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GRO RACES



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**SPONSORSHIP  
OPPORTUNITIES**

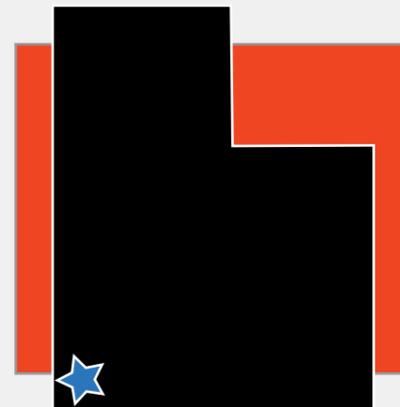


True Grit Epic is a test of mental and physical endurance.

Set in the rugged terrain of Southern Utah, this early season event does not disappoint. With Red Mountain and Pine Valley as the backdrop, racers climb and claw their way to the finish in the tree lined enclave of Santa Clara Utah.



Pine Valley as the backdrop, racers climb and claw their way to the finish in the tree lined enclave of Santa Clara Utah.



- 01. MOUNTAIN BIKE DISTANCES  
100, 50, 50Duo ,15
- 02. GRAVEL COURSE DISTANCE  
89
- 03. MAX PARTICIPATION 950
- 04. SEASON OPENER for the  
National Endurance Series -  
Epic and Maration Series
- 05. MASSIVE MEDIA EXPOSURE

03 09  
MARCH SANTA CLARA

19 9th  
UTAH ANNUAL



# SPONSORSHIP LEVELS & BENEFITS

Thank you for considering a sponsorship for the True Grit Epic Bike Race. We are extremely excited to bring this event to Southern Utah each year. It was been a spring tradition since 2011. The course is original, it's tough, it's technical, and it is long.

As a sponsor of the TGE, we would hope to create a true partnership. Our goal is to elevate every Sponsor Brand in the mind of our racers. We seek sponsors that are truly interested in being involved in the event so that it can shine as a one of a kind event.

Let's start the partnership with a dialogue and make sure that you are getting the most out of your support to the event. Social media impressions are now a huge part of mountain bike marketing. We want to work with you to create custom branded media to co-share among our customers.

