



UNITED ENERGY
**AROUND
THE BAY**

26.10.25

The Village

Bicycle Network's United Energy Around the Bay is Australia's largest and most iconic celebration of bike riding. With over 30 years of bringing the riding community together for a big day on the bike, the event has become a cornerstone of Melbourne's calendar - truly the ride that stops Melbourne.

Situated in lakeside Albert Park, The Village is the heart of the action and your chance to be part of the celebration. Here, you'll connect with over 7,000 passionate riders of all ages and abilities - along with their families and friends who gather to cheer them on.

The Village will be open to more than 10,000 riders, supporters, and the public across two exciting days: from 10am to 4pm on Saturday 25 October and from 10pm to 7pm on Sunday 26 October. All riders will finish their journey at The Village, where the atmosphere peaks in a celebration of achievement, community, and the joy of riding.

Big in 2025

- + Two-day Village at Albert Park with Saturday rider pack collection, food and fun
- + More fun, more entertainment - Albert Park comes alive!
- + Corporate marquees in the Village
- + New: The Club Awards
- + Bar experience open to corporates and the public
- + Albert Park Circuit returns under the name "Lap the Track" for family fun



Event Demographics

Audience



**7,000
riders**

+

**3,000 family,
friends and
general public**

170,000

strong database of
opted in recipients

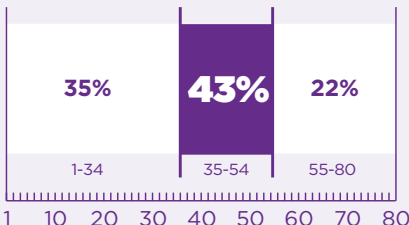
Village attendance



66%

of riders stayed in The Village for
at least an hour after their ride

Age Split



Members and friends



45,000

members who will see
your brand and offering

Spend



58%

of riders made a purchase
from The Village.

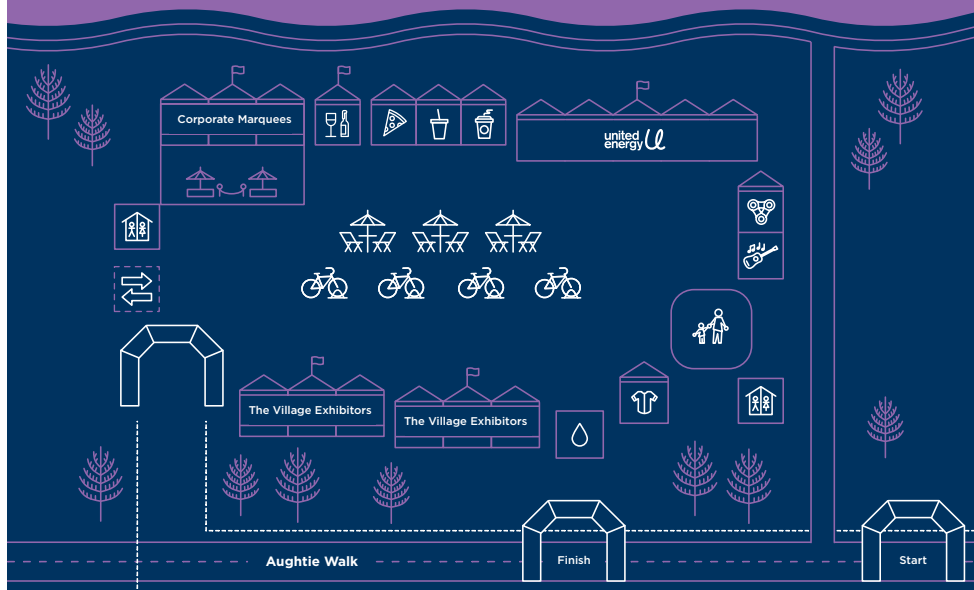
2025 Village Site Map

Albert Park
Pelican Lawn

Saturday
25th October
10am – 4pm

Sunday
26th October
10am – 7pm

Albert Park Lake



	Pack Collection		Bar		Kids Zone		Outdoor Seating
	Valet		Food Vendors		Water		Bike Parking
	Stage		Drink Vendors		General entry/exit		
	Toilets		Coffee Vendor				

The Village map is indicative only.

Exhibit at Around the Bay

The United Energy Around the Bay Village is a key component of the event.

The Village will be open:

Saturday 25th October 10am - 4pm	Expo & pack collection
Sunday 26th October 10am - 7pm	Expo & ride day

Exhibitors and partners have a special opportunity to engage with a captive audience, build relationships and showcase new and quality products.

Bicycle Network asks that exhibitors offer a special promotion to our members.

Exhibitor Options

To help showcase your brand, all exhibitors in The Village receive the following inclusions:



Logo inclusion in the Ride Guide's exhibitors chapter*



Brand inclusion in one email to our members database



MC announcement x 1

Options

We've simplified our pricing to make things easier for everyone - no more tiers. All exhibitors can now book space at a flat rate:



3x3m space
\$700 plus GST



6x3m space
\$1,100 plus GST



Bring your own marquee (BYO)

If you require a marquee or additional equipment, we can provide these at an extra cost - just let us know when booking.

Speak to our team if you'd like additional space or need a built marquee, extra furniture or fittings (limitations apply)

*Logo for Ride Guide must be booked by August 1st 2025

If you would like to be a part of the United Energy Around The Bay, please contact us at partnerships@bicyclenetwork.com.au





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