



10 Magical Ways to Bring Riders to Your Little Red Booth

Welcome to Oz, vendors

The best booths at Little Red don't wait for traffic — they give riders, families and friends a reason to stop. On June 4 and 5, 2027, thousands of women, plus the people cheering them on, will walk past your booth in Lewiston, Utah. Every one of them is part of a ride that raises money for Huntsman Cancer Institute.

This year's theme is The Wizard of Oz: "You've Always Had the Power." That gives you a ready-made story to build your booth around. Riders are the heroes on the road of yellow brick. Families and friends are the crowd lining the route. Your booth can be a stop along the way.

Below are fantastic ideas to pull people in, plus tips for promoting your booth before you ever set up a table. Pick two or three that fit your brand, or mix and match.



Creative and fun ideas to bring people to your booth

1. The Wizard's Guessing Jar

Guessing games stop people mid-stride, and they have to come up to the table to play. Fill a clear jar with something on-brand and let visitors take a guess.

Try this: "Guess how many deflated bike tubes are stuffed in our 5-gallon water jug and get 25% off any apparel in our booth. Closest guess wins a free jersey."

2. Emerald City Hydration Station

A free sample is the simplest traffic driver there is. Riders want fuel before the ride and recovery after it. Hand out samples with a green ribbon or sticker so they match the Emerald City look.

Try this: "Stop by for a free packet of our best-selling electrolyte mix. Mention 'Emerald City' and get 20% off a full tub."

3. Spin the Tornado

A prize wheel draws a crowd because people love to watch other people spin. Label the slices with discounts, small freebies and one big prize.

Try this: "Spin the Tornado for a guaranteed prize: 10–40% off, a free water bottle, or the grand prize, a free bike fit."

4. Tin Man Tune-Up

The Tin Man needed his oil can, and so do bikes. Bike shops and gear vendors can offer free quick fixes that riders genuinely need on June 4 and the morning of the ride.

Try this: "Bring your bike by for a free chain lube and tire pressure check before you ride. Need a tube? Riders get 25% off all repairs and parts."

5. Pay No Attention to the Bag Behind the Curtain

Mystery bags create buzz. Hang a green curtain at the back of your booth and fill bags with products, coupons and one or two high-value surprises.

Try this: "Any purchase over \$30 gets a reach behind the curtain. One bag holds a \$100 gift card."

6. The Heart Wall: Who do you ride for?

The Tin Man went looking for a heart. Every rider at Little Red already has one, and many are riding for someone. Give them a place to write that person's name on a heart and pin it to your wall. Families stop to read it, and it becomes the most photographed spot in the expo.

Try this: "Add a heart to our wall for the person you ride for. Everyone who adds one gets a free Little Red sticker and a thank-you discount."

7. Good Witch giveaway drops

Scheduled giveaways give people a reason to come back, and to tell friends what time to show up. Announce them on a sign at your booth and in your ad.

Try this: "Every hour on the hour, our Good Witch hands out 10 free cycling caps. First come, first served."

8. Munchkinland kids' corner

Parents shop longer when their kids are happy. A small table with coloring sheets, bubbles or temporary tattoos turns your booth into a break for families waiting on riders.

Try this: "Kids get a free Munchkinland coloring page and a sticker. Parents get 15% off while the little ones color."

9. You've Always Had the Power perks

Reward riders for what they just did. Offer a deal for anyone who shows a rider bib on June 4, or a finisher's medal after the ride on June 5.

Try this: "Stop by our booth and show your bib or finisher medal and get a free recovery shake. You've always had the power, now refuel it."

10. Courage, Heart and Brains give-back

People love buying from a business that gives back to the cause they came for. Pledge a share of your sales to Huntsman Cancer Institute and say so loudly.

Try this: "10% of every sale this weekend goes to Huntsman Cancer Institute. Watch our tally board climb all day."

A note on drawings and raffles: Utah law generally bars raffles that require a purchase or paid ticket. Keep entries free to everyone ("no purchase necessary") and check with the Little Red team if you're unsure.

Get on the map before the event

The biggest crowds go to booths people already planned to visit. Riders and families browse Irrh.org in the weeks before the ride, which makes a [Digital Ad](#) on the Little Red website the easiest way to land on their list.

A good Irrh.org ad answers four questions at a glance:

- **What's the offer?** Lead with the deal, sample or giveaway, not your company history.
- **When?** June 4, June 5 or both, plus any timed drops.
- **Where?** Your booth number or location in the vendor area.
- **Why now?** A limit creates urgency: "first 100 riders," "while supplies last," "ride weekend only."

A sample ad might read: *"Spin the Tornado at Booth 34! Every spin wins, from 10% off to a free bike fit. June 4–5 only. Show your bib for a bonus spin."*

A few more ways to stretch your reach:

- **Share your ad on your own channels.** Post it on social, tag Little Red and use the event hashtag so riders find you in the event feed.
- **Email your customers.** Many already ride or know someone who does. Tell them where to find you.



- **Use a QR code.** Put one on your booth sign that links to your offer, so people who are in a hurry can come back later.
- **Collect contacts.** Pair your drawing or passport stamp with an email sign-up so the weekend keeps paying off after June 5.

Your booth checklist

- ☐ Pick 2–3 ideas from this list that fit your brand
- ☐ Write one clear offer with a time limit
- ☐ Reserve your digital ad on [lrrh.org](https://www.lrrh.org)
- ☐ Add a touch of Oz: green, yellow brick, red shoes or a character
- ☐ Plan for both crowds: riders and their families
- ☐ Set up a way to collect emails
- ☐ Share your ad on social and tag Little Red

You've always had the power to make your booth a must-stop on ride weekend. Pick your ideas, book your ad on <https://www.lrrh.org/vendor> and we'll see you in the Emerald City on June 4 and 5, 2027.