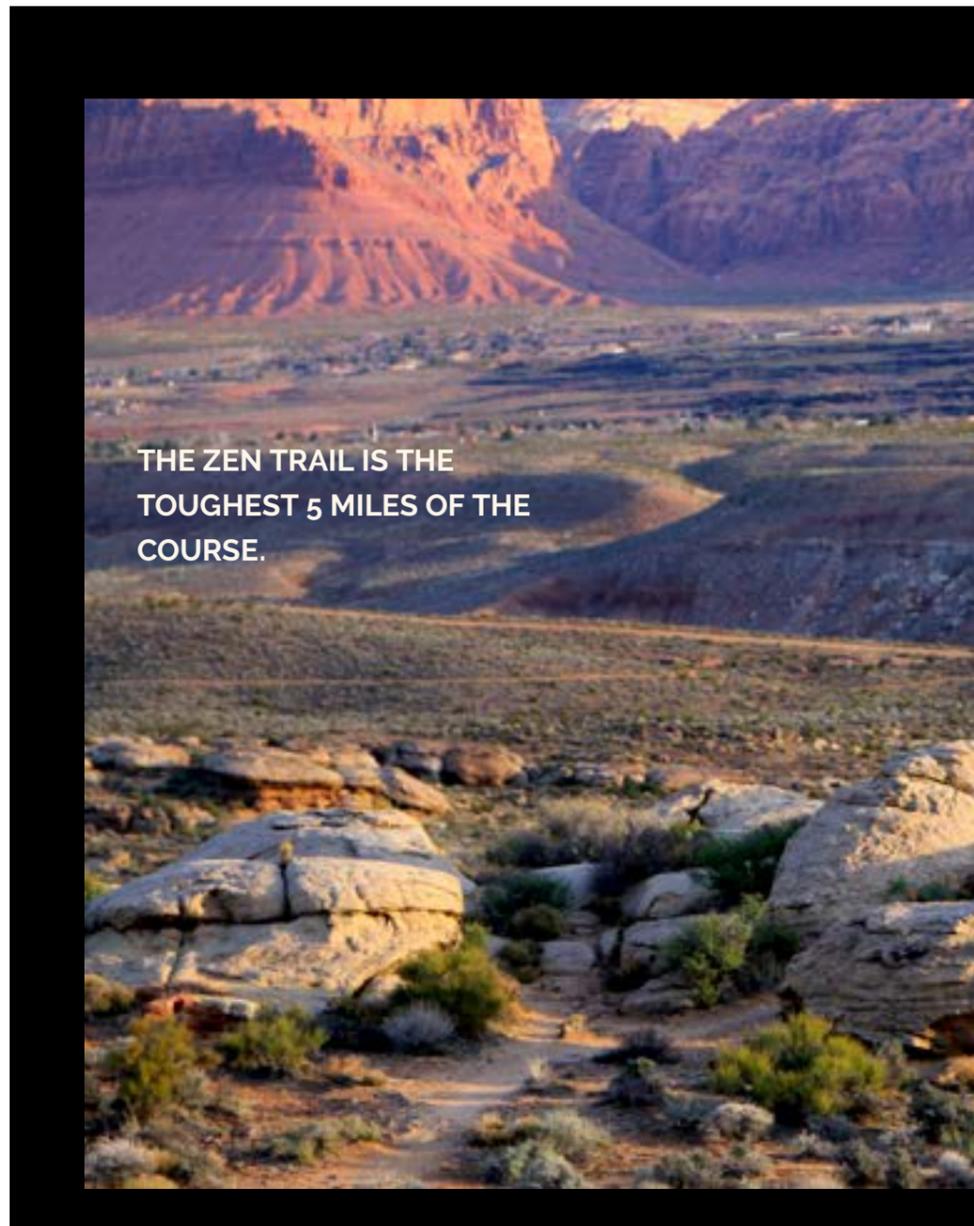
**01. GRAVEL SUPPORT ONLY:** Marketing will be focused on only the gravel segment of the race and will not be prominent with other race segments. Title and Premier sponsors should be specialized to the gravel market. \*\* MTB only is at a 15% discount

**02. MULTI-EVENT BENEFITS.** If you plan to sponsor 2 or more GRO Races you can add the amounts to get the benefits at a higher level. ( example 2 x Challenge level=Epic Level benefits. All sponsors of **multi events will show on GRO landing page Banner**

**03. TITLE BIKE SHOP.** A title bike shop must be at the EPIC LEVEL or higher. Includes hosting packet -pick up & bike shipping location. \*\*\*Title shop has the first options to provide race day course support. Other non-competing bike shops may provide support race day services at the Supporting level.

**04. TITLE NUTRITION:** Title Nutrition Sponsor must provide product to support 100% of participants. Support will be at a minimum of challenge level.

\* May purchase a co-branded. Cost of items may be in lieu of cash.



THE ZEN TRAIL IS THE TOUGHEST 5 MILES OF THE COURSE.

