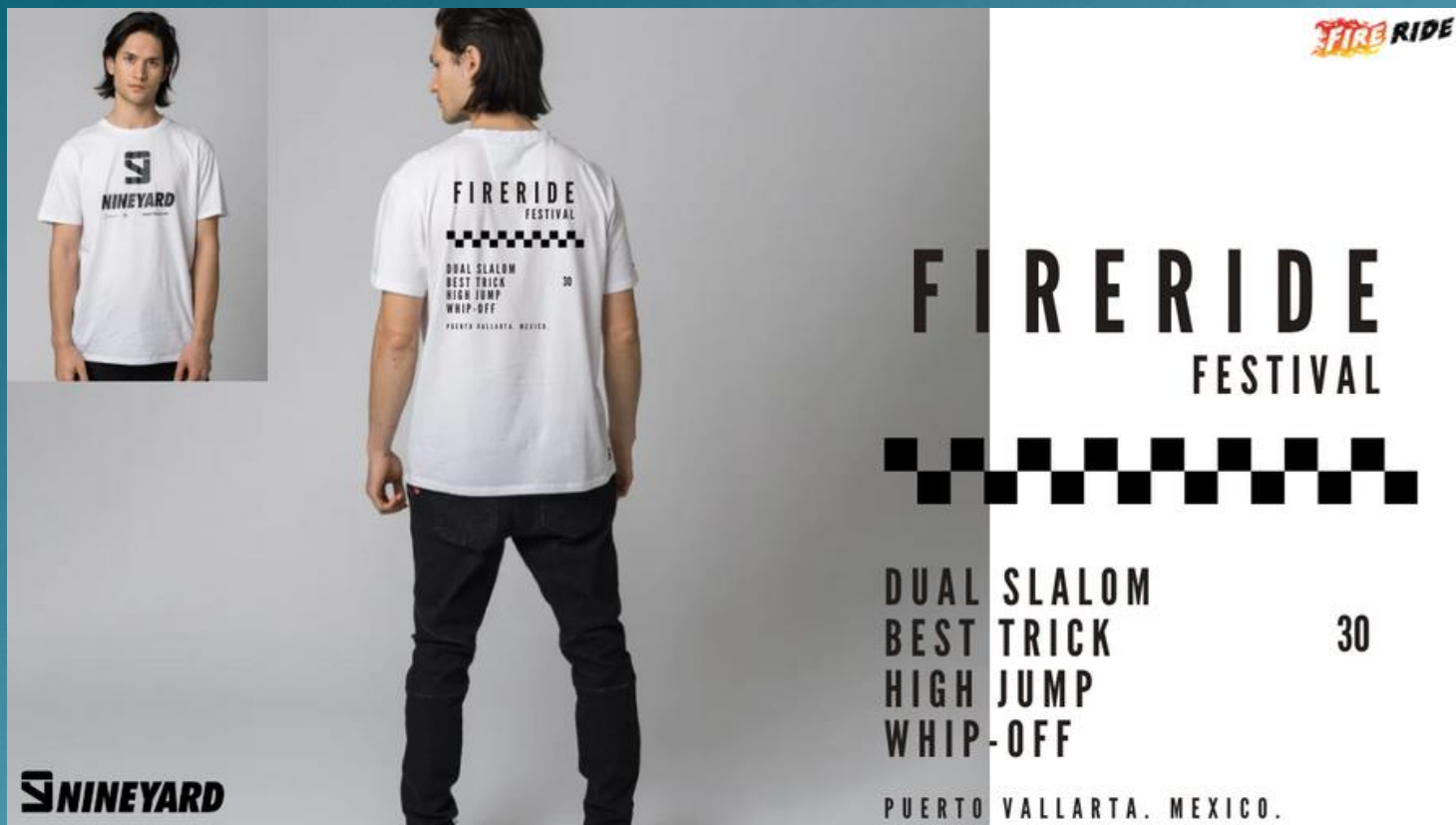
3 2024 - 3 Events

1. ???

2. Fireride Festival UK Jam

3. Puerto Vallarta, Mexico





**PUERTO VALLARTA**

## BIKES TACOS & GOOD TIMES

### FIRERIDE FESTIVAL

FIRERIDE Festival comes to Puerto Vallarta, Mexico on the 25, 26 November for an unforgettable experience of good times!

Fireride Festival is an event for everyone, hangout and watch the best athletes from around the world competing in Dual Slalom, High Jump, Best Trick & Whip-Off. Followed by a festival party with the best DJ's in Jalisco.

You can also experience the adrenaline yourself by skating the Volcom halfpipe or test riding one of the Giant Bikes on the public trails.

Expect fireworks, fireshows, with food and beverage available.

For more information visit:  
<https://fireride.bike/>  
 @Fireride Festival

**Sportlán**

“ THIS UNIQUE MTB EVENT IS SO FUN WITH GREAT COMPETITIONS AND PARTYS! - DYLAN STARK PROFESSIONAL MTB ATHLETE ”

Logos at the bottom: WR, RAW TRAILS, POLARIS, GIANT VALLARTA, LA VENENOSA, Mtb, TIME

# FIRE RIDE



# FIRE RIDE



URL: [Fireride.bike](http://Fireride.bike)

Instagram: [@FirerideFestival](https://www.instagram.com/FirerideFestival)

Facebook: [@FirerideEvents](https://www.facebook.com/FirerideEvents)

Email: [firerideevents@gmail.com](mailto:firerideevents@gmail.com)