

# RIDER GUIDE: TUFF-20 CHALLENGE

MAMMOTH TUFF

Virtual Event, 2020



# Intro

This year's Mammoth TUFF routes were going to have some "Choose your own Adventure" segments, so we decided to make the entire TUFF-20 challenge a "Choose your own Adventure" experience. This event is now everything you want it to be and we can't wait to see you #ExploreYourTUFF.

The TUFF-20 is a unique challenge in that you will create your own route, of any distance and elevation, with the opportunity to enter yourself into any of the micro-challenges we put in place. We trust you know how to #ExploreYourTUFF so choose your own adventure and decide to participate in all, some, or none of the little competitions. Whatever distance you ride, you will receive participation awards and be entered into the raffle to win a complete bike from Niner and Shimano. Increase your chances of winning this bike by buying more raffle tickets!

Anyone can participate, from anywhere, and ride whatever distance on their choice of bike beginning August 1, 2020 – September 30, 2020. The pandemic has added stress and separated the gravel community we love for 2020. We would have loved to see everyone registered and in Mammoth Lakes, CA for the event this year in one big, mass rollout to show off all the TUFF routes and more we had planned but that is not possible. However, we still want to share a TUFF experience from wherever you are.

While we're not endorsing it, we can't stop you from visiting Mammoth Lakes, CA so if you choose to ride in that area, please keep in mind that the riding is remote and for many areas there is no cellular service. You should have a firm communications and emergency plan in place, along with all necessary tools to handle mechanicals and flat tires. Plan for sufficient water and nutrition. We put together a three-day itinerary so you can choose your own adventure, in the most contactless way possible.



# How do I get involved in this experience?

1. Register for the Challenge/Virtual Experience: TUFF-20 (We recommend reading the RIDER GUIDE so you understand the competitions and exactly what you want to purchase at checkout, hint: extra raffle tickets).
2. **Review** your registration **confirmation email** from BikeReg. (The email will include a note from directors with your exclusive perks/coupons from our partners, a private link to our Ride with GPS:TUFF-20 Experience to further help plan your adventure, and any last-minute instructions you would usually hear on the line)
3. Challenge yourself and **Build a Route** (It can be any distance and elevation, but there are awards for Most Mileage and Most Elevation). Participation will get you 20% off any premium or basic yearly account with Ride with GPS to help you with route planning.
4. **Read** the TUFF-20: RIDERS GUIDE to decide if you want to participate in any of the micro challenges.
5. **Plan** how you will safely execute **your participation** of the micro challenges/competitions on your ride while following rules and guidelines.
6. **Ride your Route** between August 1 and September 30, 2020
7. **Share or upload** any or all of your participation from the ride and micro challenges to us as stated in the RIDER GUIDE **before October 2, 2020**.
8. **Wait to see the results**, view amazing submissions or highlights from the TUFF community, and hear who will win the raffle (Niner RLT9 RDO – with full Shimano GRX Spec.)



## Micro- Challenge Categories

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- TUFF Rider
  - Most Mileage
  - Most Elevation
  - Takeout Titan
  - Gravel Reporter
  - Gravel Scavenger
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# TUFF RIDER

**This is the bare minimum submission to complete the TUFF-20.**

## **What/How:**

Create your route and submit the Strava activity link or manual entry of your ride to BikeReg through the “Edit Entry” instructions given in the confirmation email.

## **Participation Includes:**

- A Pair of Sock Guy Mammoth TUFF socks
- A Mammoth TUFF bandana - cover up and #ExploreyourTUFF
- An Orange Mud Face Buff - cover more and stay warm
- Access to restricted discounts from our partners:
  - Orange Seal - 30% discount (one-time per customer code)
  - SDG Components 25% discount
  - Orange Mud 15% discount
  - KOGEL 20% discount
  - Ride with GPS 20% discount, Existing subscribers will have 20% off their next renewal.
  - Sockguy 30% discount

\*All coupon codes are available to Registered Riders over the course of the Tuff-20 Experience, Aug 1 – Sep 30, 2020





**RLT9RDO**

SIERRA NEVADAS #AMANDAPANDA #COMMITTEDTODIRT



**SHIMANO**  
**GRX** **EASTON**  
**CYCLING**

**COMPLETE BIKE FROM NINER, SHIMANO, & EASTON.**

Additional tickets are available for purchase to increase your chances of winning. Submitting your ride to BikeReg automatically gets you two tickets.

- All tickets and registrations are available until September 24, 2020.

- Drawing will take place October 5, 2020.

- 10% of all proceeds will go to Mammoth Lakes Recreation, raising funds for the local maintenance, operations and development of new trails in the Mammoth Lakes and Mono County Trail Systems.

