



# TIMBERLINE EVENTS

Running Event Management

## Sponsorship Packet Team Relay Races - Colorado, Vermont



# 2009 Timberline Events Sponsorship Opportunities

## The Events

Timberline Events LLC offers two 200-mile team relay races – the Green Mountain Relay in Vermont and the Wild West Relay in Colorado. Both races are on rural scenic routes and are designed for runners of all abilities.

The **Green Mountain Relay** in Vermont will be entering its fourth year in 2009. The annual date is the third weekend in June near the summer solstice. The intimate GMR route travels north-south through the heart of the Green Mountains, with a majority of the route following or paralleling much of historic Route 100. Route 100, which appears on many "Top 10" lists of American's most scenic roads, is a bucolic, two-lane road lined with maple trees and passes through narrow valleys, picking its way around cornfields, travels through small villages rather than ignoring them.



Jeffersonville to Bennington  
**VERMONT**

The race starts in the village of Jeffersonville (a 50-minute drive from Burlington). Runners cross over seven historic covered bridges, go up and over challenging hills such as Terrible Mountain, and finish with the Bennington Memorial on the horizon. The date for 2009 is Saturday – Sunday, June 20<sup>th</sup> and 21<sup>st</sup>.

The **Wild West Relay** is entering its sixth year in 2009 and has become a favorite race of the participants. Scheduled around the full moon in August, the relay begins by the foothills of the Rocky Mountains in Fort Collins, Colorado, and finishes in the beautiful ski and summer resort town of Steamboat Springs. Much of this very scenic and remote course runs through National Forests or along dirt roads. The route winds through Roosevelt, Medicine Bow, and Routt National Forests, and through small, mountain and ranching communities. The date for 2009 is Friday – Saturday, August 7<sup>th</sup> and 8<sup>th</sup>.



## What is a Team Relay Race?

A team relay race is a type of adventure race, suitable for runners of all abilities, where teams of six or twelve run a 200-mile route.

The relay course is divided into 36 *legs*, where each member of the team, taking turns in a predetermined order, runs three different legs, each varying in length and difficulty.

Teams are self-supporting, providing their vans, food, water, and cheering support. Twelve person teams have two vehicles, an *Active Van* and a *Resting Van*. The *active van* drops off their first runner, and then drives ahead to the next runner *exchange* to drop off the next runner and

picks up the first runner when they've completed their leg. The *resting van* carries the runners who are eating and/or resting before it is their turn. After every six legs, the vans change roles. This pattern continues until the finish line.

**Beneficiary**

The beneficiary of Timberline Events' races is *Volunteers With A Purpose*, a non-profit organization that coordinates with local non-profit organizations that volunteer during the relays acting as race marshals as a fundraising opportunity. In the four years of the events, over \$86,000 has been raised and distributed to non-profit organizations in Northern Colorado and across Vermont.

**Participation**

The growth in the Wild West Relay has been steady. The first year was a trial run with one team; the first year it was offered to the public (2005), there were 60 teams and 666 runners. In 2006, there were 94 teams and 1017 runners, and in 2007 and 2008 there were 128 teams and 1300+ runners. The number of teams will be capped at 135 in 2009.

A trial run of the Green Mountain Relay was done in 2005. In 2006, there were 21 teams and 194 runners, in 2007 there were 24 teams and 266 runners, and in 2008, with a move in the date to later in June, the race grew to 49 teams and 548 runners.

**Relay Demographics – from 2007 Wild West Relay**

|               |       |                             |       |                  |       |
|---------------|-------|-----------------------------|-------|------------------|-------|
| Gender:       |       | Have Children:              |       | Other Interests: |       |
| Male:         | 62.9% | Yes                         | 59.6% | Biking (Mtn/Rd): | 67.9% |
| Female:       | 37.1% | No                          | 40.4% | Camping:         | 60.6% |
|               |       |                             |       | Climbing:        | 11.9% |
| Age:          |       | Income:                     |       | Hiking:          | 72.5% |
| Less than 18: | 3.4%  | High School/College Student | 7.3%  | Rafting/Kayaking | 17.4% |
| 18 – 25:      | 6.0%  | \$24,999 or less            | 4.6%  | Ski/Snowboard:   | 51.4% |
| 26 – 34:      | 29.3% | \$25,000 – \$35,000         | 7.3%  | Snowshoe         | 33.9% |
| 35 - 44:      | 27.6% | \$35, – \$55,000            | 18.3% | Triathlon        | 27.5% |
| 45 – 54:      | 27.7% | \$55,000 - \$75,000         | 19.3% | Other            | 34.9% |
| 55 plus:      | 6.9%  | \$75,000 - \$95,000         | 42.2% |                  |       |
|               |       | \$95,000 or more            | 0.9%  |                  |       |

