



RIDER BIBLE

WELCOME TO THE RULE OF THREE. This guide is dedicated to helping you find success at RO3. Schedule of Events, Rider Checklist, Maps, and more to get you ready for the rigors and revelry of RO3.

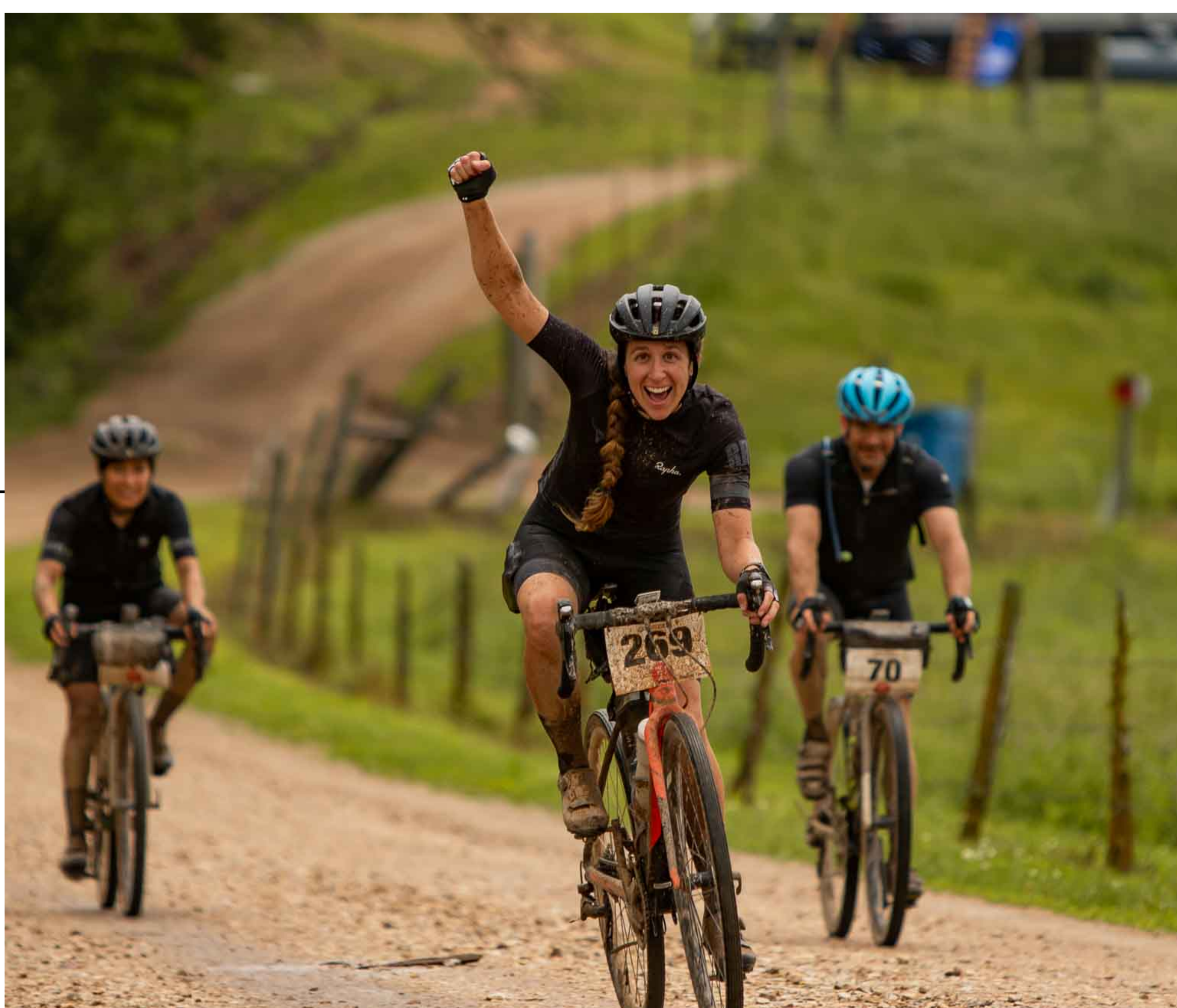


Want to rage at the pointy end for the win? Do it.



