



GRO RACES

PRESENTS

Great Rides Out

FUN UNDER THE SUN ON A BIKE



GRO-Promotions LLC
cell 970-759-3048 e mail Cimarron@gropromotions.com
www.Gropromotions.com

2016 SPONSORSHIP CATEGORIES 6th Annual

Thank you for considering a sponsorship for the new True Grit Epic Bike Race. We are extremely excited to bring this event to Southern Utah. This is a brand new type of event for Southern Utah at a perfect time of year. The course is original, it's tough, it's technical, and it is long.

- Season Opener for National Ultra Endurance Mountain Bike Series
- Attracts national Pro Racers. Some past racers include : Josh Tostada/Santa Cruz/Maxxis/Shimano, Johnathan Davis/Trek Colo - USAC 24 Hr Champion, Chris Peariso/Specialized, Drew Edsal/Kenda/Felt, Amanda Cary Kenda/Felt, Alex Grant ShoAir/Cannondale (2013 True Grit champion)
- Includes Epic 50 and 100 mile course
- Participation cap- 600.
- In its first year, 2011, we saw 170 registrants, 2012 -235 , 2013-405 , 2014 -435, 2015-440
- Event Date March 12 2016, Registration Opens November 11
- Web site and Registration
 - www.truegritpic.com
 - (10000 average monthly page views)
 - <https://www.facebook.com/pages/GRIT-Epic-Bike-Race/184505201574137> (351 Fans, weekly reach 1990)
- Recent Media Samples
 - <http://dirtwire.tv/2015/03/nue-series-1-true-grit-epic-highlights/>
 - <http://www.thespectrum.com/story/news/local/2015/03/12/santa-clara-host-true-grit-epic-mountain-bike-race/70248132/?from=global&sessionKey=&autologin=>
 - <https://www.youtube.com/watch?v=Pbs2VT1w2BI>
 - <http://reviews.mtbr.com/race-report-true-grit-100>
 - <http://www.blogtalkradio.com/mountain-bike-radio/2013/02/13/true-grit-epic-mountain-bike-race> (300 views first 24 hrs)
 - <http://www.cyclingnews.com/news/national-ultra-endurance-nue-series-adds-three-events>
 - http://www.mtbracenews.com/view_article.jsp?id=653
 - <http://cyclingutah.com/may/Cycling-Utah-May-2011-Issue.pdf> (pg 16)
 - <http://www.youtube.com/watch?v=qtzxsJ-vKNc>
 - <http://www.cyclingnews.com/blogs/alex-grant/racing-in-dixie>
 - <http://www.youtube.com/watch?v=1uNpY51-5yl&feature=related> (5 part series)
 - <http://joshtostado.com/true-grit-epic-2013/>

Below you will find the various levels of sponsorship or support you can provide. We look at this more of a partnership and love working with all of our sponsors to make sure you get noticed at our races. Without you we could not put on these great mountain biking events.

PRO LEVEL -PRESENTING SPONSOR \$6000+

1. Exclusivity: Sponsor will be the only sponsor in their Industry category (AT ANY LEVEL) to avoid conflict of interest.
2. Event Title: Sponsor will have exclusive mention in Title of the Event. Event will be further known as The True GRIT -Epic Bike Race - presented by XYZ
3. Name and Logo: Sponsor name and logo (where appropriate) will be on all items associated with the Event. (based on print and publication deadlines)
 - Official web page -front page and sponsor page, with links
 - Facebook page w/ links
 - Event News Paper or other event forms
 - Event Advertisements/Flyers/Posters
 - Event merchandise (excluding packet race give away)
 - Official Event Banners
4. Cross Promotions: Minimum of 4 cross promotions mention highlights in social media, Press releases, or GRO new letters
5. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the largest size and first in placement.
6. Banners: Sponsors Banner will be placed at Start /Finish and at Event Entrance. Banners will be placed in first position. Additional Banners may be displayed if provided and as room permits.
7. Vendor Area: Sponsor will receive either 1 tech area or Expo area free
8. Team: Sponsor may receive 6 comp entries in the race/event of choice and an additional 5 discount entries of \$40 per racer (good for 50 or 100 miles options) - applies to entry Fee only
9. First Right: Title Sponsor will have first right as title sponsor following years at the going title sponsor rate
10. In - Kind: sponsor may supply up to \$2000 of support as in-kind contributions

EPIC LEVEL- \$3500+

1. Exclusivity: Sponsor will be the only sponsor in their Industry category (AT ANY LEVEL) to avoid conflict of interest.
2. Title: Will be announced as “presented by”
3. Name and Logo: Sponsor name and logo (where appropriate) will be on all brochures and Ad's associated with the Event. (based on print and publication deadlines)
 - Official web page - Sponsor Page - top
 - Racers tips page
 - Face book Page
 - Event Flyers/Posters
 - Event Advertisements
 - Event merchandise (excluding race gift)

4. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the second largest size and second in placement.
5. Cross Promotions: Minimum of 2 cross promotions mention highlights in social media, Press releases, or GRO new letters
6. Banners: Sponsors Banner will be placed at Start /Finish. Banners will be placed in second position. Additional Banners may be displayed if provided and as room permits.
7. Vendor Area: Sponsor will receive either 1 tech area or Expo area Free
8. Team: Sponsor receive 5 comp entries in the events/category of choice and an additional 3 discount entries of ½ off per person (good for 50 or 100 mile only). Discount applies to entry fees only.
9. In - Kind: sponsor may supply in-kind contributions (\$2000 Cash Minimum)

CHALLENGE LEVEL - \$1500+

1. Limit: There will be no limit to sponsors at this level.
2. Name and Logo: Sponsor name and logo (where appropriate) will be on all brochures associated with the Event. (based on print and publication deadlines)
 - Official web page -sponsor page/ w link
 - FB page
 - Flyers/Posters (based on publication date)
 - Event entry forms (where logo's are displayed)
3. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the third largest in size and placed below the Duo Level logos.
4. Cross Promotions: Minimum of 2 cross promotions mention highlights in social media, Press releases, or GRO new letters
5. Banners: Sponsor may provide 1 banner to be displayed @ start/finish. Placed location not guaranteed.
6. Vendor Area: Sponsor may purchase a tech or vendor area at a %50 discount
7. Team: Sponsor may receive 2 comp entries into category of choice and 2 discount entries of \$40 per person (good for 50 or 100 mile options) . Discounts apply to entry fee's only.
8. Multi-year: Sponsor may sign up for multi years at a 10% advanced yr amount. (example -first yr \$5000+, additional years \$4500)
9. In - Kind: sponsor may supply in-kind contributions (\$500 Cash minimum)

FINISHER LEVEL- \$500-1500

1. Limit: There will be no limit to sponsors at this level.
2. Name and Logo: Sponsor name and logo will be on the following material associated with the event. (based on print and publication deadlines)
 - Official web page w/ Link
 - Facebook
 - Event Jersey or T-shirt (for sale)
3. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the fourth largest in size and placed below the Rock-drop Level logos- space permitting.
4. Cross Promotions: Minimum of 1 cross promotions mention highlights in social media, Press

releases, or GRO new letters

5. Banners: Sponsor may provide 1 banner to be displayed near start/finish. Placed location not guaranteed.
6. Vendor Area: Sponsor may purchase a tech or vendor area at a %50 discount
7. Team: Sponsor may receive 2 comp entries and receive 1 discount of \$40 per - applies to entry fee's only.
8. In - Kind: sponsor may supply up to 50% of support in in-kind contributions. Exceptions may apply

SUPPORT CREW LEVEL \$1 TO \$500 VALUE

1. Limit: There will be no limit to sponsors at this level.
2. Name and Logo: Sponsor name and logo will be on the following material associated with the event.
 - Official web page w/ Link
 - Event Facebook Page
3. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the fifth largest in size and placed below the single-track Level logos.
4. Banners: Other venue locations if room is available and requested in advance
5. Vendor Area: Sponsor may purchase a tech or vendor area at a %50 discount
6. Team: Sponsor with an in-kind or cash donation over \$250 may enter up to 1 person in the event/category (23 or 50 mile categories except open) and receive 1 discount of \$40 per person (good on 50 or 100 mile category) .
7. In - Kind: sponsor may supply up to 50% of support in in-kind contributions, exceptions may apply.

SUPPORTING PARTNERS \$1 TO \$1000 SERVICE VALUE

1. Limit: There will be no limit to sponsors at this level.
2. Name and Logo: Sponsor name and logo will be on the following material associated with the event.
 - Official web page
 - Facebook Page
 - Promotions in Packet if requested
 - Cross promotions where advantageous in press releases and other marketing
3. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the fifth largest in size and
4. placed below the single-track Level logos.
5. Banners: Other venue locations if room is available and requested in advance
6. Vendor Area: Free Vendor area with in-kind or cash sponsorship over \$500
7. Team: Sponsor may enter 1 person in event/teams and receive the "industry" discount of %20 per

\$100 value. May be combined or used for multiple racers.

8. Multi-year: does not apply
9. In - Kind: sponsor may supply up to 100% of support in in-kind contributions.

MEDIA SPONSOR

Media Sponsors for Radio and TV will be given exclusive access to the venue to provide local media coverage of the event.

* Additional terms may be negotiated, such as distribution of product samples, or team or racer photos, pre race promotion, custom branded items, etc. when it is mutually beneficial to both parties and does not interfere with terms of another sponsor

** All sponsors will receive a sponsorship agreement including all terms and conditions Wednesday, May 29, 2013

*** Vendor and tech area are subject to separate fees and taxes by the state of UT. See tech vendor agreement.