



2024 Incentive Program



Event T-Shirt & Finisher Medal

**\$250, \$500 or \$750
Fundraising Minimum[^]**



Cycling Jersey & Free 2025 AEBT
Registration (Event Weekend Only)*

\$1,000 Winner's Circle Level



Towel*

\$1,500



Sweatpants*

\$2,500



Duffel Bag*

\$5,000



12 Can Cooler*

\$7,500



Vest*

\$10,000

Fundraising open through October 31, 2024

[^]\$250 minimum for one-day ride, \$500 for two-day ride and \$750 for three-day ride
*Includes Primal cycling jersey, event t-shirt, finisher medal and free 2025 registration (event weekend only).
Levels \$2,500+ may choose an item in a lower incentive level if desired, but are eligible for only one item in addition to the included jersey, t-shirt and medal for all \$1,000+ fundraisers.

Every mile counts.