



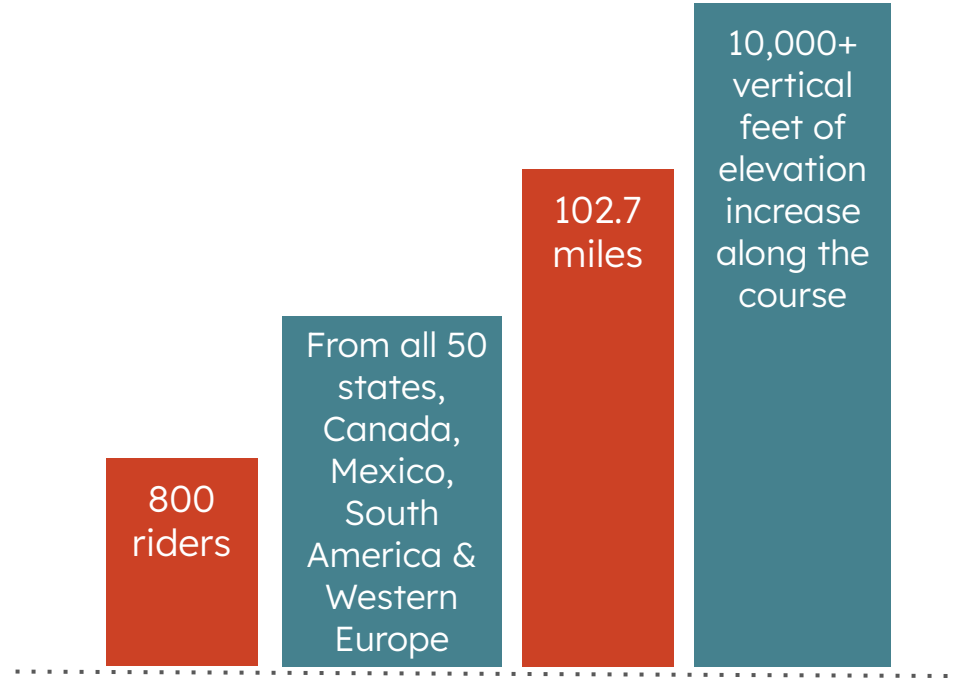
# Come along for the ride!

## 2024 Sponsorship Opportunities



# “The Beast of the East”

Begun in 1975 by Spartanburg, SC native John Bryan and The Freewheelers Club, **The Assaults** is an award-winning, internationally recognized road cycling event that begins in Spartanburg, SC, and ends 102.7 miles and 10,000+ vertical feet later, at the summit of Mt. Mitchell, the highest peak in the Eastern United States.





# The Freewheelers

Founded in 1973, **The Freewheelers Club** is a Spartanburg, SC-based community service organization whose mission is to provide bicycle safety, education and promotion, and a forum for amateur sports competition and touring.

In 2015, due to the success of The Assaults and the opportunity to enhance charitable giving, The Freewheelers created a 501(c)(3) sister organization, **The Freewheelers Cycling Association**.



# Our Mission

The Freewheelers Cycling Association (FCA) is committed to providing bicycle education, promoting bicycle safety, advancing healthy lifestyles, giving financial support to community organizations in need.



