



Adventure Racing Sponsorship Packet

The 2010 season was an exciting time of growth for Gulf Coast Adventure Racing, and we're planning to bring even more new and challenging events to the area in 2011. Despite the economic challenges that our country currently faces, Adventure Racing in this area is continuing to gain popularity. A loyal following of hundreds of racers has enabled us to grow our racing series each year. At each event, we also attract a number of "rookie" adventure racers who try the sport for the first time and get hooked on the sport and our series.

Multisport activities build character and help participants to better handle challenges in every day life. Adventure sports are an economic growth industry with a high mean income for those who participate. It is also a more mature sport with racers participating well into their 50's and 60's and is a perfect outlet for our growing baby boom population looking to stay healthy and keep active lifestyles. Racers travel from across the country to participate in the sport they love and vacation in our many tourist destinations throughout the Gulf Coast.

In addition to the adventure racing series, your event sponsorship will help provide fitness opportunities for children. Kid's Adventure Challenge events are available to kids ages 6-12, and team kids up with others their age for a fun, challenging adventure. Just like mom and dad, kids compete in their own adventure with running, biking, obstacle courses, canoeing, and other events. Children will have fun while learning the importance of health and fitness in their lives along with developing team-building skills. This is a non-competitive event and all kids cross the finish line.

Gulf Coast Adventure Racing is excited to begin its 11th year of bringing multisport events to our region! This year's calendar includes 7 adventure races which span from Mobile, Alabama, to Alexandria, Louisiana, and all points in between. These events will get more people active... children and adults alike, challenging themselves physically and developing healthy lifestyles, while having fun in our great State Parks and cities.

Our racers are ready for the challenge this year, but we need your help.

Sponsorship of the 2011 Gulf Coast Adventure Racing Series, or of the events in your area, provides a unique marketing opportunity for your company. Hundreds of local and regional racers and their family and friends will be exposed to your company and its message throughout the year. Our racers appreciate our sponsor's commitment to promoting the sport, and they are eager to support our sponsors with their business.

The qualities found in the people who race make these events an unparalleled sponsorship vehicle.



Let us show you how sponsorship with Gulf Coast Adventure Racing can lead to:

- **Increased sales**
- **Developing customer loyalty**
- **Growing brand awareness**
- **Developing new markets**
- **Internal communications/motivation**
- **Improving staff recruitment**
- **Developing business-to-business relationships**
- **Launching new products**
- **Broadening the customer base**
- **Developing community relationships**
- **Broadening distribution**
- **Developing product knowledge**
- **Good corporate citizenship**

Please review the sponsorship opportunities available for the 2011 Gulf Coast Adventure Racing Series. Rise to the challenge and show your support of adventure racing and multi-sport events, while capturing the attention of thousands of potential customers. Please visit our website at www.GulfCoastAdventure.com for more information about us and our events. If you have any questions or would like to discuss your sponsorship opportunities with Gulf Coast Adventure Racing, call David Poletto at 504-952-8406.

We hope you'll join us for an exciting year! See you at the races!

Sincerely,

David Poletto
Gulf Coast Adventure Racing
www.GulfCoastAdventure.com
dpoletto@aol.com
504-952-8406



\$6,000 Title Sponsorship

- Sponsorship of all 2011 Gulf Coast Adventure Racing events
- Your company logo featured on www.GulfCoastAdventure.com
- Company name included in all press releases and media information sheets
- Logo prominently included on all race brochures, which are distributed to local sporting goods stores, running stores, health clubs and other local races/events (minimum 10,000 forms distributed)
- Logo featured on all Adventure Race Passports, distributed to each team at each Adventure race
- Large logo prominently placed on all race shirts throughout the year (given out at each event)
- The opportunity to display your company-provided banner at the registration area/finish line of each event
- Logo on Series Championship Awards (top three teams in each of four divisions)
- The opportunity to distribute flyers, products and other promotional materials to racers at each event (materials will be included in racers' goodie bags)
- Your company announced as a Series Sponsor at pre-race meeting and post-race party and awards ceremony of each event
- Exclusivity - only one sponsor allowed in any industry

\$4,000 Series Sponsorship

- Sponsorship of all 2011 Gulf Coast Adventure Racing events (7 events)
- Your company logo featured on each page of www.GulfCoastAdventure.com
- Company name included in all press releases and media information sheets
- Logo prominently included on all race brochures, which are distributed to local sporting goods stores, running stores, health clubs and other local races/events (minimum 10,000 forms distributed)
- Logo featured on all Adventure Race Passports, distributed to each team at each Adventure race
- Large logo prominently placed on all race shirts throughout the year (given out at each event)
- Logo on Adventure Race Championship Race photos (given to each racer)
- The opportunity to display your company-provided banner at the registration area/finish line of each event
- The opportunity to distribute flyers, products and other promotional materials to racers at each event (materials can be included in racers' goodie bags)
- Your company announced as a Series Sponsor at pre-race meeting and post-race party & awards ceremony
- Exclusivity - only one sponsor allowed in any industry



\$1,000 Individual Event Sponsorship (response due 30 days prior to event)

- Logo included on event shirts
- The opportunity to distribute flyers, products and other promotional materials to racers at each event (materials will be included in racers' goodie bags)
- Your company-provided banner displayed at predetermined location by Race Officials
- Your company announced as an Event Sponsor at pre-race meeting and post-race party & awards ceremony
- Your company name listed on the event page of the gulfcoastadventure.com web site

\$500 Individual Event Sponsorship (response due 30 days prior to event)

- Logo included on event shirts
- Your company mentioned as an Event Sponsor at pre-race meeting and post-race party & awards ceremony
- Your company name listed on the gulfcoastadventure.com web site as an event sponsor

In-Kind Sponsorships (response due 30 days prior to event)

In-Kind Sponsorships are also appreciated, and sponsors will receive the benefits of a \$500 or \$1000 sponsor, depending on the value of the sponsorship.