



BICYCLE
NETWORK®

UNITED ENERGY

**AROUND
THE BAY**

18.10.26

The Event Village

Bicycle Network's United Energy Around the Bay is Australia's largest one-day bike riding event and a cornerstone of Melbourne's sporting calendar. For more than three decades, it has brought together riders of all ages and abilities for a unique celebration of cycling, community and achievement.

Situated in lakeside Albert Park, The Village is the heart of the event and an opportunity to connect directly with a highly engaged cycling audience. More than 7,000 riders are expected to take part in Around the Bay 2026, alongside thousands of family members, supporters and visitors.

The Village welcomes more than 9,000 attendees across two days. Saturday (10am–4pm) features rider pack collection, bringing thousands of participants through the site before event day. On Sunday (10am–7pm), every rider finishes their journey at The Village, creating a vibrant atmosphere as participants, families and friends gather to celebrate their achievement and enjoy a full program of entertainment, food and community activities.

With strong foot traffic, extended dwell time and a passionate cycling audience, The Village provides a unique opportunity for exhibitors to showcase their products, services and brand.

Big in 2026

- + Two-day Village at Albert Park with Saturday rider pack collection, food and entertainment
- + Saturday rider pack collection: 4,000 riders expected, plus family and friends
- + Six charity partners, more activations
- + Corporate hospitality precinct
- + Finish Line entertainment and celebrations: Albert Park comes alive throughout Sunday!
- + Bar experience open to corporates and the public
- + Albert Park Circuit returns under the name "Family Ride"
- + Family-friendly activities



Marketing outreach

Audience



**7,000
riders**

+

**2,000 family,
friends and
general public**

170,000

opted-in contacts
in our database

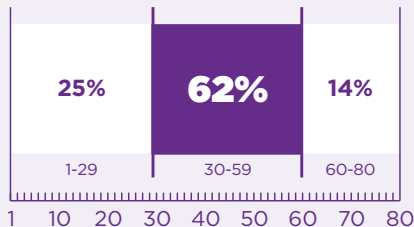
Village attendance



65%

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



55%

of riders made
a purchase from
The Village.



42%

of riders visit
exhibitors.

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 17th October 10am - 4pm	Expo & pack collection
Sunday 18th October 10am - 7pm	Expo & ride day, including entertainment

Thousands of riders visit The Village on Saturday to collect event packs, explore exhibitors and enjoy the festival atmosphere.

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

Pricing 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
\$750 plus GST



6x3m space
\$1,200 plus GST



Bring your own marquee (BYO)

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

Exhibitor bookings include activation across both event days. Exhibitors are expected to remain operational during published Village opening hours.

*Logo for Ride Guide must be sent out by August 1st 2026.

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



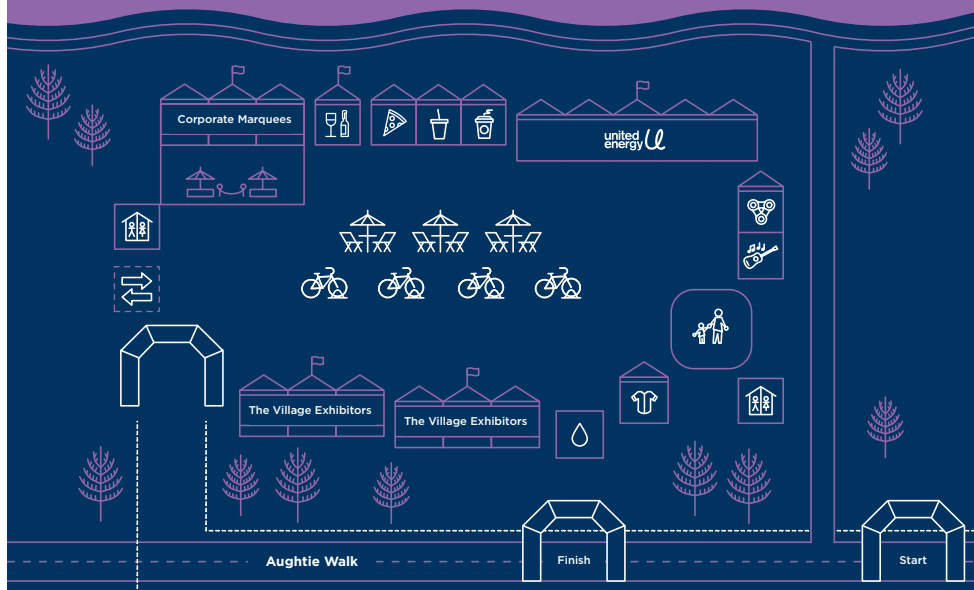
2026 Village Site Map

Albert Park
Pelican Lawn

Saturday
17th October
10am – 4pm

Sunday
18th 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.



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