



2025 DUST BOWL 100

RACE RECAP AND 2026 PROSPECTUS





2025 By The Numbers

Registered Participants*: 1,214

- Women: 218
- Juniors: 44

Largest women's and junior fields yet!

*All categories sold out in just 2 days after registration opening.

Friday Kids Race Participants: 52 (doubled last year's count!)

Packets picked up during the Friday festivities: 581

Shakeout Rides: 3

States Represented: 33

Countries Represented: 3 (United States, Canada, and Spain!)

Youngest Finisher: 12 years old (four finished the 44 mile race!)

Oldest Finisher: 78 years old

Number of Volunteers: 130

Gallons of Water/Tailwind Consumed: 700+

Donuts Consumed: 576

Weather Statistics: 91° high (real feel of 102°+), 76° low; humidity range of 59% - 87%; 22mph max wind gust

Most Popular Tire Width: 40-48mm (73%)





2025 Results



100 Mile Winners:

- Overall Female: **Mairen Lawson** (Grande Prairie, Alberta, Canada)
- Overall Male: **Zach Nehr*** (Menomonee Falls, WI)
- Female Junior (18 & under): **Avery Fortenberry** (Elizabethtown, KY)
- Male Junior (18 & under): **Alec Clements** (Indianapolis, IN)
- Female 19-29: **Olivia Loy** (Louisville, KY)
- Male 19-29: **Kyle Kalish** (Columbus, IN)
- Female 30-39: **Sierra Siebenlist** (Bloomington, IN)
- Male 30-39: **Drew Dillman** (Fairdale, KY)
- Female 40-49: **Kae Takeshita** (Harrisonburg, VA)
- Male 40-49: **Nate Clason** (Grand Rapids, MI)
- Female 50-59: **Gwen Talaski** (Bloomington, IN)
- Male 50-59: **Sean Nicholson-Crotty** (Bloomington, IN)
- Female 60-69: **Pamela Baller** (Clearwater, FL)
- Male 60-69: **Geoffrey Chandler** (Indianapolis, IN)
- Male 70+: **Eric Peterson** (Naperville, IL)
- Singlespeed: **Kevin Clark** (Louisville, KY)



100K Winners:

- Female Junior (18 & under): **Ella Pryor** (Zionsville, IN)
- Male Junior (18 & under): **Nate Beaver** (Columbus, OH)
- Female 19-29: **Alexa Stierwalt** (Maineville, OH)
- Male 19-29: **Mitchell Clinkenbeard** (Carmel, IN)
- Female 30-39: **Tiger Patton** (Round Lake, IL)
- Male 30-39 (and overall): **Ben Renkema** (Travelers Rest, SC)
- Female 40-49 (and overall): **Christy Keely** (Travelers Rest, SC)
- Male 40-49: **Casey Abston** (Louisville, KY)
- Female 50-59: **Suzanne Rinehart** (Champaign, IL)
- Male 50-59: **Court Maple** (Fishers, IN)
- Female 60-69: **Mary Lipe** (Carmel, IN)
- Male 60-69: **Dan Paulus** (La Crosse, WI)
- Male 70+: **Preston Conrad** (Carmel, IN)
- Singlespeed: **Michael McClure** (West Lafayette, IN)
- Tandem: **John & Karen Leitzel** (Crown Point, IN)

*set course record



44 Mile Winners:

- Female Junior (18 & under): **Sadie James** (Spring Lake, MI)
- Male Junior (18 & under): **Brooks Graves** (Carmel, IN)
- Female 19-29: **Alia Martin** (Carmel, IN)
- Male 19-29: **Jacob Boberg** (Indianapolis, IN)
- Female 30-39: **Judy Dickson** (Lafayette, IN)
- Male 30-39 (and overall): **Jake Fiddler** (Brownsburg, IN)
- Female 40-49 (and overall): **Katie Ratliff** (Westfield, IN)
- Male 40-49: **Ben Waite** (Zionsville, IN)
- Female 50-59: **Renata Stoppel** (Plainfield, IN)
- Male 50-59: **Mike Hillyard** (Evansville, IN)
- Female 60-69: **Judi Thiel** (Indianapolis, IN)
- Male 60-69: **Brad Wunderlich** (Louisville, KY)
- Female 70+: **Annette Bartz** (Columbus, OH)
- Male 70+: **Stanley Strohm** (Robinson, IL)
- Singlespeed: **Justin Ratliff** (Westfield, IN)
- Tandem: **Mark & Jeremiah Moskovich** (Simpsonville, KY)