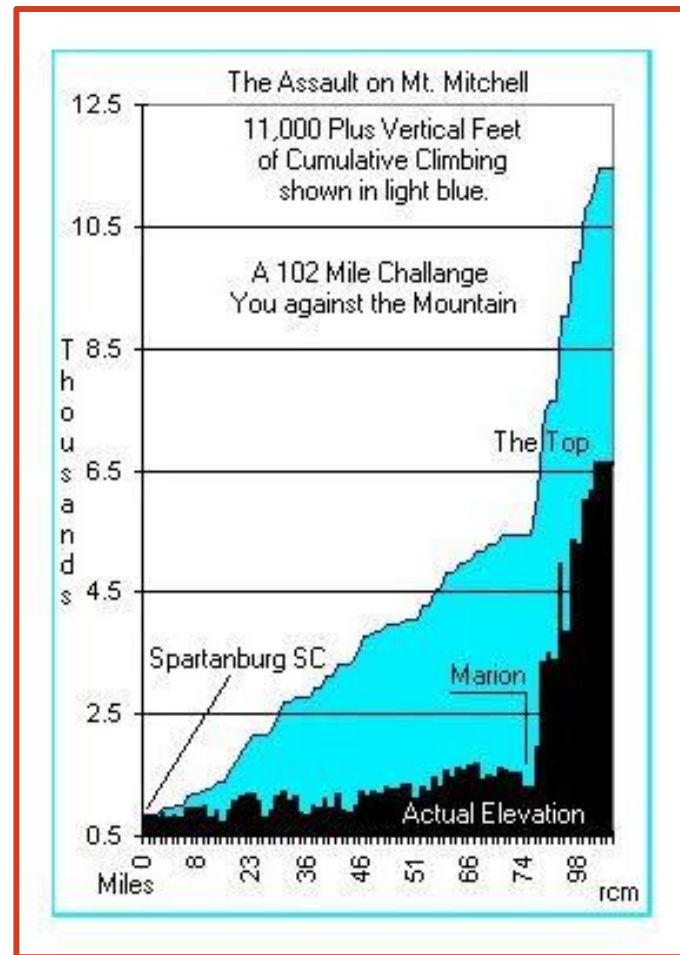


## Two sister courses

The **Mt. Mitchell course** is the original, 102.7-mile self-paced route, including a 28-mile climb, and finishes at the top of Mt. Mitchell within Mt. Mitchell State Park.

The **Marion course** was introduced in 1994 to allow more cyclists to participate. Its route is the first 74.2 miles of the Mt. Mitchell course, finishing at the Tom Johnson Rally Park Pavilion in Marion, NC.

Both courses begin in downtown Spartanburg, SC.





“The Assaults has been a signature sporting event in the Upstate for more than 45 years and has brought significant recognition to this area as a vibrant and active place to live, work, and play. Piedmont Natural Gas is proud to support the communities we serve by investing in efforts like The Assaults.”

—Hank McCullough P.E., Piedmont Natural Gas



**BLUE RIDGE**  
**outdoors**



Best of the Blue Ridge  
Readers Choice Award

25 Competitions  
to Conquer

Top 10 in the U.S.  
Hill Challenges

Top 15 in the U.S.  
Gran Fondos

Top 20 in North America  
Gran Fondos



PARKWIDE  
SPEED LIMIT 25  
UNLESS  
OTHERWISE POSTED

“After recovering from the self inflicted and very predictable aches and pains, all I can say is WOW! From the spot-on, yet non-obnoxious email communication keeping us apprised of essential details, to the mind boggling logistics of this fabled ride, no detail was left out and what a difference that makes for us riders.

