

## WAMBA Marketing Plan

- The Woodstock EDC was recognized in our emails leading up to and following the race weekend to our 800+ person distribution list. These are the locals who belong to WAMBA, or those who come here for riding and have engaged with our organization (ESC Preview.pdf and ESC Recap.pdf)
- We also put a plug for the EDC on the camper registration placards (ESC Camper.pdf) which we put in every car who camped at S6 for the weekend. There were ~200 vehicles. We captured emails from campers.
- We also included the EDC in multiple Instagram stories about race weekend.

## Mark W. Harris

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**From:** WAMBA News <info@mtbwoodstock.com>  
**Sent:** Friday, October 6, 2023 7:46 AM  
**To:** Mark W. Harris  
**Subject:** 🏆Nailed it! ESC a huge success



WAMBA pride has never been as high as it was last weekend for the Eastern States Cup. More than 300 racers experienced the **absolute best** of our Woodstock and Pomfret communities. Thank you to our trail crew for delivering the BEST trails, and to all the volunteers who prepped the course, parked cars, registered campers, and delivered a world-class SAG stop between stages on Peg. And thank you to the **Woodstock Economic Development Commission** for supporting our ability to host. We heard time and again from racers that the Woodstock stop on the ESC tour is their annual highlight!

The social media pics and videos have been off the charts this week - thanks for sharing.

## Pinkbike Recap

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### Trails Report

This week might have been the best yet for riding! But conditions are now **leafy**! It's that time of year, where we need help clearing trails. WAMBA has leaf blowers ready to loan. **Please reply to this email and let us know if you can clear some trails after this weekend's rain.**

### S6 Trail Work Day - TBD

Keep an eye in social, as we will be spending a day at S6 in the next three weeks to make some final preparations for the Member Party. The work will include making the necessary upgrades to make the First Drop an adaptive-ready trail!

### Youth Enduro - 10/14 at Peg

Clearing Peg next week is extra important because the Vermont Youth Cycling riders from across Vermont will descend on **Mt. Peg on Oct 14th** for the Fall Enduro.

Let's deliver another strong showing of WAMBA hospitality! Please sign up for a volunteer opportunity on Raceday.

### VMBA Member Party @ S6 - 10/28

We aren't done showcasing WAMBA! Riders from all over Vermont come to town for a day of riding and the annual VMBA Member Party at S6. We hope you'll come out for rides and stay for the fun member party with demos, great eats and drink, raffles, and some great bike films.

[Volunteer Signup for 10/14](#)

[VMBA Member Event Details](#)

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### Membership Update - Let's Break 400!

We've already set a record for paid annual membership. Now we need just 10 more members to cross an astounding 400. If you are meaning to, but haven't yet... if you want to attend the VMBA Member Party... or if you simply appreciate our trails, the best thing you can do is become an annual VMBA & WAMBA member. Your dollars fund our trails!

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## Mark W. Harris

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**From:** WAMBA News <info@mtbwoodstock.com>  
**Sent:** Wednesday, September 27, 2023 6:44 AM  
**To:** Mark W. Harris  
**Subject:** IMPORTANT: It's ESC Weekend in Woodstock 🚴



### The Maxxis Eastern States Cup Comes to Woodstock This Weekend

This weekend is going to be INCREDIBLE. More than 300 Enduro racers will descend on Woodstock (there's [still time to register](#) and be one) for this weekend's ESC. We've created an HQ for all the news and info you need to know on riding in Woodstock this weekend.

**WAMBA's ESC Race HQ**

Here's your WAMBA ESC weekend checklist:

- **Volunteer.** We need food donations for our world-famous WAMBA SAG stop! Please bring cookies, fruit, bars, or whatever you like to eat when you ride, and drop it off at S6 on Friday or Saturday (there will be coolers by the main stairs). Thank you in advance!
- **Spectators Highly Encouraged.** Come check this race out - it's a sight to behold! Hit up S6 or Mt Peg to get a front row seat, or even just take in the sight from the Woodstock Green of 300 racers riding through the Middle Covered Bridge on their way between race segments.
- **Ride the Aqueduct.** It'll be a perfect weekend to ride, but all race trails ([course map](#)) will be closed to non-racers and your best bet will definitely be the 'duct. Enjoy it!!!

***WAMBA hosting this weekend's race would not be possible without the support of the Woodstock Economic Development Commission! THANK YOU.***

**Join WAMBA**

**WAMBA Website**

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# ESC Camping Pass & Rules



- Please display this on your car dash.
- Tent camping in field beyond Magic Carpet.
  - **Low Bridge. Max Vehicle Height 8'6". NO BIKES ON ROOF RACKS.**
- RV Camping on east side of parking lot only. Please park away from road and homes.
- Quiet hours from 9 p.m. – 7 a.m. No open fires.
- No camping Sunday night.
- Good luck this weekend!



← Scan this code to pay for your \$40 camping fee (credit card or Venmo).

*WAMBA is thrilled to welcome ESC Racers to Woodstock & Pomfret. Our hosting this race was made possible through a generous grant from the*  
**Woodstock Economic Development Commission.**