**RAFFLE PRIZE**



# TUFF BUILD

## RLT 9 RDO *TUFF-Star* SHIMANO GRX 800 Di2 2X Specifications

The TUFF 5-star flagship with an electronic GRX build! It will grind, seek and destroy all Roads Less Traveled.

- Shimano's top of the line GRX Di2 gravel-specific drivetrain
- Easton EA70 AX Wheelset, Handlebar, EA70 Stem, and Seatpost

Available frame sizes	47cm, 50cm, 53cm, 56cm, 59cm, 62cm	Available colors	BAJA BLUE/SAND OR BLACK/OLIVE GREEN/ORANGE
Frame	NINER RDO CARBON FIBER: INTERNAL CABLE ROUTING; INTEGRATED BOTTLE, BAG, RACK AND FENDER MOUNTS; FLAT MOUNT; 12X142 THRU AXLE	Fork	NINER RDO FULL CARBON; INTEGRATED BOTTLE, BAG, RACK AND FENDER MOUNTS; INTERNAL CABLE ROUTING; FLAT MOUNT; 12X100 THRU AXLE
Shock	N/A	Tubes / Sealant	ORANGE SEAL (2 X 2oz BOTTLES)
Front wheel	Easton EA70 AX, X5 Centerlock Hubs 100X12MM FRONT <ul style="list-style-type: none"> <li>• Tubeless Ready, welded, 24mm internal width rim with MTB Durability for your Gravel Build</li> </ul>	Rear wheel	Easton EA70 AX, X5 Centerlock Hubs 142X12MM REAR
Front Tire	Rene HERSE, Hurricane Ridge, Endurance Plus, Tubeless, 700 X 42	Rear tire	Rene HERSE, Hurricane Ridge, Endurance Plus, Tubeless, 700 X 42
Brakes	SHIMANO GRX800	Brake levers	SHIMANO GRX800
Brake rotors	SHIMANO RT800 140/140MM CL ROTORS	Chain	SHIMANO HG 701 11SP (Ultegra/GRX Chain)
Front shifter	SHIMANO GRX815 Di2 2SP	Rear shifter	SHIMANO GRX815 Di2 11SP
Front derailleur	SHIMANO GRX DI2 2x11SP	Rear derailleur	SHIMANO GRX815 11SP SHADOW RD+
Cassette	SHIMANO ULTEGRA HG800 11SP 11-32T	Crankset	SHIMANO GRX 48x31T, 2x11
Bottom bracket	KOGEL PF30-24 for Shimano BB, with Cross Seals	Saddle	SDG - BEL-AIR V3, LUX-ALLOY RAILS, SONIC WELDED PADED PROTECTION ON CORNERS
Seatpost	EASTON EA70 Seatpost, 400mm, 0 or 20mm Setback	Handlebar	EASTON EA70 AX, 80mm Reach, 120 Drop, and 16 deg. Flare
Stem	EASTON EA70 Stem, Lengths ranging from 70mm to 120mm, 0 and +/- 7 Rise Options	Headset	NINER INTEGRATED SHIS DESCRIPTION IS42/28.6 IS52/40
Grips	EASTON Bar Tape	Approximate weight	18.3 lbs +or- some TUFF love...

Published approximate weights are for size medium (53cm) and may vary by +/- 5% due to manufacturing tolerances.

\*All items will ship after results are tallied and by manufacturers inventories/availability.

# MOST MILEAGE



**This submission is for those who like to go big or really want to show their TUFF.**

## **Six Prizes:**

1st, 2nd, 3rd male & female

## **What/How:**

Top 3 riders who put up the most mileage in the submitted ride.

## **Prizes:**

1<sup>st</sup> A set of Rene Herse tires (any casing, any model)

2<sup>nd</sup> The new SDG Bel-Air V3 saddle (any color)

3<sup>rd</sup> Monster Hydro prize pack



# MOST ELEVATION



This submission is for the mountain goats but remember this is not an Everesting challenge so go #ExploreyourTUFF.

## Six Prizes:

1st, 2nd, 3rd male & female

## What/How:

Top 3 riders who put up the most elevation in the submitted ride.

## Prizes:

- 1<sup>st</sup> A set of Rene Herse tires (any casing, any model)
- 2<sup>nd</sup> The new SDG Bel-Air V3 saddle (any color)
- 3<sup>rd</sup> Monster Hydro prize pack

# TAKEOUT TITAN



A Takeout Titan helps us promote a contactless adventure and supports their local restaurants by ordering takeout after their TUFF-20 ride for their contactless celebration.

## What/How:

Email a picture of your receipt\* to [mammothtuff@gmail.com](mailto:mammothtuff@gmail.com) to be entered into this category. You can be creative with your receipt photo.

\*Receipt must match your submitted ride date.

