



# 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.

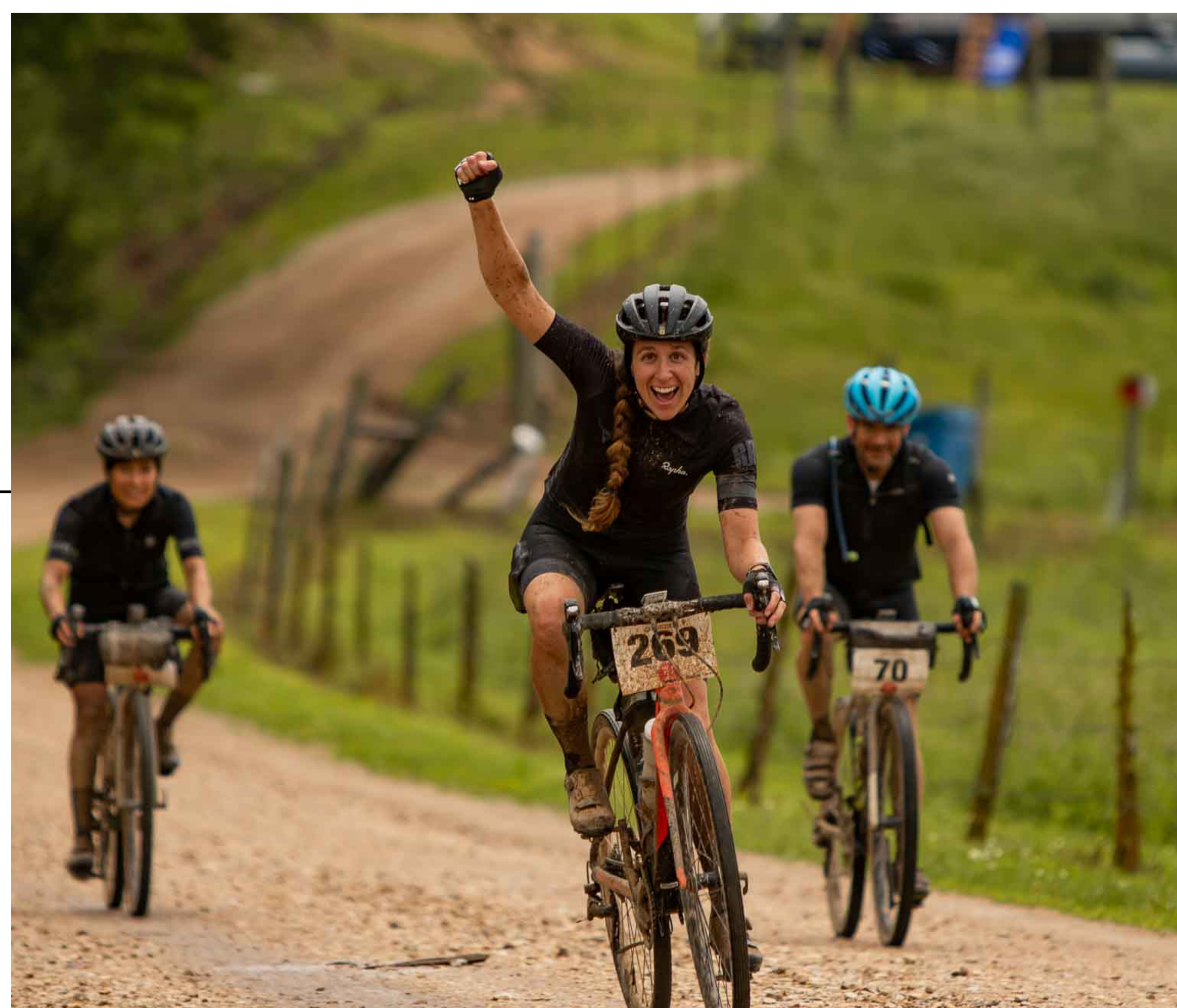


Want to rage at the pointy end for the win?  
Do it.

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.

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**Be kind always. The Rule of Three isn't about you, it's about everyone.** Love your neighbor. Meet new friends that will last a lifetime. Help others and embrace them as yourself. Protect your neighbor's property as your own.

## **Follow all laws of the road.**

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

## Thursday, May 18, 2023

3:00 pm - Shake out RO3 ride with The Hub Bike Lounge and WEDU. MiiR Scavenger hunt along the way for nifty prizes. 1.5 hours, chill pace, RO3 style, if the weather is primo we might even stop at a swimming hole for brews/cool off. [Route is HERE](#).

5:00 pm - Happy Hangout Hour, food and drink specials at The Hub.

## Friday, May 19, 2023

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

10:00 am - Packet Pickup and Sponsor Expo begins at [The Meteor Cafe](#). Food and drink specials from 10 am - 10 pm. Parking is limited, ride your bike if you can. *Note: you will receive a temporary Kuat/RO3 sticker that you'll put on your body (in a low friction area so it doesn't rub off. This tattoo will get you all the free food and beer at finish line).*

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. 1.5 hours, party pace. Post ride food and drink specials at Meteor. [Route is HERE](#).

6:00 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.)

## Saturday, May 20, 2023

*\*There will be no onsite packet pickup on Saturday morning\**

7:00 am - Espresso shots (Rapha) and drip coffee (The Meteor Cafe).

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.

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

6:00 pm - Awards Ceremony, Category Winners.

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

## Sunday, May 21, 2023

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.

# 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 50 miler has one aid station. The 100 miler has three. 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.