Want to wear a crazy costume and party pace it all day with your friends, with beers at the end? Perfect.

Funhogging. Laughs. Smiles. Required.



Helping your neighbor? Mandatory.





RULES

We aren't big on rules. They're cumbersome and limiting. But sometimes they're necessary, so here's a couple to keep in mind as we gather for a weekend of wheels and community.

Be kind always. WAVE AT EVERYONE - that's what we do around here. Meet new friends that will last a lifetime. Help others on the course. *Our ethos at Rule of Three is one of kindness and community and if you cannot abide by those vibes then you are not welcome at RO3. If you can abide, you are family.*

Follow all laws of the road - don't blow through stop signs, and do not take the left lane on blind corners/hills. The roads are very narrow in many places.

Follow the course (that you uploaded to your computer). If you miss a turn, go back and return to where you went wrong.

If you need to pass on singletrack, kindly ask to pass "on your left, please." After, say "thank you, have a great day." It's not about you, it's about everyone.

If someone asks to pass on the singletrack, kindly let them at the most appropriate time. It's not about you, it's about everyone.

Don't litter. When we ride our rural roads, we respect our rural roads.

If you are on a team, **YOU MUST STOP AT EVERY CHECKPOINT** and complete the task, however dumb it may be. No exceptions.

You must smile the entire time.

SCHEDULE OF EVENTS

Tuesday, May 14, 2024

5.55 pm - The legendary TNT local group ride goes Rule of Three. Two hour ride leaving from Rapha Clubhouse, followed by food and drink at The Hub Bike Lounge. Two groups - LONG COURSE and SHORT COURSE.

Wednesday, May 15, 2024

9:00 am - Join us along with The Breakfast Club for a two hour RO3 supported shakeout ride, followed by food, drink and DJ back at The Meteor Cafe from 11 am to 1 pm. ROUTE HERE.

Thursday, May 16, 2024

10 am to 2 pm - Free ALLIED CycleWorks factory tours, book your tour HERE.

12:00 pm - Women's Shake Out Ride from Airship Coffee Pumphouse with the Pro Women field for RO3. Q&A, food and drink specials to follow. ROUTE HERE.

3:30 pm - Shake out ride from Hub Bike Lounge with Payson McElveen and Taylor Lideen. Beers at the creek, midride. Food and drink happy hour specials to follow. ROUTE HERE.

6:00 pm - People for Bikes Draft Event at Crystal Bridges Museum of American Art (free).

Friday, May 17, 2024

10:00 am - Campground opens HERE. See map for details on where you can camp at venue.

9:30 am to 7:00 pm - Packet Pickup and Sponsor Expo begins at The Meteor Cafe. Food and drink specials all day. Parking is limited, ride your bike if you can.

10:00 am - 200 mile rider meeting at The Meteor.

10:00 am - ENVE Shakeout Ride from The Meteor Cafe. ROUTE HERE

12:00 pm - RO3 shake out ride from The Meteor with Thank Gravel It's Friday. 1.5 hours, chill pace, RO3 style. Dress casual if you dare, or in kit if you care. TGIF prizes for best dressed shirt on ride. ROUTE HERE.

4:00 pm - 200 Mile Grand Depart from The Meteor Cafe.

5:00 pm - Rider meeting begins at The Meteor Cafe. Bring your ears. 7:00 pm - Packet Pickup ends.

9:00 pm - Quiet time begins at the campground. (Please be respectful of others.)

Continued on next page.....

Saturday, May 18, 2024

There is no onsite packet pickup on Saturday morning

7:00 am - Espresso shots (Rapha) at venue.