**Wild West Relay**

Runners from Colorado – 75% (1032)  
 Colorado runners from Fort Collins area – 34% (353)  
 Runners from out-of-state – 25% (338) – 38 total states and one Canadian province

**Green Mountain Relay**

Runners from New England states – 52% (138)  
 Runners from mid-Atlantic states – 19% (51)

## SPONSORSHIP PACKAGES

**Presenting Sponsor** – WWR \$15,000; GMR \$7,000\*; Both \$20,000\*\*

- All references to the event will be “Event” presented by “Your Company”
- Name/logo on select race signage – start/finish banners
- 15 banners (max size 5'x18') – can be placed at start and finish lines, registration table area
- Product category exclusivity (no immediate competitors within your industry)
- Place product and/or literature in team goodie bags
- 10x20 booth at Start and a 20x20 booth the Finish Line Expos
- Name and logo on web site, as well as a link from our web site (always visible)
- Name and logo on front and back of participant t-shirts, print advertising, on sponsors page on website, and sponsors page of Race Handbook
- Logo and content or banner ad in all email communications to participants
- Two complementary team entries (value \$2000+)
- Full page advertisement on in race handbooks
- Announced as "presenting sponsor" during start, finish, post-race activities

**Gold Sponsor** – WWR \$7,500; GMR \$3,500\*; Both \$10,000\*\*

- 8 banners (max size 5'x12') – can be placed at start and finish
- Place product and/or literature in team goodie bags
- 10x10 booth at Start and Finish Line Expo
- Logo representation on event web site with link to your site, runner T-shirts, print advertising, on website sponsors page on website, and sponsors page of Race Handbook
- One complementary team entry (value \$1000)
- Full page advertisement inside the race handbook
- Logo and content or banner ad in all email communications to participants
- Announced as "gold sponsor" during start, finish, post-race activities

**Silver Sponsor** – WWR \$4,000; GMR \$2,000\*; Both \$5,000\*\*

- 2 banners (up to 5'x12') – can be placed at start, finish
- Place product and/or literature in goodie bags
- Set up a 10x10 stand/booth at Start and Finish for any promotional or informational material
- Logo representation on event web site with link to your site, runner T-shirts, print advertising, on WWR sponsors page on website, and sponsors page of Race Handbook
- Half page advertisement in the race handbooks
- Logo or banner ad in all email communications to participants
- Announced as "silver sponsor" during start, finish, post-race activities

**Bronze Sponsor** – WWR \$2,000; GMR \$1,000\*; Both \$2,500\*\*

- 2 banners (up to 5'x12') – can be placed at start, finish
- Logo representation on event web site with link to your site, runner T-shirts, on WWR sponsors page on website, and sponsors page of Race Handbook
- Logo or banner ad in all email communications to participants
- Announced as "bronze sponsor" during start, finish, post-race activities

**Product Sponsor** –donation of needed equipment, products (not sample size), services for up to 2,100 runners/volunteers for Wild West Relay, 800 runners/volunteers for Green Mountain Relay

- One banner, measuring up to 5'x12', at start and finish
- Logo representation on event web site with link to your site, runner T-shirts, on WWR sponsors page on website, all email communications to participants, and sponsors page of Race Handbook

**Start and/or Finish Line Booth** (10' x 10' space) - \$100 each or \$150 for both

\*Based on a minimum of 50 teams and/or 600 registered participants; if less, amount will be prorated

\*\* Based on a minimum of 50 teams and/or 600 registered participants in the GMR; if less,

Examples of logo placement – event website home page, event website sponsors page, print advertising/ event posters sent to ~1000 specialty running stores across the US (deadline January 1, 2009). Banners will be placed on start/finish line, runner chutes, and around start/finish line area.