## Seven random winners will be selected to win from the prizes below:

- 1 Kogel pulley set (any color)
- 1 New SDG Bel-Air V3 Saddle (any color)
- 1 PRO Discover Bag set (Compact Framepack Bag and Gravel Seatbag)
- 2 Orange Seal Podium Packs
- 2 Monster Hydro prize packs

#TakeoutTitan

# GRAVEL REPORTER



**A Gravel Reporter shares their knowledge of course conditions with their fellow riders.**

## **What/How:**

This is a nod to avalanche centers and their forecasters who keep people safe in the backcountry during the winter. We support the [Eastern Sierra Avalanche Center](#) and you can view their observation videos there.

[Watch this video for an example of how to do a gravel report.](#) Here are some gravel observations from [Dave](#) and [Amanda](#) you can mimic

Submissions are encouraged to be less than 1-minute and of PG content/language.

- Reminder list or basics for your report:

- Your Name
- Location
- Road
- Elevation
- Temperature
- Aspect
- Winds/Direction
- Gravel Description

Send the gravel report from your ride to <https://amandapanda.wetransfer.com> to be entered into this category. We will share our favorite gravel reports on our social channels.

## **The ten most creative submissions will be selected to win from the prizes below:**

- 1 Kogel pulley set (any color)
- 1 New SDG Bel-Air V3 Saddle (any color)
- 2 sets of PRO Discover Bags (Compact Framepack Bag and Gravel Seatbag)
- 2 Orange Seal Podium Packs
- 4 Monster Hydro prize packs

#GravelReporter

# GRAVEL SCAVENGER



A Gravel Scavenger hunts for clues and gets creative with the list of items to search for. Create your route in areas where you can find the items on the scavenger hunt list (next page).

## How to share:

Send us the photos from your ride to <https://amandapanda.wetransfer.com> to be entered into this category. Must find six out of the twelve items to win the prizes. We will share our favorite finds on our social channels.

**Most creative scavenger gets an entry for Mammoth TUFF 2021 (may gift this if already reg'd).**

**The nine next most creative submissions will be selected to win from the prizes below:**

- 1 New SDG Bel-Air V3 Saddle (any color)
- 2 sets of PRO Discover Bags (Compact Framepack Bag and Gravel Seatbag)
- 2 Orange Seal Podium Packs
- 4 Monster Hydro prize packs

#GravelScavenger





# SCAVENGER HUNT LIST



*All photos must be taken roadside and  
without trespassing.*

## Riding anywhere:

1. Mineral
2. Crack (no b—cracks)
3. Farm, ranch, barn, or gate
4. Elevated transportation structure
5. Water that bubbles
6. Hill, peak or mountain
7. Livestock
8. Body of water
9. Flower
10. Monster Logo
11. Something old
12. "Some place warm, a place where the beer flows like wine, where beautiful women instinctively flock like the salmon of Capistrano." - Lloyd Christmas

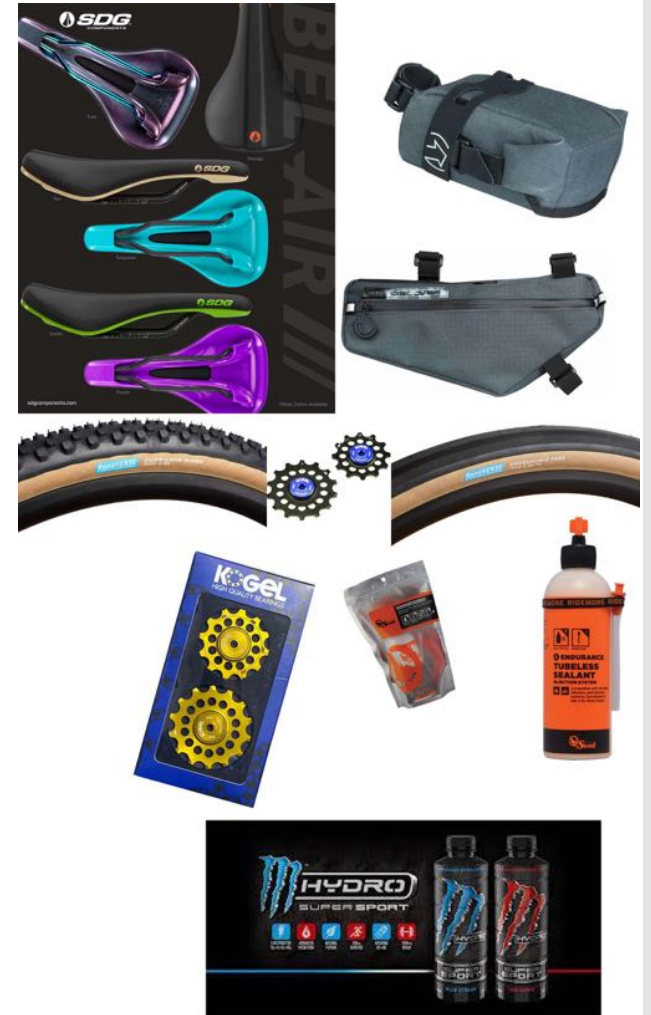
## Riding in Mammoth:

