



Sponsorship Prospectus

Creating and Directing Ultramarathon Distance Running Events

2017 Events

10th Annual

KEYS100

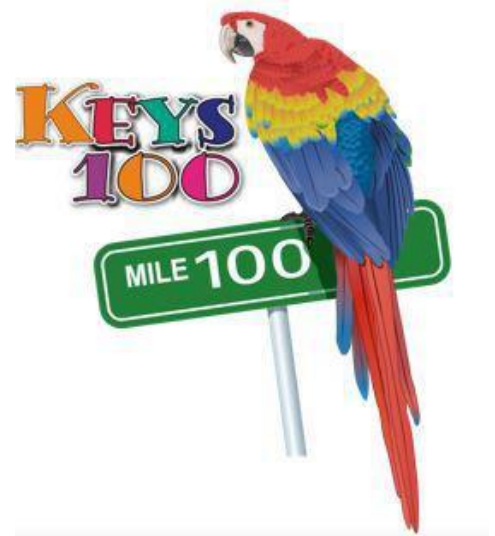
100 Mile & 50 Mile & 50 Kilometer

Individual Races

Six Runner 100 Mile Team Relay Race

May 20-21, 2017

Key Largo to Key West



6th Annual

EVERGLADES ULTRAS

50 Mile - 50 Km - 25 Km

Trail Races

February 18, 2017

Fakahatchee Strand Preserve

Copeland FL



THE RACES

Truly memorable South Florida running venues

Spectacular & picturesque locations: the *essential* Florida

- **KEYS100** – Race across the islands of the Florida Keys along the “Florida Keys Overseas Heritage Trail”. Think turquoise!
- **EVERGLADES ULTRAS** – Trail races in the Florida Everglades, running through natural swamplands, grassland prairies and wooded uplands

Races that capture the increasing interest of runners in alternative racing formats

- Individual races greater than marathon distance – 50 km to 100 miles
- Six person team relay race of 100 miles

Attracting runners from Florida, throughout the U.S. and dozens of countries

Premier U.S. Coast Guard “Run to Remember” fundraising event with substantial military team and individual participation



MARKET TO A KNOWN CROWD

- Runner median age: 42.5 years old
(2015 KEYS100 overall average age: 40.7)
- Gender: Women 43.5% / Men 56.5%
(2015 KEYS100 overall average: 46.4% women / 53.6% men)
- College educated: 90.4%
- Graduated college: 73.6%
- Married: 71.9%
- Number of people in household: 3.0
- 2010 individual employment income, average: \$75,400
- 2010 household employment income, average: \$143,000
- 2010 household net worth, average: \$848,000

Source: 2010 "Runner's World" and "Running Times" Study, Erdos and Morgan



BENEFITS OF SPONSORSHIP

- Impact of precise market promotion on race day to over 1,500 long-distance runners, plus hundreds of crew members, volunteers and supporters--and shout-outs to a mailing list of 7,000--vs. untargeted mass media
- Reach very active, health-oriented, affluent, networked people at “point of sweat”, with continuing contact throughout the year
- Athletes include members of running clubs, and extensive Internet-based social networks, training groups, racing teams, military and first responder groups and supportive corporate employers
- Running media advertising
- Relay teams frequently sponsored by churches, civic clubs, employers, military and first responder* groups, college and high school athletic departments and trade associations
- Local, national and niche media coverage (radio, newspaper, magazine & online), especially in the Keys and South Florida

*police, fire and emergency medical teams



RACE DETAILS

PARTICIPANTS:

KEYS100: 1,200 to 1,500 racers, 400-500 crew, 200 volunteers, friends and family, audience of Keys spectators (residents, tourists) along US#1 and in Key Largo, Marathon, Big Pine Key and Key West observing race in progress

EVERGLADES ULTRAS: 300 runners, plus family, friends, volunteers and Florida State Park personnel

ORIGIN: most U.S. states and dozens of other countries represented; majority of runners from throughout Florida

