



## EVENT SERIES



# 2021 PARTNERSHIP INFORMATION

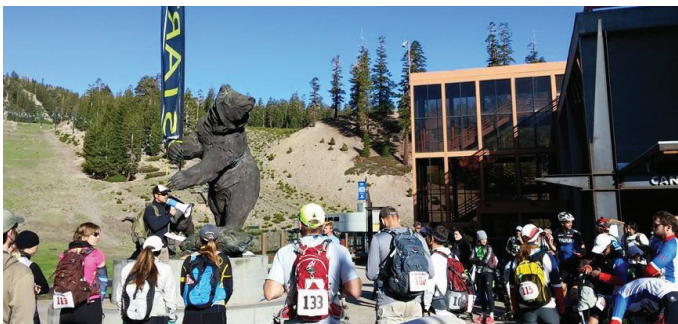
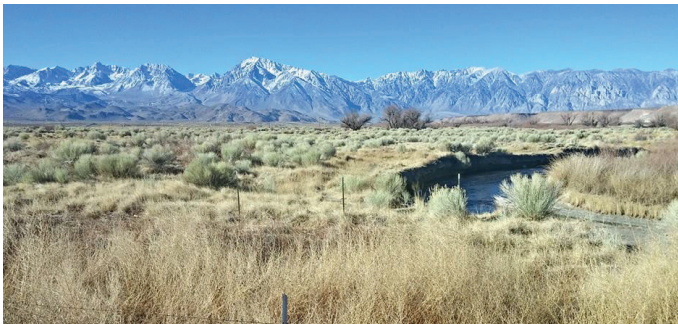


# ALL OUT ADVENTURE SERIES



For the past ten years, The Dawn to Dusk 12-hour adventure race has been the highest attended adventure race in the Western United States, as well as being mentioned as one of the top five adventure races in the United States by National Geographic Adventure Magazine.

This year we are launching a three-event series made up of our 6 Hour Checkpoint Challenge, a 12+ Hour Dawn to Dusk, and the return of our 24-36 Hour, nonstop, point to point expedition in the Eastern Sierra. Each event consists of mountain biking, paddling, trekking, technical rope and cliff climbing, and map and compass navigation.



## WHERE/WHEN

### CHECKPOINT CHALLENGE

Mammoth Lakes, CA

June 6, 2021

Target Participants: 200

Distance: 6 hours

### DAWN TO DUSK

Mammoth Lakes, CA

June 5, 2021

Target Participants: 100

Distance: 12+hours

### ALL OUT 24-36 HOUR

Mammoth, CA to Bishop, CA

June 5-6, 2021

Target Participants: 100

Distance: 24-36 hours

# BY THE NUMBERS 2018

- Number of Media Mentions: 123 (radio, television, news, magazines, blogs)
- Number of Participant Emails: Captured: 7450
- Total number of unique visitors to website: 7,900 Average Visit Duration: 2:30
- Target number of participants for 2015: 800 across three events
- Social Media presence: Facebook, Instagram, YouTube, Pinterest
- 75% Male, 25% Female
- Median Age Range: 30-45, with participants as young as 11 and as old as 62
- 67% stayed in hotels (and came from as far away as Spain, South Africa and New York)



*My buddy Steve and I just finished our first Checkpoint Challenge!! We're both totally hooked on the sport now. Thanks for putting on such a great and well run event. Though I was cursing you a few times while climbing yet another hill, you put on a first class event and we had a blast." - Past Participant*

*"I have done 60+ adventure races over the past decade, everything from sprints to expedition length. However this was my first experience with All Out Events and you did an outstanding job! The race course was well designed and thought out. All the CPs (we hit) were in the correct location. Your volunteers were spot on about their individual responsibilities. They were well informed, very courteous and took good care of the racers. Of course it was hot, miserable and took an all out effort just to finish – isn't that what every good adventure racer wants? For 12 hours on Saturday, our team suffered with everyone else and we had so much fun doing it! Thanks for keeping the sport alive!" - Past Participant*





# CO-BRANDING OPPORTUNITIES



## TITLE SPONSOR - 1 Available

### **\$7,000/YEAR AGREEMENT OR \$10,000/2-YEAR AGREEMENT**

- Co-Branded name and logo whenever used
- Finish/Start Arch Collateral (\$3,000 value)
- Premium 20x10 booth positioning at festival (\$200 value)
- Co-Branded social media and content generation
- Complimentary team of up to 8 participants (\$2000 value)
- Complimentary engagement surveying (\$200 value)

## TRANSITION AREA ADOPTION - 3 Available - \$1,000

- Prominent listing on shirts and collateral
- Printed signage collateral at transition areas (\$500 value)
- Aid station team shirts with your brand displayed prominently (\$100 value)
- 10x10 booth at festival (\$150 value)
- Co-Branded social media and content generation
- Complimentary team of up to 4 participants (\$1000 value)