1. Obsidian
2. Inyo Something
3. Arcularius
4. Bridge over hot water
5. Bubbly water
6. Mount Morrison
7. Livestock
8. Waterbody
9. Wildflower
10. Monster Logo
11. Something old
12. "Some place warm, a place where the beer flows like wine, where beautiful women instinctively flock like the salmon of Capistrano." - Lloyd Christmas

# PRIZE DETAILS



- NINER BIKES
  - RLTg RDO – Suited for adventure and all Roads Less Traveled
- SHIMANO
  - The worlds first Gravel Specific group - GRX Di2 hydraulic Disc
- SDG COMPONENTS
  - The best All Terrain Cushion (New Bel-Air V3 saddle - any color)
- MONSTER HYDRO
  - A #HardchargingHydration Prize Pack (Hydro tech backpack, Hydro pop socket, Hydro Cinch bag, and a Case of Hydro Super Sport or Hydro Sport)
- PRO BIKE GEAR
  - PRO Discover Bag Sets for extra junk in your trunk (1 - Compact Framepack Bag and 1 - Gravel Seatbag)
- RENE HERSE
  - Any TIRE, slick or bumpy (any casing, any model)
- KOGEL BEARINGS
  - Any KOGEL pulley set to upgrade your current derailleur's efficiency (any color)
- ORANGE SEAL
  - Orange Seal's secret sauce to seal the TUFF punctures, Podium Pack (1 x 8oz sealant, 1 x dipstick, 1 x t-shirt, & stickers)



\*All prizes/items will ship after results are tallied and by manufacturers inventories/availabilities.

1. Timeframe to complete the challenge is **August 1<sup>st</sup> to September 30<sup>th</sup>, 2020**. All submissions for the challenges must be in by Oct 2, 2020.
2. No limitations to bike equipment. Ride whatever **bike** you deem appropriate within the rules of your local trails/roads.
3. Activity must be ridden solo, with housemates(s), or adhering to your most recent local state/county mandates on gatherings.
4. Strava activity link or ride metrics must be submitted to BikeReg through the "Edit Entry" instructions given in the confirmation email.
5. Be respectful to the above-average number of trail users out there. **Practice social distancing**.
6. Follow the rules of the road and **give uphill traffic the right of way**.
7. You are responsible for you. This event is covered under USAC's Virtual Challenge Insurance policy, but please follow rule #8.
8. Don't be **lame**.
9. Have fun.
10. We can't stop you from visiting Mammoth, so if you choose to ride in that area, please keep in mind that the riding is remote and for many areas there is no cellular service. You should have a firm communications and emergency plan in place, along with all necessary tools to handle mechanicals and flat tires. Plan for sufficient water and nutrition.

## RULES

The logo features an orange stylized bicycle icon to the left of the word "RIDE" in large, bold, black capital letters. Below "RIDE" are the words "WITH" and "GPS" in smaller, black capital letters. Below this entire group is the word "EXPERIENCE" in large, white, sans-serif capital letters.

# RIDE WITH GPS EXPERIENCE

Locations in town offering discounts  
to riders for take-out:

Participation will get you 20% off any premium or basic yearly account with [ridewithgps.com](http://ridewithgps.com) to help you with route planning. Existing subscribers get 20% off their next renewal. But you can plan routes with an old-fashioned map or however you'd like.

The TUFF-20 Experience Itinerary will be provided in your confirmation email after registration.

We can't stop you from visiting Mammoth, so if you choose to travel there during these two months, there will be a three-day suggested itinerary assuming riders travel on a day like Friday and return home on Sunday evening or Monday morning. This mimics a travel schedule that most would have followed if they had traveled to Mammoth for the TUFF event.

[Visitmammoth.com](http://Visitmammoth.com) has excellent information about [traveling responsibly during this time](#). This post highlights etiquette and guidelines on how to [recreate responsibly](#).

*The 3-day Itinerary on RideWithGPS will include ride ideas to create your route and restaurant recommendations with discounts to order takeout. This will promote the most contactless experience while supporting local businesses.*

Here is a great post about [picnic spot locations](#) to eat your takeout dinners around town.





# THANK YOU TO OUR EVENT PARTNERS:

NINER BIKES

SHIMANO

SDG COMPONENTS

EASTON CYCLING

MONSTER HYDRO

PRO BIKE GEAR

RENE HERSE

KOGEL BEARINGS

ORANGE SEAL

SOCKGUY

ORANGE MUD