7:45 am - 100 Mile Rider meeting at the start line, RO3 poem reading.

8:00 am - 100 Mile Solo Categories launch.

8:05 am - 100 Mile Three Person Team Categories begin in one minute increments.

Your start time will be communicated to your team in the week before Rule of Three.

8:45 am - 50 Mile Rider meeting at the start line, RO3 poem reading.

9:00 am - 50 Mile Solo Categories launch.

9:10 am - 50 Mile Three Person Team Categories begin in one minute increments.

Your start time will be communicated to your team in the week before Rule of Three.

9:30 am - Spectators can make their way around the course to cheer on friends/family. Please do not drive on the course, and please be respectful to rural locals out on the roads. You may give food and drink to your rider, but ONLY at official aid stations.

12:00 pm - Finish line party begins - finish line interviews, brews, food, photo booth, the creek, sponsor tent parties, etc.

5:00 pm - Awards Ceremony, Category Winners.

7:00 pm - Free entry to the Fresh Grass Bluegrass Festival at The Momentary, but you have to be wearing this year's Rule of Three tee to get in.

10:00 pm - Cutoff time for 110 and 200 mile route riders.

10:00 pm - Quiet time begins in campground. (Please be respectful of others.)

Sunday, May 19, 2024

10:00 am - 1 pm - Free pancake brunch by Skratch Labs - location to be determined, follow up info to come.

12:00 pm - Campground closes. You don't have to go home but you can't stay here.

Lost and Found will be dropped off at The Meteor Cafe on Sunday at noon.

RIDER CHECKLIST

A Gift For A Stranger. How many times have you gone to a cycling event, participated, and then gone home? Pretty often, probably. How about we do something different? Meet a stranger, do something kind for a stranger. Bring a gift with you to give to a random person at RO3. Could be your favorite IPA from your local brewery, or a mug from your favorite coffee shop, or a tee from your local bike shop. Could be as small as a spare tube, frame pump, your favorite set of tires, or a water bottle. This is important. It'll make you feel good, and it'll also make the person you give it to feel good.

Bike - Your bike should be in perfect working order. Brakes, brake pads, lubed chain, tubeless sealant, tires, charged batteries, and more. This day will be legend. The last thing you want is a mechanical you could have prevented. Remember, we suggest durable rubber and nothing less than 43-45mm in width. Highly recommend Grax Lube or another wax based lube in Northwest Arkansas - even if it's dry you'll be riding through run off and low water bridges all day.

Kit - Bring your favorite kit. Notice we said YOUR favorite kit. Dress how you like, not how everyone else thinks you should dress. A skirt, blouse, floral button up, jorts, or aero Rapha jersey. You do you. Look good. Feel good. Ride good.

Bike Computer - Must have bike computer! Some of the course will be marked (singletrack sectors and confusing intersections), however most of the course *will not be marked*. Have that route saved to your trusty bike computer and ready to navigate.

Helmet - Protect the dome, folks.

Eyewear - Bugs, dirt, mud, water... your eyeballs will thank you.

Shoes - Double check those Boas and cleats before you come. Ever had a cleat come loose on a ride? It sucks.

Gloves - You use your hands for a lot of things in life. Protect them.

Sunscreen. Chamois Butt'r?

A friendly Bell for passing on singletrack.

All the snacks.

Handlebar bag, Top Tube bag, Frame bag - If you want. It's gonna be a long day.

Water Bottles - Bring three if you have enough cages. Four. Five.
Or a **hydration pack**.

Tool Kit - This could be your most valuable piece of the day. Load it with all the goods - tubes, lever, multitool, chain links, many tubeless plugs, CO2, hand pump, tire boot, spare derailleur hanger, patch kit, extra chain lube, extra tire sealant, etc. Hell, bring an extra tire if you're feeling unlucky.

Water Tablets - Yeah this is a weird one. The course is littered with crisp, cold, clear streams and if you get desperate for water there are countless places to fill up your bottles with a quick drop of a water tablet into them. Boom.

