



FIRERIDE

COMMUNITY CASE STUDY



FIRE RIDE

Fireride is an international mountain bike event that is committed to supporting the community, supporting local businesses, supporting tourism, and promoting health and cycling.

Fireride is made up of two events, the local qualifying event and the invitational event, made up of the best riders from around the world.

How do we do it?

We bring people together through the love of cycling. We create a safe, progressive environment for people to cycle.



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Step 1:

The build - Our team of professionals design courses that are fun and progressive in the safest possible way. We work with volunteers to teach them the art and skills of building safe ramps.

We shop locally, we hire local carpenters and buy our materials like wood and screws from the local shops.

We remove all trash and clean the area.

We create a safe environment for people to hangout.



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Step 2:

The Event - We host an event for the locals. This is also a qualifying event to be part of the international invitational event which gives the opportunity for people to ride with their heroes.

Any age, any gender can participate on any bike.

We shop locally to create posters and banners for the event.

We invite local food and drinks businesses to sell their products at the event.

We create a fun, inclusive competition environment.

We give out medals and prizes.





The course build



Cleaning project with the trash pickers volunteering group and promoting their message



Local food stands



Creating a safe fun enviroment



Podiums



Rider of the day - Alexandra "Best day of my life"



Long Jump



Dual Slalom racing

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Step 3

Post Event - The bike park now has cycling coaches who help children progress their bike skills.

Coaches teach how to safely cycle on the roads.

More people use bikes as a mode of transport.

People are inspired and are making new friends.





Bike park coaching



Road cycling

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Step 4

The invitational Event

The invitational event invites 30 top athletes from around the world to compete against each other on a unique course with unique events like the world's first whip off battle.

3-day event, practice, media day, competition day

We create media to show off the beautiful location and lifestyle to support tourism.

Our content is viewed by millions around the world.

We inspire and change people's lives.



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Step 5

Charity Partner - Sports Allies promote diversity and inclusion in sport and so do we.

Female & male athletes riding together sharing sports allies message across social media.



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Moving forward

We used to be proud we were a "Made by riders for riders" event but we soon realized this was a mistake.

The Fireride team is a bunch of people who are hard-working, who love to ride bikes and have a good time. It's now time to open Fireride up to more people, the plus 1s, the families, the non-bike enthusiast and share more about what the team is passionate about.

It's time to make Fireride for people who want to have a good time.

How will we do this:

- Live Music
- Accessible bikes / tracks & coaching
- Activities for the family
- FIRESHOW for the family
- TV series





FIRE RIDE

fireride.bike