## **OTHER SPONSORSHIP OPTIONS:**

### **Website**

Banner advertising – GMR 78,000 page loads / WWR 142,000 page loads in 2008

Sponsor page logo and link

Email newsletter – content, advertising, logo, and link

### **Print**

Event Poster: logo - deadline January 1<sup>st</sup>

Race Handbook: logo or ad – deadline two months before race date

### **T-Shirts**

~1500 t-shirts printed with sponsor's logo (WWR)

~750 t-shirts printed with sponsor's logo (GMR)

### **Finish Line Expo**

Booth space available – 10x10, 20x20, or vehicle space

### **Banners**

Start and finish line banner space

### **Services**

Coffee at start and finish line

BBQ lunch at finish line

Massages at Exchange 24 and Finish line

Lodging along the route

Supermarket/Food along the route

### **Vehicles**

Rental vehicles to teams

Wild West Relay start line



Green Mountain Relay start line



### **Feedback from participants:**

I just have to let you know that this was the very best race I have ever run in. I usually bypass races because I get too nervous, but this race was so much FUN that I am going to run it every year until I keel over. I can't stop thinking about it and you can bet that we are going to be one of the teams that sign up in October. I (and my team) appreciate all of your hard work and dedication. I was the captain of our team and felt like I had a big load to carry to make certain our 12 person team ran smoothly, and you organize it for everyone. Thank you from the bottom of my heart. We'll see you next year, and I'm going to be MUCH faster!

*DS Fort Collins, CO*

We would like to congratulate you and your team on another great WWR!! We are unanimous in our enthusiasm and have nothing but kudos for every aspect of this years WWR. Great time...great venue...great challenge. Massie's Maniacs will be one of the first to register for WWR 08. Thank you so much for your efforts!!

*LM Gering, NE*

THANK YOU so much for an AWESOME Wild West Relay. This was the best one yet, and we all had a great time!! The volunteers were wonderful and the support was incredible. THANK YOU THANK YOU THANK YOU!!

*CS Fort Collins, CO*

On behalf of my team, volunteers, and drivers I would like to thank you for a most wonderfully organized event! We had the time of our lives! All's we had to worry about was running, the logistics and organization was superb and I will brag about your event to my running community in Arizona. I'm glad I had the opportunity to meet you before the start, your imagination for an event such as the WWR is brilliant, thanks for bringing your vision to light so families and friends such as mine can be together doing something we love!

*SR Cave Creek, AZ*

Thank you for a perfectly planned and executed event. I have never seen better. My team had mostly first time relay runners and they had a blast of a time, much more than they expected. We will be back next year.

*FO Longmont, CO*

Thanks again and congratulations on running a great event. The More Cowbell team really enjoyed the

race and thought everything was very well organized. It was an incredible experience from all perspectives -- course setup, volunteers, exchanges, jaw dropping scenery, challenge, etc. As we mentioned to you at the finish, given we've never done this before and are from low altitude, we didn't know what to expect. This race exceeded all of our expectations.

*SF Columbus, OH*

I wanted to write to you express how much fun I had at the Wild West Relay. This was my first time running an event like this and I had a blast. The organization of the race is great and everyone I spoke with was always willing to help. Your hard work putting together this race is evident in all of the smiles at the finish. Thanks again for all of the fun!

*ME Fort Collins, CO*

Thanks... Looking forward to next year!! The organization of this was far better than the XXX we ran last year... You all did a great job.

*TG Littleton, CO*

Thank you again for running an excellent event. This was my third year participating in it, and it seemed to go even smoother than the previous two despite the increased number of teams.

*CM Denver, CO*

Thank you for putting on such a fun and extremely well organized event. My team members keep thanking me and I have to explain to them that it has been you who has made this event run so smoothly. We all had a blast running our asses over the passes and we cannot wait until next year! Thank you for all of your hard work! I cannot even imagine how much time and effort you have put into this event to make it all come together.