Camp Chair or Blanket - Saturday evening we'll gather in the field near the start/finish line for a time of community with awards and fun. You'll want a chair to sit in and a beer in your hand.

Towel - Hot showers this year at the finish line in the recovery zone.

Water - Our venue is in a beautiful valley of green grass, tree lined hills and a crisp clear stream. But we have limited drinking water on site. So bring some water with you, please!

CATEGORY AWARDS

There will always be a pointy end, and that's cool. But how about the rest of us?
Here are some categories that you can go for at the Rule of Three

PODIUMS ONLY, NO PRIZES (well, maybe a cool shirt) (winners get to brag, everyone else gets the swag)

100 Mile Solo Women - 1st, 2nd, 3rd
100 Mile Solo Men - 1st, 2nd, 3rd
100 Mile Non-binary - 1st, 2nd, 3rd
100 Mile Singlespeed - 1st, 2nd, 3rd
100 Mile 30+lb Bike - 1st, 2nd, 3rd
100 Mile Solo Para Athlete - 1st, 2nd, 3rd

100 Mile Team Women, Men, Coed - 1st, 2nd, 3rd

50 Mile Solo Women - 1st, 2nd, 3rd
50 Mile Solo Men - 1st, 2nd, 3rd
50 Mile Non-binary - 1st, 2nd, 3rd
50 Mile 30+lb Bike - 1st, 2nd, 3rd
50 Mile Singlespeed - 1st, 2nd, 3rd
50 Mile Para Athlete - 1st, 2nd, 3rd
50 Mile E-Bike - 1st, 2nd, 3rd

50 Mile Team Women, Men, Coed - 1st, 2nd, 3rd

200 Mile Solo Men - 1st, 2nd, 3rd
200 Mile Solo Women - 1st, 2nd, 3rd
200 Mile Team - 1st, 2nd, 3rd

Note: winners of the 100 mile team categories win a helicopter ride out to be dropped off and ride back to Bentonville.

