



**NEW GLOBALTM
ADVENTURES**

SPONSORSHIP



**Event: SPACEROCK Trail Race
Event Date: October 5, 2024**

INTRODUCTION

The 7th annual SPACEROCK Trail Race is a trail running endurance event for the running community, taking place on the trails at the iconic Vasquez Rocks Natural Area Park and Pacific Crest Trail in Agua Dulce, CA.

Experience the exotic trails and sights of the world famous Vasquez Rocks Natural Park in Southern California. Known as the backdrop from popular TV shows and movies including Star Trek, The Flintstones, Battlestar Galactica, Planet of the Apes, and many of our favorite classic westerns films. Now runners can get a spectacular experience running the awesome trails that must be experienced by runners who appreciate nature and a good trail at the SPACEROCK Trail Race!

RACE DISTANCES

There are three distances available to run.

- Half Marathon (13.1 Miles)
- 10 Kilometers
- 5 Kilometers

SCHEDULE & LOCATION

Race day is on Saturday, October 5th, 2024 with activities starting at 5:30 AM, there will also be an early check-in for runners on Friday from 1:00 PM to 4:00 PM. The event staging area will be located inside the Vasquez Rocks Natural Area Park. The race will utilize the trails going around the perimeter of the park as well as sections of the PCT and connecting trails located on the south east side of the 14 freeway. Check the website for the latest details at <https://spacerocktrailrace.com/>

RESPONSIBLE LAND USE

We are committed to ensure the locations used are not damaged and are left in the same condition if not better than they were when we arrive. This means the staging area, course, stations, check-in locations will be fully cleaned up and leave no environmental impact after the event is complete.

This document provides an overview of the benefits sponsors receive, event details, and sponsorship participation options. Please take a few moments to read through and consider sponsoring the SPACEROCK Trail Race. If you have any questions or would like additional information please feel free to contact us.

Sincerely,

SPACEROCK Trail Race Team
(310) 954-7977
run@spacerocktrailrace.com



*“Running is about more than just putting one foot in front of the other;
it is about our lifestyle and who we are.”*

Joan Benoit Samuelson

SPONSORSHIP OPTIONS

Choose from the following sponsorship options to grow your business:

OPTION #1 - VENDOR BOOTH - \$300

Have a booth presence at the race.

YOU WILL RECEIVE:

- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels



OPTION #2 - STATION SPONSOR - \$350

Sponsor aid-station to provide participant supplies at stations.

YOU WILL RECEIVE:

- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry

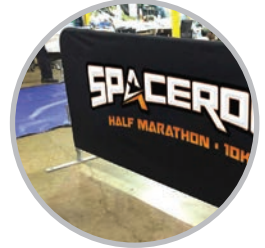


OPTION #3 - BARRICADE BANNER SPONSOR - \$400

Custom banner with logo on barricade fence, double sided

YOU WILL RECEIVE:

- Custom double sided banner on barricade
- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry



OPTION #4 - GOODIE BAG SPONSOR - \$600

Your logo placed on custom race goodie bags.

YOU WILL RECEIVE:

- Logo on race goodie bag
- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry x 2



OPTION #5 - FINISHER MEDAL RIBBON SPONSOR - \$800

Your logo placed on medal ribbon. (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Logo on the finisher medal ribbon
- Acknowledgment of your support online and throughout the event
- Booth presence at race start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 2



OPTION #6 - RACE & VOLUNTEER SHIRT SPONSOR - \$1500

Have your logo on event shirts.

YOU WILL RECEIVE:

- Logo on race participant and volunteer shirts
- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4



SPONSORSHIP OPTIONS

OPTION #7 - PHOTO SPONSOR - \$1000

Have your logo watermark on all official race photos that are provided for free to all participants to share. (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Logo on all race photos
- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 3



OPTION #8 - TITLE SPONSOR - MARKET PRICE

Full title placement with event, contact us for pricing. (Limited to 1 sponsor)

MUST SIGN UP EARLY TO ENSURE LOGO PLACEMENTS

YOU WILL RECEIVE:

- Have "Presented by Your Company (or brand)" added with race name and logo
- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo on shirts, bags, website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 10



Not ready for monetary sponsorship yet, but still want to have your business involved? Your company can support the event by providing in-kind products or services donations. Got something else in mind? Reach out to us and let's talk.