*KE Denver, CO*

We had the best time of our lives. I can't thank you enough for the cherished memories. Thank you for your efforts. You are amazing and everything was perfect.....down to every detail. You are phenomenal. Thank you for an awesome relay.

*JR Cave Creek, AZ*

I just wanted to tell you what a wonderful race you put on. We were the 5-person team of "Taking It Up The Pass". 3 of our team have done multiple IRONMAN races, etc. However, we had 2 ladies who had never run more than a 10k before this race. They were very inspirational to do what they did to get our team to the finish line (time was not our goal, finishing was). What a struggle, but a lovely one at

that. Never had more pain and fun at the same time. On behalf of my whole team, THANKS. We will return.

*TU Windsor, CO*

Congratulations on organizing a top notch event! Having run XXX a couple times I think you have surpassed that relay in terms of logistics and planning. Even though your course and the terrain is obviously more challenging I would choose WWR over XXX any day!

*ML Grand Junction, CO*

Just wanted to let you know, your event was a great success. It was very well organized and a beautiful route. We had a wonderful time and my wife and I are hooked. We're looking forward to forming our own 6x6 team to participate in the run next year. If all goes to plan, you'll have two former triathlon Olympians participating next year. See ya then and keep up the great work!

*TW & SW Boulder, CO*

I just wanted to drop a note to say thanks for directing the race. I don't know exactly what was different, but it seemed like the relay went more smoothly from top to bottom than in the last couple of years. Our team had a fantastic time, and we'll do our best to get back again next year.

*JJ Fort Collins, CO*

As the time gets closer and closer you continue to impress me with your level of communication to team captains. I am a strong communicator myself and appreciate when others are as detailed! My questions are answered and the directions are specific. You have perfected this relay. I know on race day things will flow smoothly and there will be nothing but great adventures in store. Thank you for doing all of this WORK and I hope you get to enjoy race day by watching people partake in this awesome event. Even though we may not have smiles on our face (I am on an ultra team), we are smiling inside! Thank you for all of your effort and keep up the great job!

*SW Falcon, CO*

Just finished the run yesterday and may I say it was one of the best-organized events I've ever been in. I cannot praise you enough on what a great job you all did: the mapping, the prep work (getting info out on what to bring, what to expect, what to do), the exchanges - from start to finish I was constantly amazed on how well run everything SEEMED to go (you all might have a different perspective!). Thanks for such a well-organized relay. I would highly

recommend this run to anyone who wants to have a good time and a challenging course.

*NW Loveland, CO*

I just wanted to send you a quick email thanking you for all your hard work on the Wild West Relay! You really did a fantastic job and put together a great race. I was very impressed with all of the information that was available in advance. It seemed like everyone on my team commented on how great maps & directions for each of the legs were. I know you spent a lot of time on it and it really showed. Nice work. I'm sure you'll find our team back in future years.

*LD Fort Collins, CO*

Thanks so much from the members of The Grateful Tread for what has to be one of the best running experiences we've all had. The racecourse was beautiful, the organization remarkable, and the spirit incredible. You should feel pretty damn good about pulling this event off while raising nearly \$10,000 for worthwhile causes.

*KC Evergreen, CO*

This was an excellent race and all our team members had a wonderful time. We couldn't think of anything that should be done differently! The volunteers were well trained, very nice and helpful. The 1-mile-to-go signs were a huge hit as well. We enjoyed the camaraderie and good-natured competitiveness with the other teams. Thank you for all of your hard work. It is obvious that this was organized by a runner for other runners and we appreciate everything. Congratulations on a successful event!

*MH Fort Collins, CO*

First, let me say that our team and I had an AMAZING time. The WWR was a truly fantastic event. We are all sad that it is over and we can hardly wait until next year.

*AR Fort Collins, CO*

What can I say, but "WOW!" You, and your coordinating team, were fantastic. The entire team felt that this was definitely one of the best-organized races we've ever experienced.... and that includes my Dad (our driver) who has been running races for over 55 years! As much as I expected from this race, I also expected some "first time" problems -- what a surprise when NONE of them surfaced. As I said, WOW!!!

*MH Denver, CO*