

# Belgian Waffle Ride Montana

*A summer tourism engine for Bozeman*

**2026 partnership request: \$10,000 in destination marketing support**

The inaugural BWR Montana brought 700 riders to Bozeman, rallied 60 local volunteers, and established the largest cycling event in Bozeman history. Year two is our chance to scale the visitor impact and build this into a Bozeman tradition

**June 19-20, 2026**

Bozeman, Montana



Our ask

**\$10,000**

to amplify marketing, reach more out-of-market cyclists, and turn a proven event into a larger annual visitor draw.

**The Hell of the Bozone**



# Year one proved the demand

The inaugural event established BWR Montana as a meaningful summer draw for riders, volunteers, partners, and local businesses.

700

traveling riders brought to Bozeman

60

local volunteers rallied to help produce the weekend

2

festival days of expo, social events, and racing

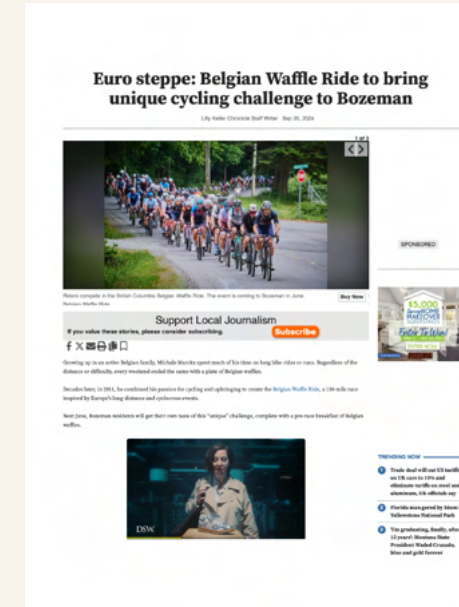
1st

BWR Montana, with room to grow into a marquee annual tradition



## Why that matters

- It showed Bozeman can host a world-class gravel weekend with local energy and operational support.
- It gave the city a new summer tourism story rooted in adventure, scenery, and community pride.
- It created a foundation we can now market harder and farther in year two.



# Why Bozeman is a natural home for BWR Montana

The event works because the product and the place already belong together.

The outreach materials describe Bozeman as a “cycling paradise,” a place of adventure, panoramic terrain, and a community that thrives on challenge and celebration. That is exactly the kind of destination story endurance cyclists travel for.

- Big Sky scenery turns the ride into a destination-worthy experience, not just a race.
- Bozeman already resonates with outdoor-minded travelers and active families.
- The city gives riders a weekend of restaurants, breweries, retail, lodging, and exploration around the event itself.

**Adventure is the magnet. Community is the glue.**



# What returns in 2026

A two-day festival format designed to attract riders, traveling companions, sponsors, and the local community.



## Friday | Expo + social

Packet pickup, public-facing expo, brand partners, food, music, and the social energy that invites riders and locals into the same orbit.

## Saturday | Race day

The grand finale unfolds across Montana terrain, giving Bozeman a signature spectacle at the peak of summer adventure season.

## Three ride options

Waffle: ~110 miles

Wafer: ~65 miles

Wanna: ~30 miles

Multiple distances broaden the tent and create more reasons to travel.

BWR Montana is the final stop of the Quad-Tripel Crown of Gravel, which gives the event built-in series visibility and makes Bozeman the season-ending destination for committed riders.

# How this event helps Bozeman's visitor economy

*We are not just filling a start line. We are filling itineraries.*

## Heads in beds

Riders and their families book rooms, stay overnight, and anchor travel around a full event weekend.

## Spending across town

Participants move through coffee shops, restaurants, breweries, retail, bike shops, and recreation before and after the ride.

## Destination branding

Bozeman is promoted as the final stop of a national series and framed as a premier place to ride, explore, and return to.

Our year-two objective is straightforward: grow out-of-market participation, encourage longer stays, and bring more family travel into the Bozeman summer calendar.





# How the \$10,000 grant would be used

The pro forma shows a dedicated \$15,000 marketing stack already planned. Chamber support would fund the majority of that reach-building spend.