OPTION #9 - IN-KIND DONATION SPONSOR

Provide the event with products or services valued at **\$300 or greater** that is usable at the event in exchange for sponsor support you will have a presence at the event.

PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Bottled water, sports or recovery drink (coconut water or chocolate milk)
- Energy gels or bars
- Electrolyte tablets
- Refueling food (fruit, veggies, bagels, snacks, candy, etc.)
- Specialty finish line treats (ice cream, cup cakes, pizza, egg rolls, quesadillas, etc.)
- Race day meals for volunteers and staff
- Printing services
- Photography/videography services
- Medical first-aid volunteer personnel
- Raffle merchandise and goodies for volunteer training
- Prize merchandise, services, and goodies for top finishers

YOU WILL RECEIVE:

- Acknowledgment of your support online and throughout the event
- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for runner goodie bag
- Logo/link on website, handbook, emails, social media channels

Note: sponsors are responsible for bringing their own booth and items to the event. Generator power will be available if needed.



PRIZES & GIVE AWAYS

RUNNER PRIZES

At each race, in addition to giving all the runners a finisher medal, we honor the top finishers as well as the very last finisher with a special prize goodie bag that contains items we have put together for the race, as well as goodies from our vendors and sponsors. This is a great way to recognize the top finishers and give them some awesome goodies from your business, it can be general swag, official merchandise, products, gift certificates, cash, or services. We encourage all sponsors to provide something a little extra for the top finishers to help make it a more memorable race experience!

The SPACEROCK Trail Race has 3-distances, Half Marathon, 10K, and 5K, we recognize the top 3 finishers, male and female, plus the very last Half Marathon finisher. The following shows the top finishers for each distance:

HALF MARATHON

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female
7. Last Place Finisher

15K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

10K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

5K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

As a sponsor you have 2 options available:

- Option 1: Provide prize items for the 1st place finisher only + last place. **Total prize count: 9**
- Option 2: Provide prize items for all finishers + last place. **Total prize count: 25**

VOLUNTEER GIVEAWAYS

These types of events would not be possible without the team of volunteers who take time out of their lives to help make this a great race experience. For every race we do a volunteer training luncheon 1-week before the race to help train them, meet the race crew, and answer any questions they may have. At these training luncheons, we will often do a raffle to give away various sponsor products, swag, and goodies to the volunteers as an extra thank you for coming out to volunteer at the race. We treat them like family and hope that we are able to create a great experience for the volunteers.

This is a great way to get your business brand and products in the hands of the race crew volunteers. On average we have 35-50 volunteers. If you would like to contribute to the volunteer giveaways you can provide anywhere from 1 big ticket item to 30 or more smaller items or anything in between. We can also have the option to sponsor the volunteer training luncheon, simply inquire with us for details. The choice is yours and we welcome the support to show appreciation to the awesome race crew volunteers!



"Running is the greatest metaphor for life, because you get out of it what you put into it."

Oprah Winfrey

SPONSORSHIP SIGN UP

NEXT STEPS

Ready to be a part of an awesome race experience at the SPACEROCK Trail Race?

We welcome your support and have made it easy to enroll in the sponsorship program. Simply go online to the URL below and complete the online form. Then we will get in touch with you with details and next steps.

Sponsorship Application: <https://spacerocktrailrace.com/sponsor/>

Thank you for supporting the SPACEROCK Trail Race. We look forward to building a long term relationship with you that is mutually beneficial for both parties, for the participants, and the community.

GOT QUESTIONS?

For questions or additional details or to simply discuss alternative engagement options please feel free to contact us at run@spacerocktrailrace.com, we'll work with you to make it a win-win partnership for everyone.

