

# US Trail Running Conference



## Sponsorship Deck 2018

In partnership with:





The sixth annual US Trail Running Conference will be held in San Luis Obispo, California August 29-31.

Over the last six years, the US Trail Running Conference has become an industry leading professional event that showcases the rapidly growing sport of trail running. Thanks in part to the many sponsors, partners, volunteers and staff, the US Trail Running Conference makes valuable contributions to the continued growth of our sport.

The Conference is also grateful for the passionate support of the American Trail running Association, and of Estes Park Medical Center, without whose initial support the first Conference would never have taken place.

This sponsorship deck details the exciting and unique opportunities that the US Trail Running Conference provides for sponsors in the trail running market. Please reach out to Event Director, Terry Chiplin, if you have any questions regarding any aspect of these opportunities - [terry@ustrailrunningconference.com](mailto:terry@ustrailrunningconference.com), or 303-304-9159. We look forward to working with you.

*“The mission of the US Trail Running Conference is to lead, educate, connect and empower an inclusive tribe of trail runners, race directors and industry leaders working to share best practices with the trail running community.”*



# Trail Race Directors & Trail Runners

## Your target market

- Up to 100 trail race directors expected in 2018
  - 2017 - 58 attendees
  - Represented over 100,000 runners
  - 20 states, Canada, and the Azores
  - Previously race directors from Brazil & Iceland
- Race Directors actively seeking services or products that will help them produce successful, financially viable, sustainable races
- Race Directors attending manage both trail and road races in many cases
- Up to 250 engaged trail runners
- Additional crossover opportunity with SLO Ultra race festival that takes place September 1 & 2
- >18,000 page views on Conference website

## Your benefits

- Activation options prior to Conference
  - Exclusive opportunity to connect with race director attendees ahead of Conference and pre-qualify
- Impeccable sponsor fulfillment
- Direct potential client contact as part of professional expo as well informal networking evening opportunity
- Logo and hyperlink on homepage & sponsors page of website
- Custom press release across all channels
- Welcome on social media and regular posts across channels
- Positions your brand at the forefront of trail running & the rapidly growing active outdoor lifestyle market
- Exclusive branding for each opportunity
- Displayed as sponsor on Conference event app

## Your opportunity

- Evening networking session sponsor
- Lunch sponsor - Thursday August 30
- Breakfast drinks sponsor - Thursday August 30
- Breakfast drinks sponsor - Friday August 31
- Keynote speaker sponsor
- Golf driving event sponsor
- Expo booth for trail race directors
- Expo booth for trail runners

## Your investment

- \$1000
- \$1000
- \$500
- \$500
- \$500
- \$500
- \$700 (additional)
- \$175 (additional)