**Lights** - If you plan on taking more than 12 hours to complete the course, you will need lights.

**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.

**Old Bikes or Bike Parts** - All day Friday at The Meteor Cafe, we're partnering with non profit Pedal It Forward. Have any old bikes or parts? Bring them with you and donate them to help get others on bikes for free.

**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!



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# 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

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## PODIUMS ONLY, NO PRIZES

(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 Team Women - 1st, 2nd, 3rd**

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

**100 Mile Team 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 - 1st, 2nd, 3rd**

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

**50 Mile Team Coed - 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.*

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## Variety of AMAZING Sponsor Awards for these WACKY Categories:

Most Selfies With Farm Animals (Proof at awards ceremony)

Best Tan Lines

Best "Outfit" - must wear costume/outfit during ride, and be present in costume at awards ceremony

Best Team Name - Voted on by riders in pre-event voting.

Best cut/road rash

Rap battle- voted by crowd.

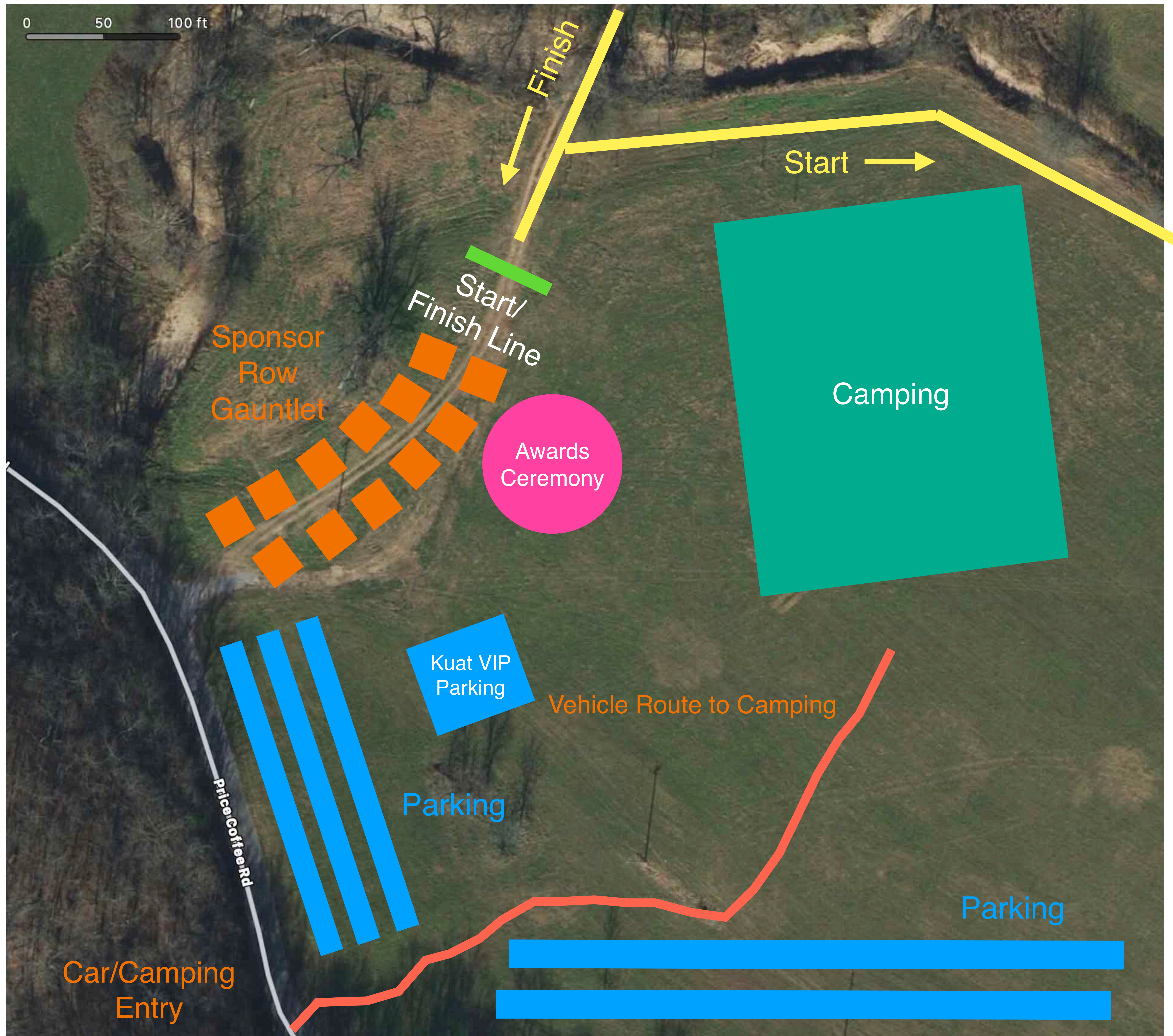
Most Punctures

Team of 3 - Last to come in.

# 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.



## **BEHOLD THE COURSES.**

**You Signed Up For This Challenge. Stand Up And Face It.**

This is not like other days on your bike. 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.

Please review your course and notice points of interest - aid stations, mandatory team checkpoints, water spigots, etc. Plan accordingly. Aid stations will be stocked with mostly hydration, with some food but to a lesser extent.

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. Please obey all traffic laws.

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### **100 Mile Course**

### **50 Mile Course**

**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.**

**We respectfully ask that you finish the course within a 13 hour timeframe, or inform us that you are still on course finishing the route (number to text is on back of your raceplate).**

"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.**

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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?