"There is something about the ritual of the race, putting on the number, lining up, being timed, that brings out the best in us."

Grete Waitz



SPONSORSHIP SUPPORT

The mission of New Global Adventures cannot be realized without the support and partnership of local and national business community. Monetary contributions as well as in-kind product or service donations serve as the backbone to supporting these events. Many opportunities at various levels are available for your company to support the SPACEROCK Trail Race, allowing you to maximize your return on investment, exposing your business, brand, and/or products to a targeted audience while shining as a positive community role model.

CREATING GREAT EXPERIENCES

We take great pride to create the best possible race experience for everyone that engages with it. Be it as a runner, spectator, volunteer, or community resident. We want runners to always have a great experience at every touch point, from the first point of engagement through our website or brand, at the race check-in, to running the course, stopping at an aid station, to crossing the finish line and receiving their hard earned medal. Every touch point is carefully thought out to ensure it is a positive experience that enhances the overall race experience.

Our goal is always to have participants walking away saying:

“Wow, that was one of the most amazing races I’ve experienced!”

SPONSORSHIP FUNDS

What happens to the funds provided by sponsors? Majority of the time the funds will go to cover the specific items noted in the sponsorship option selected, such as the cost of shirts, medals, bags, or station supplies. Any left over funds will go towards other event expenses or will be contributed to one of the event charities.

RESOURCES & EXPENSES

The organization of a marathon race event has many moving pieces that is the cumulation of months of effort, planning, and work to bring together the event for the one “race day”. Before that day there are countless hours and resources put in to create and organize the event. Starting with a small dedicated team in the months leading up to the event, followed by a growing team and volunteers leading into the final days to the actual race. Orchestrating all the moving pieces to bring together a great race experience on race day for participants.

Below is a small preview of event expenses that are involved in organizing a race:

- Finisher medals
- Runner shirts
- Bibs
- Goodie bags
- Awards
- Handbooks
- Certificates
- Station materials
- Station supplies (food/water)
- Event signs
- Start/Finish line materials
- Finish line supplies
- Start/Finish line arch
- Timing system
- PA system
- Event insurance
- Event permits
- Health permits
- Course signs & flagging
- Transportation
- Promotional materials
- Equipment rentals
- Portable toilet rentals
- Waste & recycling service
- Volunteer shirts
- Volunteer meals
- Volunteer training
- Website development
- Website hosting
- Advertising



WHAT RUNNERS ARE SAYING...

Our races are all about the runners and the experience they have with our race. After every race, we do a feedback survey to help us understand how we did, how we can improve our future races and hear what the runners thought about their experience. We got a ton of responses and great feedback, overall it is clear that everyone had an awesome experience, but don't take our word for it, read a few of the testimonials below directly from the runners.



Rachel Ragona

Yet another fantastic inaugural event, challenging, well marked course with beautiful views. This race hits all the right buttons and is definitely one you'll keep coming back to.



Sharon Watkins

I loved this race. The course was both challenging and beautiful, and the race staff and volunteers were top-notch. I can't wait to do it again next year!



Alex Blecksmith

The scenery, landscape and elevation made this a challenging and memorable race.



Luisa Rivas

Spacerock Trail Race definitely took my running to Nirvana. It will complete your runners life!



Eric Sorenson

The Inaugural SPACEROCK Trail Race was literally an out of this world event. A very scenic, challenging and fun race that will become an annual event for my friends and I.....you definitely took trail racing to a whole new level.



Catherine Christ

Incredible race experience with an amazing group of volunteers. Very well run race and can't wait to sign up for next year!

This is just a few, read many more testimonials online at: <https://spacerocktrailrace.com/testimonials>

BACKGROUND

Headquartered in Southern California, New Global Adventures is a global service of software, media and event entertainment company dedicated to making great experiences for the athletic and running industry around the world. We are creative folks who enjoy being healthy and sharing great experiences.

The SPACEROCK Trail Race is our third US based race established in the local community for runners, this will be the 6th annual of the event. We also host several California based races including Grit OCR, Sugar Daddy Race, Silver Moon Race, Be The Light 5K, and VALENCIA Trail Race events.