2025 Participant Feedback

- “The Dust Bowl 100 was one of the **best cycling events I have ever been to, and that includes over 500 in the last 12 years**. Other events seem to run into the same problems year after year. But you have nailed it. I will recommend the Dust Bowl 100 to anyone and everyone that I know” - Zach (WI)
- “It's **well organized** and run. I did it in 2023 and then this year, and having 400 more participants felt no different on course or at the venue, which is a testament to your operation. Having the **course well-marked** and **communication clear** through the weeks leading into the race helps it all work smoothly” - Lindsay (KY)
- “I love the small-town vibe and **welcoming spirit of Eminence**. The communication is fantastic, **better than any ride** I have done to date. The on-site expo and meal are wonderful. **I will continue to build my rides around the Dust Bowl**” - Bryan (IN)
- “Amazing communication and organization, I really appreciated all of the **attention to detail** in the communications leading up to the event” - Stephen (KY)
- “The course is constantly turning, which **keeps you interested** in what's going on, not a lot of long straightaways, **not very much traffic**, the gravel sections were good, and the crushed limestone trail and double track section add some variety to keep things mixed up” - Greg (IN)
- “The defining feature was the **community along the course**. Loved seeing all the people spectating!” - Dean (IL)
- “**Absolutely fantastic event**. The **best run** event I have ever completed” - Brandon (NH)
- “Inside camping was **magical** and so was the Friday night meal. Such a perfect offering to help **our whole family be involved** and content for the entire event” - Katie (IN)
- “LOVED it! **Loved the vibe, the low cost, the low barrier to entry** that it was easily rideable for all athletes” - Christine (IL)
- “**Best value** for dollars spent” - Dan (WI)
- “**After party was amazing!!!!**” - John (WI)
- “The **production value** of this event is **top notch**” - Max (IN)



How the Dust Bowl 100 Compares

A majority of participants gave exceptional ratings* to the following aspects of the Dust Bowl 100 compared to other gravel races they have participated in:

- **Overall Event** (62% rated it “among the best” / 33% “better than average”)
- **Communication** (81% “among the best” / 16% “better than average”)
- **Post-Race Atmosphere** (57% “among the best” / 26% “better than average”)
- **Packet Pickup** (65% “among the best” / 24% “better than average”)
- **Course Markings** (56% “among the best” / 31% “better than average”)
- **SAG Stops** (50% “among the best” / 32% “better than average”)
- **The Route** (44% “among the best” / 43% “better than average”)
- **Venue** (48% “among the best” / 34% “better than average”)
- **Parking** (36% “among the best” / 35% “better than average”)



*data pulled from post-event survey sent to all participants



Giving Back

- The Dust Bowl 100 was able to support the following programs and initiatives in 2025:
 - 16 bicycles donated to students in the Eminence Community Schools system
 - \$4,200 raised for Eminence Community Schools through Camping and Shower fees
 - \$1,200 raised for Eminence Junior High through rider donations at the SILCA Bike Wash Station
 - \$2,090 donated to Eminence PTO and school groups through volunteer hours and shirt/magnet sales
 - \$610 raised for the Eminence A&A Fire Department through Camping Fees
 - 10 full student scholarships funded for the 2025 Indiana Interscholastic Cycling League (NICA) season
 - 1,000+ items donated to the Eminence Christian Church food pantry
 - Designated **Funding Ride** for Bicycle Indiana (\$1 per participant donated to BI)
 - **Monetary donation** to Putnam Parks & Pathways to support their work expanding outdoor opportunities in Putnam County