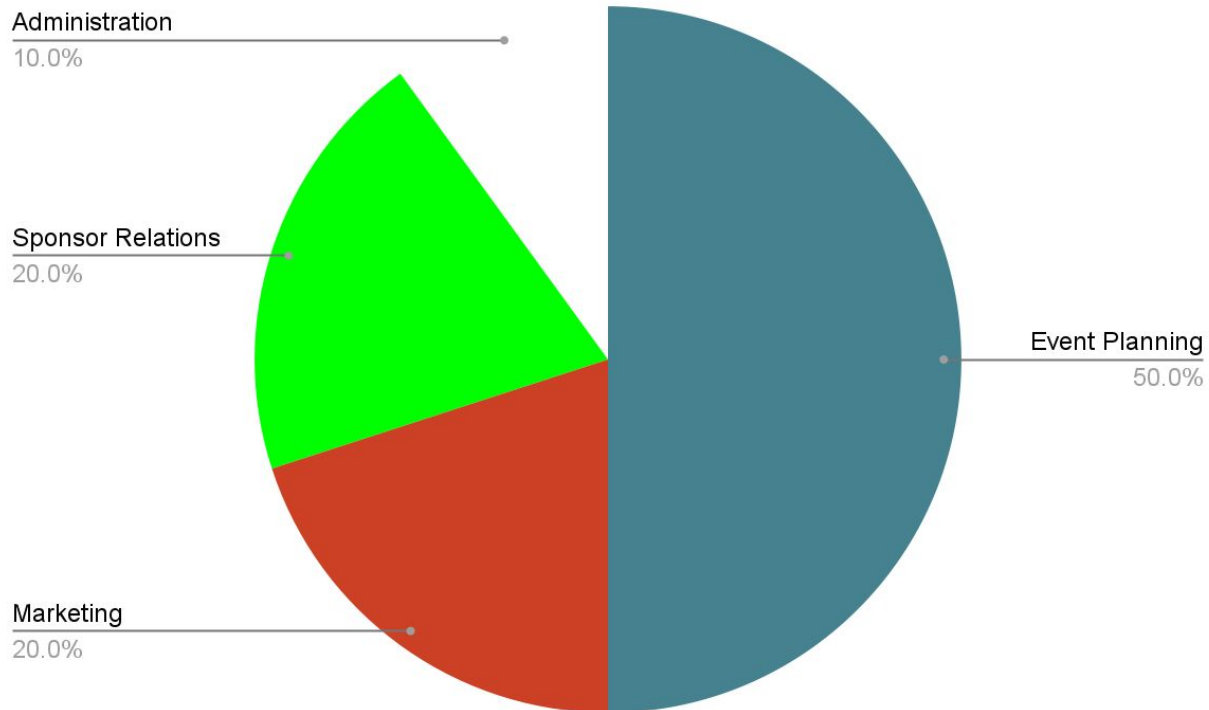
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# Behind the ride | Time

The Assaults takes a full year to plan and produce.

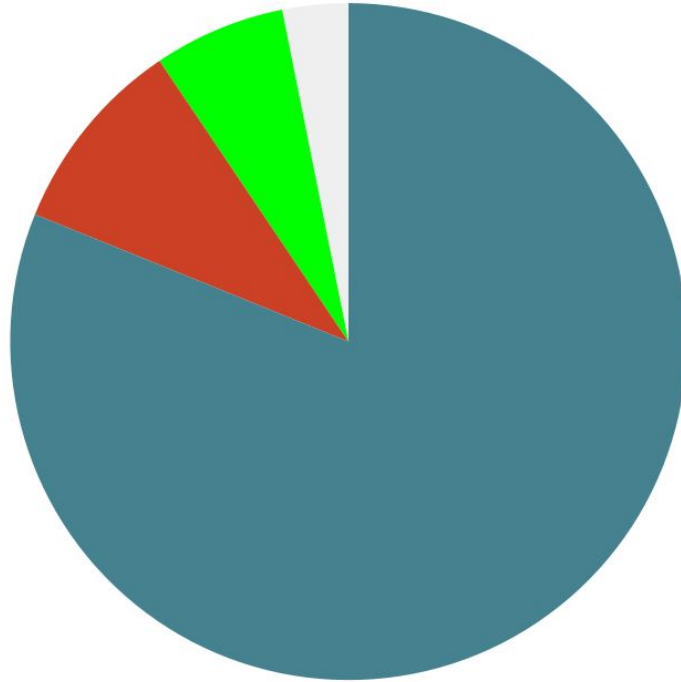






## Behind the ride | Expense

The Assaults requires \$160,000+ to plan and produce.



● Event Planning ● Marketing ● Sponsor Relations ● Administration



Join the ride!  
2024 Sponsorship Opportunities





## Will you join us?

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