



Dunoon Dirt Dash - Picture: Markus Stitz

'I can't say enough about the Dunoon Dirt Dash and the route we followed. It offers so much for riders of all abilities and is a perfect weekend adventure to fill your soul. You'll be invigorated by the wonders of the Cowal Peninsula and come away buzzing with new experiences and new friendships formed.' Brett Cotter on bikepacking.com

About

The Dirt Dashes are organised by Dirt Dash Ltd, founded in 2019 by Markus Stitz. Markus has a proven track record in the events, outdoor, and adventure cycling community. He is the founder of Bikepacking Scotland and the Edinburgh Dawn Patrol, and the author of six guidebooks: *Great British Gravel Rides*, *Big Rides*, *Bikepacking Scotland*, *Gravel Rides: Cairngorms & Perthshire*, *Gravel Rides: Loch Lomond & The Trossachs*, and *Gravel Rides: Edinburgh, Fife & The Lothians*. He has also produced multiple films and written extensively on bikepacking and gravel cycling.

The Dirt Dashes are grassroots events, with fun and inclusivity at their core. Each event is a two-day, self-supported gravel bikepacking overnighter on a fixed route, with camping and food provided. Set in scenic locations close to major population centres, the Dirt Dashes are designed to be accessible while still delivering a sense of adventure.

With bikepacking and gravel riding continuing to grow in popularity, the events welcome both newcomers and experienced riders. They are individual time trials, but not races. We work closely with local partners to minimise environmental impact and to support the communities that host us.

- **Cateran Dirt Dash** - 23 & 24 May 2026 - Start/finish in Alyth, Perthshire
- **Yorkshire Coast Dirt Dash** - 13 & 14 June 2026 - Start/finish in Whitby, North Yorkshire
- **Dunoon Dirt Dash** - 26 & 27 September 2026 - Start/finish in Dunoon, Argyll

What our riders say

'It was my first gravel bikepacking event. It was such a great experience and achievement. I'm looking forward to doing more now.'

'This was my first organised bike packing event and I thought it was absolutely wonderful, perfectly organised and very enjoyable overall.'

'It was a great event again. I'm really enjoying the format.'

'I enjoyed the event, and would recommend it to others.'

'Excellent event, thanks to everyone involved from organisers to fellow participants!'



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We offer our participants to rate the Dirt Dash events on our website, and have achieved a rating of 4.9 out of 5 based on 17 reviews. You can read the individual comments at dirtdash.cc/about.

Selected media coverage

- [Cyclist Magazine](#)
- [bikepacking.com](#)
- [Gravel Union](#)
- [BikeRadar](#)



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What can a sponsorship of the Dirt Dash events provide for your brand?

We see sponsorship of our events as an opportunity for your brand to enhance visibility, credibility and sales in the fast growing adventure cycling market. Your sponsorship will improve the event experience of our riders, help to make the events more inclusive and to achieve positive impacts for the local communities. We are interested in long term partnerships, not quick gains.

Marketing channels

The event will be promoted through the Dirt Dash and Markus' personal social media channels as listed below.

Dirt Dash

- Email list: 1,500 subscribers
- Facebook page: 1,300 followers
- Instagram: 2,900 followers

Markus Stitz

- Instagram: 38,300 followers
- YouTube: 7,500 subscribers
- Facebook page: 4,200 followers
- Mailchimp email list: 5,500 subscribers
- Media list: 450 subscribers

Sponsorship cost and returns

We are looking for an event sponsor for each event at a cost of **£3,000 annually**. In return we provide the following:

- Inclusion of sponsors' name in event title
- Inclusion and linking of logo on individual event page & Entrycentral sign up pages
- Inclusion of branding in all event-related social media posts
- Free access to Dirt Dash image and video database for duration of the sponsorship
- Exclusive presence and branding at events
- Up to 10 complimentary places for staff, ambassadors, competitions and media
- Mention of sponsor in press releases & inclusion of boilerplate in editor's notes



Yorkshire Coast Dirt Dash - Picture: Markus Stitz

Interested?

As with every proposal, this is just a starting point to hear your ideas. Please get in touch to discuss any sponsorship opportunities with us. We can tailor packages to your individual brand needs.

Markus Stitz, Director

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