2025 Economic Impact

- 46% of participants came from outside of Indiana to participate
- Participants spent an average of \$361 during their trip* (total economic impact of \$361,000)
- 52% of participants spent at least 1 night away from home to attend the Dust Bowl 100*:
 - 30% spent 1 night away from home
 - 13% spent 2 nights away from home
 - 9% spent 3+ nights away from home
- Lodging location of those that stayed overnight*:
 - Hendricks County (Plainfield) – 28%
 - Putnam County (Cloverdale/Greencastle/Lieber) – 22%
 - Morgan County (Martinsville/Mooresville) – 17%
 - On-Site Camping – 13%
 - Other – 20%



*estimates based on data pulled from post-event survey sent to all participants (169 responses)



ZIPP
MAKING YOU FASTER

DUST BOWL 100
presented by ZIPP

2025 Social Media Reach

- **Instagram:**

- Followers: 2,587
- Views*: 395,508
- Visits*: 5,917
- Total Organic Reach*: 99,099
- Total Interactions*: 10,395

- **Facebook:**

- Followers: 1,542
- Views*: 200,925
- Visits*: 13,073
- Total Unique Reach*: 41,885
- Total Interactions*: 4,166

*YTD through 8/9/2025



2026 Dust Bowl 100

- **Date:** Saturday, July 25th
- **Location:** Eminence, IN
- **Expected number of participants:** 1,400





2026 Sponsorship Opportunities

Monetary Sponsorship Opportunities

- | | |
|--|--------|
| • Route Sponsor (presenting sponsor of 1 of the 3 routes) | \$2000 |
| • Entertainment Sponsor (includes sponsor banner on mobile stage) | \$2000 |
| • Race Day Media Sponsor (includes ads on live stream) | \$2000 |
| • Post-Race Meal Sponsor (includes banner at the dining tent) | \$2000 |
| • T-Shirt Sponsor (large logo placement on the event shirt) | \$2000 |
| • Water Bottle Sponsor (given to all participants) | \$1500 |
| • Cooling Towel Sponsor (handed out at finish line) | \$1500 |
| • Support vehicle sponsor (your logo on each support vehicle) | \$1000 |
| • Aid Station Sponsor (sponsor signage included at the aid stations) | \$750 |
| • Ice Sponsor (signage at all ice coolers at venue and SAG stops) | \$750 |
| • Kids Race Sponsor (presenting sponsor of Friday kids race) | \$500 |
| • Pre-Race Meal Sponsor (sponsor signage at donut/coffee table) | \$500 |
| • General Supporting Sponsor | \$350 |

In-Kind Sponsorship Opportunities

- On-course vendor run oasis/aid station
- Donation of or discounted purchase price on children's bikes to be given to Eminence students
- Donation of supplies for the bike wash station – degreaser, chain lube, brushes/sponges, etc.
- Merchandise or apparel to be used for participant giveaways and prizes
- Pre-packaged snacks, sports drink mix and/or fresh fruit to be provided to participants at aid stations
- Donuts and/or coffee for the pre-ride meal
- 5-gallon water jugs to be used at aid stations
- Event operational supplies such as marking paint, parking cones, caution tape, step ins, trash cans, trash bags, etc.
- Course tape
- and many more....

Additional Sponsor Benefits

- | | |
|--|---|
| • Logo included on the main event banners at the bike race | • Logo on the www.dustbowl100.com website |
| • Logo on the back of event t-shirt | • Free race entry |
| • Sponsor specific post(s) and stories on the @dustbowl100 social media accounts | • Free expo space at the vendor expo (Friday 7/24) |
| • Sponsor highlight/feature in email communications sent to participants | • Opportunity to provide business cards, coupons, stickers, etc. to be added to participant swag bags |

Thanks to our 2025 Sponsors!

ZIP





Contact Information

- **Website:** www.dustbowl100.com
- **Facebook:** www.facebook.com/dustbowl100
- **Instagram:** www.instagram.com/dustbowl100
- **Event Director:** Marc O'Leary
elevateendurancelc@gmail.com
(812) 249-1269