## CHECKPOINT ADOPTION - 10 Available - \$750

- Signage collateral leading up to the obstacle or element (\$150 value)
- Volunteer shirts with your brand displayed prominently (\$100 value)
- 10 x10 booth at festival (\$150)
- Co-Branded social media and content generation
- Free Parking (\$10/car)
- Complimentary team of up to 2 Participants (\$500 value)





# CO-BRANDING OPPORTUNITIES



## E-MARKETING PACKAGE - \$200

Can be added to any co-branding package to track effectiveness of engagement:

*(Only available in combination with Co-Branding packages)*

- Pre-race brand/service awareness survey
- Post-race brand/service awareness survey
- Custom question added to post-race survey

## FESTIVAL BOOTH - \$150

- 10 x 10 festival booth
- Materials in swag bags
- Co-Branded social media and content generation
- Limited power available for additional \$50 charge



## HOW WILL YOUR RESOURCES BE USED?

We ensure our partners get the maximal return on their investment with our events and organization. We are committed to finding solutions that:

- Integrate your product or service with our participants' experience
- Provide a positive association with your organization, product, or service for the duration of our relationship
- Leverage our event and participants to enhance your brand identity where you identify need
- Grow our event and maintain its sustainability and goodwill in the community, enhancing your association with us





# OUR 2021 MARKETING PLAN



## TARGET AUDIENCE

- Adventure racers
- Eco-Challenge viewers
- Trail runners
- Triathletes
- Serious mud/obstacle racers
- Active families
- People who have recently gotten into shape
- Company team building opportunities
- Athletes looking for something fun

## SOCIAL & ELECTRONIC MEDIA

- Affiliate marketing and trackable discount codes
- Reaching out to media and influential bloggers
- Using existing video and graphic collateral
- Leveraging social media through viral quiz designs,
- Graphics, videos, & engaging our audience in conversations
- Utilizing CPC advertising on Facebook & banner ads
- Leveraging our email and partner email base for promotions

## TRADITIONAL MEDIA

- Print posters and rack cards
- Reaching out to print media partners for content
- Regular press releases co-branding with partners

## INCENTIVES

- Boothing and visiting organizations and clubs
- Cash purse for serious athletes
- Leveraging partnerships by providing added value with purchases and running raffles for hotel stays and other prizes

## TARGET REGIONS

- San Luis Obispo County
- Fresno & Bakersfield region
- San Francisco Bay Area
- Los Angeles region
- Santa Barbara County
- Nationwide for 24-36 hour race



# PARTNERSHIP CONTRACT



**ORGANIZATION** \_\_\_\_\_

**WEBSITE** \_\_\_\_\_

**SPONSOR CONTACT** \_\_\_\_\_ **TITLE** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

**PHONE** \_\_\_\_\_

**EMAIL** \_\_\_\_\_

## SPONSORSHIP CONTRIBUTIONS

### TRADITIONAL SPONSORSHIP (CASH)

- ☐ **TITLE SPONSORSHIP - CIRCLE ONE: 1 YEAR - \$7000 | 2 YEAR - \$10,000**
- ☐ **TRANSITION AREA ADOPTION - \$1000**
- ☐ **CHECKPOINT ADOPTION - \$750**
- ☐ **E-MARKETING PACKAGE - \$200**
- ☐ **BOOTH - \$150**

THE UNDERSIGNED ORDERS THE SERVICES MARKED ABOVE FOR THE CONSIDERATION STATED. ALL OUT EVENTS AGREES TO FURNISH SUCH SERVICES SUBJECT TO THE APPROVAL AND ACCEPTANCE OF THIS ORDER BY ALL OUT EVENTS. BY SIGNING THIS CONTRACT YOU ARE AGREEING TO THE CONTRACTS TERMS AND CONDITIONS STATED ON PAGE SEVEN.

\_\_\_\_\_  
**AUTHORIZED SIGNATURE**

\_\_\_\_\_  
**DATE**

\_\_\_\_\_  
**ALL OUT EVENTS LLC REPRESENTATIVE**

\_\_\_\_\_  
**DATE**

**PLEASE MAKE CHECKS PAYABLE TO**

**ALL OUT EVENTS**

**888 RICARDO CT**

**SAN LUIS OBISPO, CA 93401**

**PHONE (805) 720-1245**

**E-MAIL: YISHAI@ALL-OUTEVENTS.COM**

**EMAIL YOUR LOGO**

**PREFERRED FORMATS FOR LOGO:**

**VECTOR ARTWORK - EPS, AI OR PDF.**

**EMAIL LOGOS AND ARTWORK TO**

**EVENTS@ALL-OUTEVENTS.COM**





1. General. The All Out Adventure Series is a competitive multisport event to be held in multiple locations throughout California.