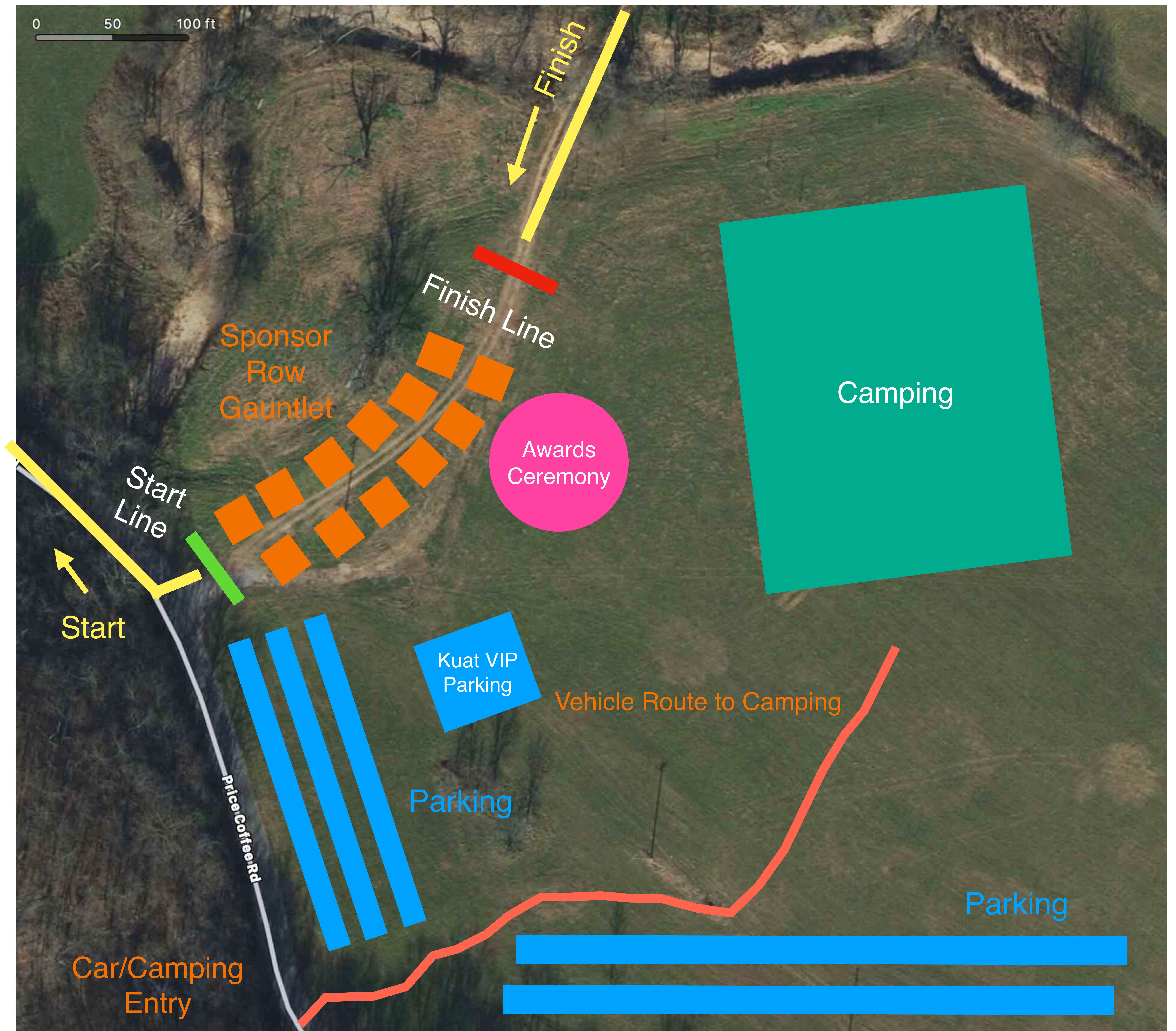
Variety of AMAZING Sponsor Awards for these WACKY Categories:

Best Team Name - Voted on by riders in pre-event voting - POC Helmets
Worst/best road rash - ALLIED CycleWorks Prize Package
Most trash collected wins a year supply of SANS bars
Rider most in need of new wheels, judged by host Johnny Sundt - Forge + Bond wheels
Best Tan Lines (judged by Kuat Racks panel of judges at awards ceremony)
Most Denim worn during ride - Custom Ripton Design
Anything but Lycra outfit prize (voted on by crowd) - Ostroy/Skratch/TGIF Prize
Lantern Rouge - Ostroy/Skratch/TGIF Prize

LOCATION MAP

3100 Price Coffee Road, Bentonville, AR 72712

<https://goo.gl/maps/cniwyJtxSjgPFJPh7>



Parking is at the southeastern entrance. Park respectfully, don't block other vehicles. If you have a Kuat Rack on your car, look for VIP Kuat roped off parking.

If you are camping, you'll follow the orange line to the camping area. You may camp where you like within the square, we just ask that you think of others as you pitch your tent or park your car.

There are portable toilets, hand washing stations, and trash cans. **There is not potable water at the venue until day of event, and it will be in limited quantities, please plan ahead and bring ample supply for yourself.**

Love and leave this land as you found it.

A group of cyclists is riding on a dirt trail through a lush green forest. The lead cyclist is wearing a white jersey with red accents and red shorts. Behind him, several other cyclists are visible, some in blue and white jerseys. The scene is captured from a low angle, emphasizing the riders' effort and the natural setting.

COURSES

“You Signed Up For This Challenge. Stand Up And Face It.”