In addition to domestic races, we have created a series of unique adventure marathon experiences in China. A vast country with an abundance beautiful exotic locations that many do not know exists, these races help bring the world of runners to experience them, including the SHANGRI-LA Marathon & Ultra in the eastern Himalayan mountains. We also promote Run The GREAT WALL, Taiping Lake 100, Wuyi Trail Race, and Four Sisters Ultra on Mt. Siguniang in China.

New Global Adventures and its events are members of the American Trail Running Association and Road Runners Club of America. For more information about New Global Adventures, our events and services please visit us online at: <http://newglobaladventures.com>



Thank you for considering to sponsor our events. We look forward to hearing from you.

Sincerely,

New Global Adventures Team
run@newglobaladventures.com



Grit OCR
Obstacle Course Racing
GritOCR.com



VALENCIA Trail Race
50K Ultra/Half Marathon/10K
VALENCIATrailRace.com



Silver Moon Race
6, 12, 24-Hour, 100-Mile
SilverMoonRace.com



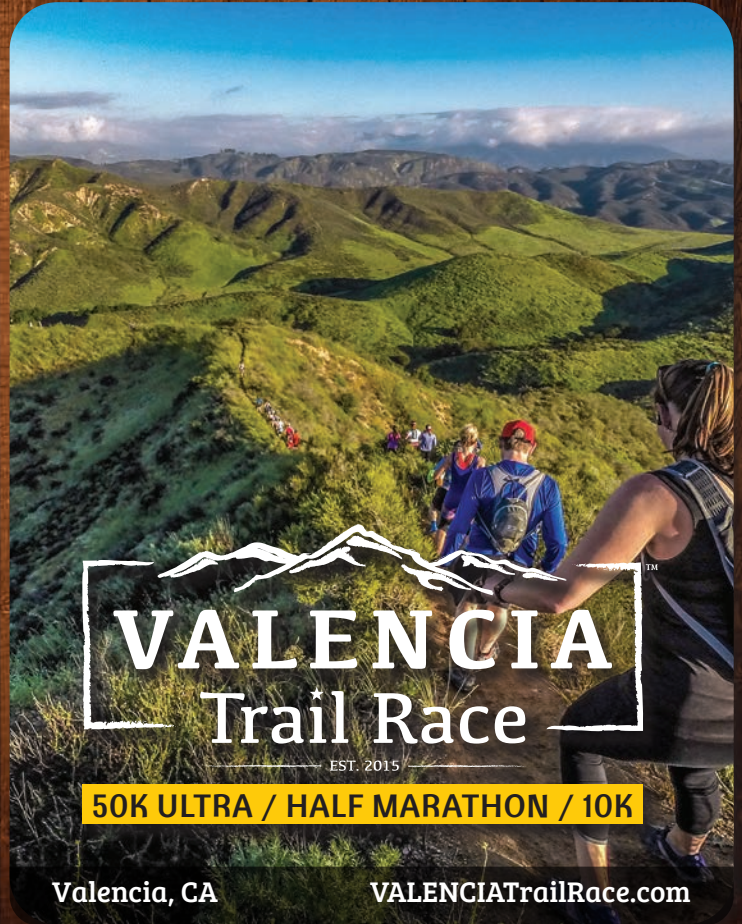
Be The Light 5K
10K/5K Night Run/Walk
BeTheLight5k.com

Discover Great Race Experiences



GRIT OCR

Santa Clarita, CA GritOCR.com



VALENCIA
Trail Race

EST. 2015

50K ULTRA / HALF MARATHON / 10K


Valencia, CA VALENCIATrailRace.com



Sugar Daddy

HALF MARATHON · 10K
5K · KIDS RUN

Santa Clarita, CA SugarDaddy.run



SPACEROCK

HALF MARATHON · 10K · 5K

Vasquez Rocks, CA SPACEROCKTrailRace.com

ELEVATE YOUR EXPERIENCE



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