GROWTH POTENTIAL: Strong race-circuit interest in these events due to memorable venues, quality of production, unique relay race format

PROMOTION—MULTI-MEDIA APPROACH:

- Print and online media advertising, published articles, press releases, radio and online interviews—local, national and international
- Radio and newspaper coverage in the Florida Keys
- Print promotional material in running stores, gyms, bike shops, many races
- Websites: **www.Keys100.com**; **www.EvergladesUltras.com**; **www.UltraSportsllc.com**
- Event calendars, race blogs, viral marketing through Facebook and other social media, broadcast e-mail and newsletters, etc.
- Links: State and local sites, Chambers of Commerce event promo sites, other race websites
- Race EXPOs: booth space or other presence
- Speaking engagements before running clubs and corporate groups
- Peer-to-peer marketing at local clubs, running stores, races, etc.

INTANGIBLES: “Buzz” among runners, popularity and beauty of venues as race and vacation destinations, uniqueness of events, charitable fundraising for prostate cancer and other causes



SPONSORSHIP OPPORTUNITIES

Major Sponsorship Options:

- Title Sponsor--\$25,000/\$10,000
- Presenting Sponsor--\$15,000/\$7,000
- Shirts, Medals & Buckles and Awards--\$1,500 to \$5,000
- Post-Race Party Sponsor--\$2,500/\$750

Core Sponsorship Options:

- Aid Station Sponsor--\$500
- Level 1, 2 and 3 Sponsors--\$300 to \$1,500
- Products & Services Sponsor--\$500

***Ultra Sports LLC* will consider alternate sponsorship scenarios, including two-event and multi-year commitments.**



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Title Sponsor

Benefits

- Exclusive Title Sponsorship, with Sponsor identity incorporated into race name, logo, website and new race materials
- Exclusivity as to product or service
- Sponsor name and logo on all new signage and banners, promotional material, “bib” numbers, race shirts, race finisher medals, 100-mile finisher buckles and race awards
- Promotional handouts/literature in racer goodie bags
- Press release
- Exposure in all ads and promotions for minimum six months
- Inclusion in bi-monthly newsletters to race mailing list for minimum six months
- Presentation table at pre-race meeting and post-race awards ceremony
- Signage at finish line, pre-race meeting, post-race ceremony
- New on-route directional signs
- One complimentary racer or relay team entry
- Paragraph about Sponsor products/services included in Sponsor section of race website for minimum six months
- Link to Sponsor website
- Invitation to speak at pre-race meeting and awards event

Sponsor Will Provide:

- *KEYS100*: \$25,000 Sponsor payment
- *EVERGLADES ULTRAS*: \$10,000 Sponsor payment
- Sponsor identity graphics (Specs to be provided)
- Sponsor information to be used in website content
- Sample products, discount or free product coupons or informational pieces for inclusion in racer packets
- Racer name or relay team list & completed entry form(s) 45 days before event
- Sponsor’s own banners and/or signs



Presenting Sponsor

Benefits

- Exclusive Presenting Sponsorship with Sponsor identity incorporated into race banner, website and all new race materials
- Exclusivity as to product or service
- Sponsor name and logo on all new signage and banners, promotional material and front of race shirts
- Name on racer bibs (race numbers)
- Promotional handouts/literature in racer goodie bags
- Press release
- Exposure in print ads
- Inclusion in bi-monthly newsletters to entire race mailing list for minimum six months
- Presentation table at pre-race meeting and post-race awards ceremony
- Signage at pre-race meeting, post-race ceremony
- One complimentary racer or relay team entry
- Paragraph about Sponsor products/services included in Sponsor section of our website for minimum six months
- Link to Sponsor website
- Invitation to speak at pre-race meeting or post-race awards event

Sponsor Will Provide:

- *KEYS100*: \$15,000 Sponsor payment
- *EVERGLADES ULTRAS*: \$7,000 Sponsor payment
- Sponsor identity graphics (Specs to be provided)
- Sponsor information to be used in website content
- Sample products, discount or free product coupons or informational pieces for inclusion in racer bags
- Racer name or relay team list & completed entry form(s) 45 days prior to event
- Sponsor's own banners and/or signs