	Presenting	Premier	Epic	Challenge	Industry	Supporting	Community Partner
<b>PARTNERSHIP VALUE % Cash</b>	<b>\$15,000 80%</b>	<b>\$10,000 50%</b>	<b>\$6000 50%</b>	<b>\$3500 25%</b>	<b>\$1500 0%</b>	<b>\$500-\$1000</b>	<b>\$1-\$1000 0%</b>
<b>Returning</b>	<b>\$12,000</b>	<b>\$8,000</b>	<b>\$5000</b>	<b>\$2750</b>	<b>\$1000</b>	<b>N/A</b>	<b>N/A</b>
EXCLUSIVE Protected/featured	✓	✓	✓	✓			
PRINT ADVERTISING Posters/flyers/magazine ads	✓	✓	✓				
POST EVENT HIGHLIGHT-VIDEO CREDITS	✓	✓	✓	✓	✓		
INTRO	✓						
WEB PRESENCE	✓	✓	✓	✓	✓	✓	✓
EVENT BANNER	✓	✓	✓	✓			
LANDING (GRO) PAGE BANNER	✓	✓					
EMAIL NEWSLETTER AD	✓ x6	✓ x5	✓ x4	✓ x2	✓ x1		
SOCIAL MEDIA MENTIONS	✓ x30	✓ x20	✓ x15	✓ x10	✓ x6	✓ x4	✓ x2
CROSS PROMOTIONS give-aways, ect	✓	✓	✓	✓	Option		*Charity
SOCIAL MEDIA ADS Custom Graphics W/ Link	✓ x15	✓ x10	✓ x7	✓ x4	✓ x1		
RACER BIBLE LOGO	✓ x2	✓	✓	✓	✓	✓	✓ NAME ONLY
AD	✓ full pg	✓ 1/2 pg	✓ 1/2 pg	✓ 1/4 pg	for Fee	For Fee	for charity
CUSTOM BIBS	✓ 100%	✓ 100%	✓ 50%	✓ 20%	✓ 10%		
AWARDS BANNER	✓ x15	✓	✓				
RACER PACKET INSERT	✓	✓	✓	✓	✓		✓ @\$500
COMP RACE ENTRIES	✓ x12	✓ x8	✓ x6	✓ x4	✓ x2	✓ x1	✓ x1
VENDOR /EXPO *Branded Tents or banners at Feed Zones only.	✓	✓	✓	✓	✓	✓ *	✓ *
CO-BRANDED ITEM OFFICIAL T-SHIRT, HAT, FINISHER PRIZE, OR GOODIE BAG GIFT	*Per Negotiation	*Per Negotiation	*Per Negotiation	*Per Negotiation	*Per Negotiation		
<b>GRAVEL ONLY</b> All other benefits SAME AS ABOVE but limited to gravel	<b>\$5,000 20%</b>	<b>\$3000 20%</b>	<b>\$2000 10%</b>	<b>\$1000 0%</b>	<b>\$600 0%</b>	<b>\$1-500 0%</b>	<b>\$1-\$1000 0%</b>
COMP ENTRIES	✓ x6	✓ x5	✓ x4	✓ x3	✓ x2	✓ x1 +1/2	✓ x2 @1/2



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## 01. COURSES & RACES

TRUE GRIT offers two world class courses - mountain and gravel.

**Mountain** : The course is a 43 mile loop using some of the most technical trails in the St George Area -Barrel, Zen, Stuki, Bearclaw Poppy, and Barrel Rolls.

Mountain distances : The 100 ( two loops) , The 50 (one loop) , The Duo 25 (Change riders after Zen) , Challenge (15 Mile short course)

**Gravel:** A 89 mile excursion over the Beaver Dam Slopes, thru the Joshua Tree forest and around West Mountain. Total climbing is 9000'

**ON COURSE CRAZINESS.** Races pass through Feed Zones multiple times during the race. This is a place where spectators and supporters gather. There is an announcer and DJ, mechanical, medial and food support at each one. This is a great way to exposure your brand.

**02. FINISH LINE PARTY AND EXPO** Racers finish along a mile stretch of tree covered street lined with cheering family and spectators. They are greeted with hugs as they cross the finish line and get their finish award. Racers can then settle into the cool grass, grab some recovery drinks or a beer, get grub from one of several food trucks, and enjoy a post race massage while listening to live local music. **WE MAKE EVERYONE FEEL LIKE A ROCK STAR!**

At Gro Races we strive to build the off-road cycling culture and create opportunities for people to challenge their limits.

We look forward to working with you to bring your product directly to the forefront of the racers, riders, and adventures that participate in our events.

Don't hesitate to make the partnership as innovative as possible. We welcome ideas to make the event a lifelong memory.

For more information or to discuss the sponsorship options:

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GREAT RIDES OUT ON A BIKE