A FEW VERY IMPORTANT NOTES, PLEASE READ NOW:

1. This is not like other days on your bike. You need to be sharp and focused all day, this course has technical terrain not found on “regular” gravel courses. You will be tested, and if you’re head and leg-strong you’ll pass the test. And you’ll be proud. And you sure as hell should be.
2. Study your route carefully. Aid Stations, technical descents, singletrack entries, etc.
3. For both courses there will be signage at tricky intersections or turns, and on all singletrack sectors. However, most of the gravel and pavement on the route DOES NOT have signs. You will rely heavily on your computer map to navigate all day long.
4. In order to build what we believe to be the best courses ever at RO3, needed to cross over a few small state highways along the route. If you obey all traffic laws you will not need to worry about this, but if you don’t you will endanger yourself and others you are with. WE WANT YOU TO CELEBRATE WITH US AT THE FINISH LINE, so we can’t stress this enough - be responsible on course. Cutting blind corners, spreading out all over the road cresting a climb, blowing stop signs - these are no way to experience Rule of Three at it’s finest.
5. Wave. Be courteous. Respect others on course. We don’t own these roads (or trails) and they are not closed off for us. Our ethos at Rule of Three is one of kindness and community and if you cannot abide by those vibes then you are not welcome at RO3. If you can abide, you are family.
6. We respectfully ask that you finish the course within a 14 hour timeframe (10 pm), we need to ensure the safe return of all riders. Bring a light if you think you might cut it close.

110 Mile SOLO Course

110 Mile TEAM Course

Note: The solo and team routes are DIFFERENT. They traverse different terrain in the beginning miles of the day. Also, the 50 and 110 mile routes separate and reconnect during parts of the day, so if you see someone turning left and your computer says turn right, turn right. Trust your computer.

100 milers: This route is full service. There is b-road tech, loose gravel descents, steep singletrack, great pavement, very narrow gravel roads with blind corners, a downed tree (mile 73) and a million other great surprises on the day. Ride strong, ride smart.

50 Mile SOLO Course

50 Mile TEAM Course

Note: The solo and team routes are DIFFERENT. They traverse different terrain in the beginning miles of the day. Also, the 50 and 110 mile routes separate and reconnect during parts of the day, so if you see someone turning left and your computer says turn right, turn right. Trust your computer.

50 Milers: Our best 50 miler by far. Full on all day, techy gravel descents, technical b-roads, face melting fun singletrack, some paved reprieve, it's endless fun. At mile 20.4 you will do a lap on a pump track, then for the next 3 miles you will ride on protected bike path through Blowing Springs park, please be respectful of other riders/pedestrians on public bike path.

Please be aware, these courses are in Ride With GPS, and due to us having to draw manual lines on b-roads and new singletrack, if you export the gpx file to Strava the route is not accurate. The best way to get to your computer is to open a free Ride With GPS acct, then sync the account to your Wahoo or Hammerhead or Garmin platforms.

"Share Your Location" on your smartphone with your family and friends (if you came with family or friends), to help them track you on the course or if you struggle with a mechanical and need to get picked up.

Call 37 North Expeditions as your LAST RESORT to be picked up (be prepared to wait, due to others needing picked up). If you DNF (Did Not Finish) we need to know for safety reasons, we can't leave folks out on course. Please text and let us know.

Both numbers are on the back of your race plate.

Can we return to the by-gone
gravel days of old?
With more fun,
and fewer things bought and sold.

Have we gone too far,
lost our devotion?
Maybe this is so,
but let us make a motion.

What if we ignored how everyone else does it,
put the experts on mute?
And started with a really,
really, really hard route.

Offered a reasonable entry fee.
And named this journey
the Rule of Three.

You get a healthy dose of tarmac,
gravel, and singletrack.
But come prepared,
this course bites on the way back.

We banish all sponsor cash,
and ask them to add value.
It's not about us or them,
it's just about you.

How about a finish-line party with food,
beer, and stories told?
Fewer dollars and more community,
that'd be pure gold.

Struggle, encourage, conquer,
and revel in mutual unity.
If we did all this,
would you join the RO3 community?