Race Shirt, Medals & Buckles & Awards Sponsors

Benefits

- Featured name placement on Sponsored item
- Special recognition at pre-race meeting and post-race awards ceremony
- Inclusion in bi-monthly newsletters to entire race mailing list
- Sponsor name and logo on race website and race shirt
- Promotional handouts/literature in racer goodie bags
- One complimentary racer or relay team entry
- Paragraph about Sponsor products/services included in Sponsor section of website
- Sponsor logo for inclusion in Sponsor section of our website
- Link to Sponsor website

Sponsors Will Provide:

- | | | |
|-------------------|----------------|--------------------------|
| • Sponsor payment | <u>KEYS100</u> | <u>EVERGLADES ULTRAS</u> |
| Race Shirts | \$5000 | \$2500 |
| Medals & Buckles | \$4000 | \$1500 |
| Race Awards | \$2500 | \$1500 |
- Sponsor identity graphics (Specs to be provided)
 - Sample products, discount or product coupons or informational pieces for inclusion in racer bags, if desired
 - Completed entry form for complimentary race entry 45 days prior to event



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Post-Race Party Sponsor

Benefits

- Signage/recognition as Post Race Party Sponsor
- Special announcements at pre-race meeting and post-race awards ceremony
- Mention in bi-monthly newsletters to entire race mailing list
- Sponsor logo on race website
- Promotional handouts/literature in racer goodie bags
- One complimentary racer or relay team entry
- Paragraph about Sponsor products/services included in Sponsor section of our website
- Name/logo on race shirt
- Link to Sponsor website

Sponsor Will Provide:

- *KEYS100*: \$2,500 Sponsor payment; *EVERGLADES ULTRAS*: \$750 Sponsor payment
- Sponsor identity graphics (specs to be provided)
- Sample products, discount coupons or informational pieces for inclusion in racer packets, if desired
- Completed entry form for complimentary race entry 45 days prior to event
- Sponsor's own banner or sign



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Core Sponsorship Options

Aid Station Sponsor

Note regarding *KEYS100*: "Own" any of ten (10) available Aid Stations along the course to promote your brand with your own volunteers. Provide hands-on support of ultra-runners by giving them event-provided drinks, food, ice, etc. You may decorate, from a simple banner to something totally fun and unique. Aid stations are open and staffed at varying hours of the day and night, depending upon location. **Staffing an aid station is a terrific team building activity!**

Benefits

- Signage/recognition at Sponsor's location
- Inclusion in bi-monthly newsletters to entire race mailing list
- Sponsor name and logo on race website
- Promotional handouts/literature in racer goodie bags
- Name/logo on race shirt
- Link to Sponsor website
- Option to staff site with own team

Sponsors Will Provide:

- Sponsor payment of: *KEYS100*: \$500, *EVERGLADES ULTRAS*: \$250
- Sponsor identity graphics (specs to be provided)
- Sponsor information to be used in website content
- Sample products, discount or free product coupons or informational pieces for inclusion in racer packets, if desired
- Sponsor's own banner or sign for aid station (optional)
- Sponsor website link



Traditional Sponsorships

LEVEL 1 SPONSOR--\$300

- Logo placement and link to your website on race website—
www.keys100.com or www.evergladesultras.com
- Sponsor-provided direct marketing insert in all athletes' goody bags

LEVEL 2 SPONSOR--\$500

- All Level 1 benefits, plus:
- Logo placement on all athlete shirts
- Signage at race starting areas (Key Largo, Marathon and Big Pine Key for *KEYS100*; Race HQ for *EVERGLADES ULTRAS*). Signage/banners provided by sponsor

LEVEL 3 SPONSOR--\$1,500

- All Level 1 and 2 benefits, plus:
- Signage placement at race finish line. Signage/banners provided by sponsor.
- Course signage (up to 5 signs or banners) along course at aid stations or water stops. Signage/banners provided by sponsor.
- Over-size logo placement in prominent location on shirts
- Race morning recognition as sponsor during pre-race announcements



