

US Trail Running Conference



October 21-24, 2020
Sponsor Deck





2020 marks the eighth annual US Trail Running Conference, moving for the first time to Fayetteville in NW Arkansas. The Conference has previously been held for six years in Estes Park, Colorado, and once on the West Coast in San Luis Obispo, California in 2018.

Over the last eight years, the US Trail Running Conference has grown to become an industry leading professional event that showcases the rapidly growing sport of trail running in the US. 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 Health, without whose initial support the first Conference would never have taken place.

This sponsorship deck details the incredible 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, 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.”

Your target market

- ★ Up to 75 trail race directors expected in 2020
 - 2019 - 60 attendees
 - Represented >250,000 runners
 - 27 states and Canada
 - Previously race directors from Brazil, Iceland & The Azores
- ★ 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 race, or enterprise level road races seeking to add trail to their portfolio
- ★ Up to 200 engaged trail runners
- ★ Additional crossover opportunity with local trail race on Conference weekend
- ★ >18,000 page views on Conference website

Your opportunity

Session sponsor - noted on website, Conference app, and banner placement on stage area - contact Terry Chiplin for session options

Exclusive Official Sponsor options - details available on application

Keynote speaker sponsor

Expo booth for trail race directors

Expo booth for trail runners

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 plus informal networking evening opportunity
- ✓ Logo and hyperlink on homepage & sponsors page on 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 investment

\$500

Price on application

\$1000

\$800 (additional)

\$400 (additional)