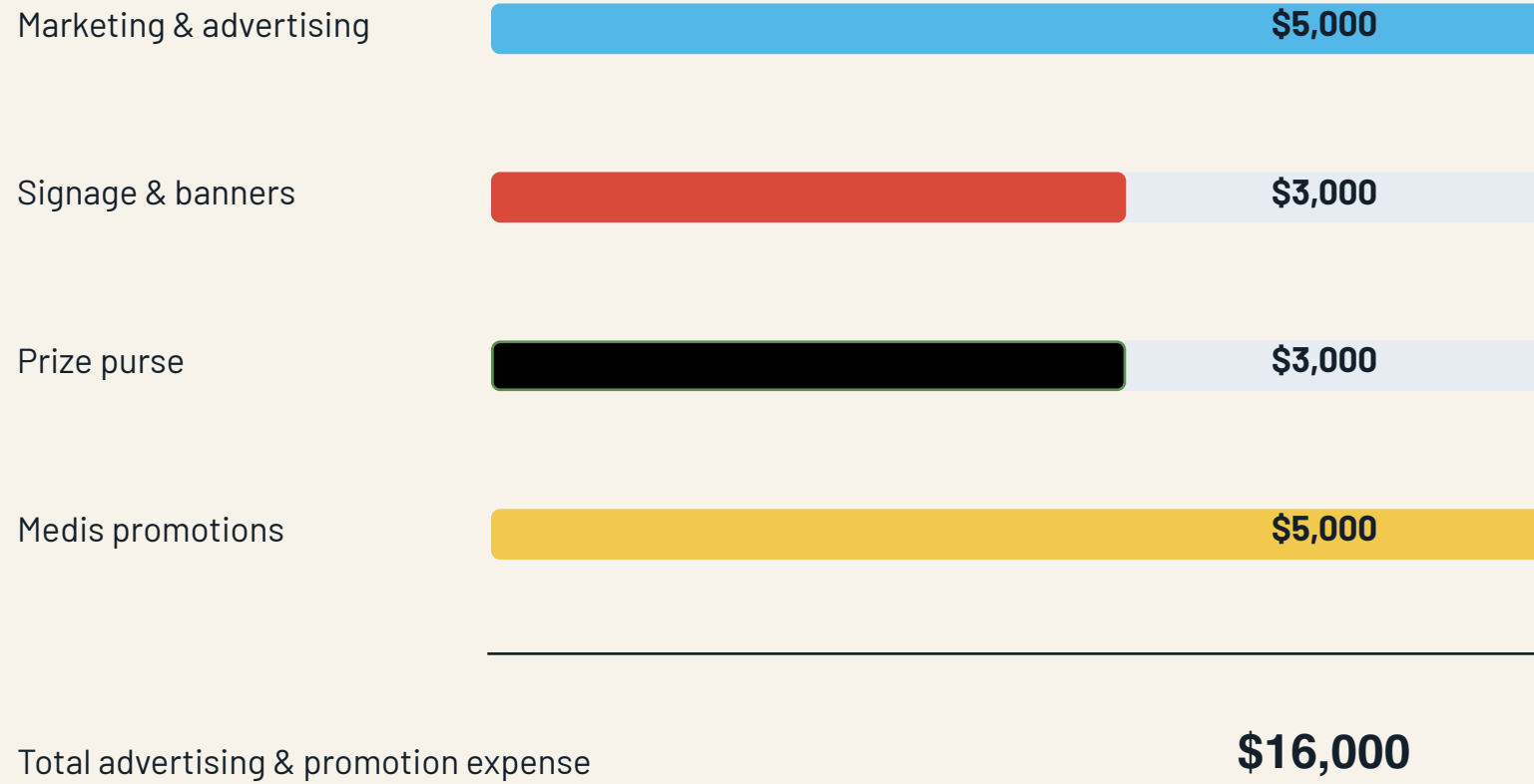


**\$15,000 total marketing budget**

The ask covers the parts of the budget that help us reach and convert more travelers.

**A \$10,000 grant would fund roughly 67% of the planned advertising and promotion spend.**

That means more impressions, more registrations, and more chances to put heads in beds across Bozeman.



## Why your partnership matters

*The first year proved the concept. The second year is where we scale the impact.*

- It aligns the Chamber with an event that already has momentum and visibility.
- It helps Bozeman compete for more summer travel from cyclists and their families.
- It strengthens a repeatable annual asset that showcases the city's scenery, hospitality, and outdoor identity.
- It turns a successful inaugural weekend into a larger economic-development story.

Request

**\$10,000**

in marketing support to help grow attendance, broaden reach, and drive more visitor spending in Bozeman.

**Thank you for considering a partnership that can help make BWR Montana a bigger annual win for Bozeman.**



**Thank you for considering our event**



**The Hell of the Bozone**