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Products, Services & In-Kind Contributions

Benefits*

- Special recognition at pre-race meeting and post-race awards ceremony
- Inclusion in bi-monthly newsletters to entire race mailing list
- Sponsor name and logo on race website
- Promotional handouts/literature in racer goodie bags
- Link to Sponsor website

Sponsor Will Provide*:

- \$500 value in products or services
- Sponsor identity graphics (specs to be provided)
- Free product coupons or informational pieces for inclusion in racer bags
- Website link

***For contributions of less than \$500 value, please contact the Race Director. We appreciate and promote Sponsors of all sizes.**



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About the Race Director:

Robert J. (Bob) Becker, Ultra Runner

At the end of July, 2015, Bob Becker completed his third “Badwater 135” Ultramarathon, the iconic road race through Death Valley, CA that ends at the Mt. Whitney Portal at 8,300 feet. For the second year in a row, Bob was the oldest *Badwater* finisher. From the “Portal”, located at the end of the paved road, Bob ascended Mt. Whitney trails to its summit, at 14,505 feet, the tallest peak in the lower 48 States, for a total of 146 miles. Known as “Badwater 146”—the original length of the *Badwater* race—Bob set the record as the oldest finisher ever. He then turned around, descended Whitney and returned to Badwater Basin where the *Badwater* race began. This 292 mile round trip, known as the “Badwater Double”, had previously been completed by 27 others, the oldest of whom was 59. At 70 years of age, Bob set the new age mark.

Since 2003, Bob Becker has run the Boston Marathon, climbed Mt. Kilimanjaro, raced in the 150-mile *Marathon des Sables* stage race in the Sahara Desert in Morocco, the 167-mile *Grand 2 Grand Ultra* stage race and 120-mile *Trans Rockies Run* stage race in the western U.S. In addition to two top 50 finishes at “Badwater” and the 2015 “Double”, Bob has completed multiple hundred and fifty mile trail and road races, helped provide crew support for Marshall Ulrich on his record-breaking run across the United States (“Running America ‘08”), paced John Pyle during part of his cross-country run in 2012 and completed many other adventures while surviving radical prostate cancer surgery in 2006 and recovering from a fractured femur during a race in ‘05. Bob ran his first marathon in 2002 at the age of 57.

Along the way, Bob Becker found a passion for creating, producing and directing exciting and unique long-distance running events, and introducing ultramarathon racing to thousands of athletes in South Florida and beyond. His inaugural production, tracing its roots to 2007, was the *KEYS100* Ultramarathon, including 100, 50-mile and 50-kilometer individual races and a 100-mile, six runner team relay from Key Largo to Key West, FL, held in mid-May. His newest event, now in its sixth year, is the *EVERGLADES ULTRAS* trail race through the Florida Everglades, offering races of 50 Miles, 50 Kilometers and 25 Kilometers. Bob also created, but no longer directs, the *PALM100* ultramarathon and *Peanut Island 24*, a fixed-time 24-hour race.

Bob’s ultramarathon events raise money to combat prostate and other cancers through “The Cancer Foundation of the Florida Keys”, and in support of the spectacular but under-funded Fakahatchee Strand Preserve State Park, Florida’s largest, where the *EVERGLADES ULTRAS* is held each year. His individual races have also raised money for the National MS Society.

Bob Becker and his races have been featured in the “Sun-Sentinel” and “Miami Herald” newspapers, “Runners World”, “Trail Runner”, “Running Times” and “Masters Athlete” magazines, “South Florida Today” on NBC-6 and “Growing Bolder” radio, among others, and his running-related articles and reports have been published in “South Florida Running Forum”, “Masters Athlete” Magazine, “Ultra Running” magazine and “Florida Running & Triathlon” magazine. He continues to be the subject of online “live” interviews and presents group talks throughout the year.



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Contact Information

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