2. Term. This Agreement will begin on the Effective Date set forth and end on the day after the scheduled date for completion of the Event.

3. Event Date. Affiliate will use its reasonable best efforts to conduct the events on June 4-6, 2021

4. Sponsor Licensed Marks. Sponsor grants Affiliate a limited, non-exclusive license to use Sponsor's name, logo, service marks and trademarks ("Sponsor Licensed Marks") solely for the purpose of including Sponsor in listings and descriptions of Event sponsors during the Term of this Agreement. Affiliate shall not sublicense or transfer the use of the Sponsor Licensed Marks to any person or entity without the prior written consent of Sponsor, which consent shall not be unreasonably withheld or delayed.

5. Sponsorship Benefits/Payment. Sponsor shall receive the sponsorship benefits set forth in the 2015 All Out Adventure Series Sponsorship Packet. Affiliate reserves the right to make non-material modifications to those benefits from time to time.

Sponsor shall pay its entire sponsorship fee and/or make all of its sponsorship contributions on or before March 28, 2015 failure to do so shall result in a forfeiture of Sponsor's sponsorship rights. Affiliate may require Sponsor to provide additional documentation to support the value of in-kind donations prior to accepting such donations as credit toward Sponsor's sponsorship fee.

In-kind contributions are encouraged for goods and services that the Event committee deems essential in the success of the Event, such as food and beverages, equipment and supplies, and printing and copying. In-kind contributions are credited to Sponsor's sponsorship fee according to the value of such contributions. For the purpose of determining sponsorship levels, in-kind donations will be valued at one-half their retail value. Event management will determine and set the value of in-kind contributions and corresponding level of sponsorship. For tax purposes, on the other hand, the contributor of the in-kind goods/services determines the value of the in-kind items.

To comply with IRS requirements, we wish to advise you that the tax-deductible amount of your contribution for federal income tax purposes is limited to the excess of the amount of money (plus the value of any non-cash property) contributed by you over the value of goods and services provided to you by Affiliate. Affiliate has estimated the value of each complimentary race entry to be \$85-\$300 and each complimentary lunch ticket, \$10. Accordingly, any complimentary entries or tickets will be deducted from your total contribution for the purposes of your federal income tax deduction.

6. Event Cancellation. Neither Organization nor Affiliate shall be responsible for damages that result from delays or postponements of the Event due to circumstances beyond their reasonable control. In the event that the Event does not take place, Sponsor's sponsorship fee as set forth above shall be treated as a donation to the Affiliate and shall not be refunded.

7. Insurance. Sponsors assembling or erecting temporary structures shall maintain, during the Term of this Agreement, insurance in the amount of [One Million Dollars] per occurrence to cover liability for bodily injury, property damage and death arising out of such sponsor's activities in connection with the activities which are the subject of this Agreement. Sponsor agrees to name All Out Events as Additional Insures on its comprehensive general liability insurance policy solely with respect to the events and activities which are the subject of this Agreement. Sponsor shall furnish a certificate of insurance to Affiliate showing that such insurance policies are in place within thirty (30) days after the Effective Date of this Agreement. Sponsors not assembling or erecting temporary structures shall maintain, during the Term of this Agreement, insurance in an amount sufficient to cover liability for bodily injury, property damage and death arising out of the party's activities in connection with the activities which are the subject of this Agreement. Sponsor shall furnish a certificate of insurance to Affiliate showing that the requisite insurance policies are in place within thirty (30) days after the Effective Date of this Agreement.

8. Relationship/Entire Agreement. The parties to this Agreement have no legal relationship other than as contracting parties to this Agreement. This Agreement represents the entire agreement between the parties and supersedes any prior understandings or agreements.

9. Indemnity. Each party agrees to indemnify and hold the other harmless from and against any and all expenses, including reasonable attorneys' fees, that the other party may incur by reason of any claim arising out of the indemnifying party's negligence, intentional misconduct, performance or failure to perform pursuant to this Agreement, or any service or product sold or provided by the indemnifying party in connection with the Race. All individuals provided by or associated with Sponsor who perform services at the Event shall perform such services at the direction of, under the supervision and control of, and for the benefit of Sponsor. Such individuals shall not perform such services on behalf of Organization or Affiliate and shall not be agents or representatives of Organization or Affiliate. Sponsor shall be responsible, as between Sponsor and Organization and Affiliate, for any injuries or damages caused by or to said individuals.

10. Governing Law. This Agreement shall be governed by the laws of the State of California. Venue for any dispute arising under this Agreement shall be San Luis Obispo, California.