



Arizona Bike Week 2020 Update

We've all been cooped up for far too long. We celebrate our passion for riding by coming together at rallies filled with vendors and live music. That's what bikers do. The spectatorless version of sporting events and concerts, virtually streamed, to be watched from your couch, doesn't work for us. So we've come up with a version of our rally that meets all the health and safety guidelines that are currently in place. For Arizonans, this will be the first live concert series in the state, since the start of the shut down in March. For out of towners, there may be no opportunities to attend a rally or concert in your home state this year. At **Arizona Bike Week**, we want to be able to look back on this bleak and tragic year and say, we didn't do what was easy but we did do what was right. Some folks would say that what we do isn't that significant and that's ok. Bikers get it...

- Our event is moving forward with mandated health and safety restrictions. These mandates are different in various states, counties and cities. We're following our local guidelines and limiting attendance.
- The City of Scottsdale has helped us through the process of finding a path forward. They will most certainly have many concerns to address from area residents and we appreciate their willingness to take that on. As we all know, bikers tend to make cagers nervous under the best of conditions. We are grateful to city leaders for acknowledging that our attendees are just awesome people who come to have a great time and that we've never had a significant incident to indicate there should be more concern about ABW than for any other event.
- Masks must be worn when walking around **inside the gated area of the event** and can be removed when at a table, just like we've been having to at bars and restaurants. And just like with bars and restaurants, the responsibility falls on us to enforce. We all hate masks, we get it. Whether you have chosen to support your local establishments and follow the rules has been your choice, just as whether you attend ABW this year is your choice.
- Some activities had to be canceled due to gathering restrictions, this includes charity rides, bike shows and stunt shows. But we'll still have a ton of vendors and live music in the Kickstand each afternoon, featuring some of our great local bands. For those of you who aren't familiar with the area and want to explore some of AZ's incredible scenery, here is a link to some of our personal favorite day rides: <http://secure.azbikeweek.com/public/AZ-Day-Rides-Map.pdf>
- The concert arena will consist of small sections, with a minimum of 6' distance between them. Each section will hold 9 people and include a high top table. So you get to gather your 8 closest

friends and watch the concert from your private box, with an actual table to set your beer on! Our biggest fear is that y'all are going to decide you like watching a concert this way and will want us to set it up like this every year. We can't! It costs way too much and we don't want to have to pass that cost on to you.

- We have offered every ticket holder and camper the option of either attending the event or receiving a refund. We weren't legally obligated to do either and we're not aware of any event that has offered as many options to try to make things right for everybody as we have. Our tickets, just like every other event/concert ticket you've ever purchased, were non-refundable. We waived this because we felt it was the right thing to do. We made it as simple as clicking a button to request a refund.
- The cost of building a temporary village is tremendous but it employs a lot of people for the week. These folks have all been out of work since March and need to get back to it. The people that we partner with to create our five day town have worked with us for many years. They're all stepping up and cutting rates to help us make ends meet. They all have the same commitment to getting their staff back to work that we do. Our great big extended ABW family are some of the finest people you'll ever meet.
- By limiting our attendance, while simultaneously increasing expenses to meet CDC guidelines, we will take a significant loss on this event. This isn't about us. Our small management team that puts together the event has already forfeited our salaries for the last six months in order to honor refunds. This event is about:
 - Getting live events back in motion again, because if we don't get them started, they may never come back
 - Giving our attendees something to look forward to during a dark time in our country
 - Helping our vendors get back on their feet after six months with no events
 - Hopefully inspiring other event producers to follow suit and start resurrecting rallies, concerts and festivals

We hope this gives you a clear picture of what we're doing and why we're doing it. If you happen to know any one of us personally, you know who we are and what we stand for. We're excited for this year's event, as it has taken on a greater sense of purpose for us than ever before.

If you haven't gotten your tickets yet, you should grab them while quantities last. [GET TICKETS](#)

We look forward to seeing you in a couple weeks!