

UTS Trail Running Conference



Sponsor Deck

Conference October 27-30, 2021

Webinar series January - September 2021





This year celebrates the ninth annual US Trail Running Conference (USTRC), and is the second consecutive year the event will be held in Fayetteville, Arkansas. From 2012 through 2017, and in 2019, the Conference was held in Estes Park, Colorado. For 2018 the Conference moved to the West Coast in San Luis Obispo, California.

Over the last nine years, the USTRC 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 USTRC makes valuable contributions to the continued growth of our sport. The USTRC is also grateful for the passionate support of the American Trail Running Association. The USTRC is acknowledged as an innovative leader advocating for diversity and inclusion, valuable and relevant content, and climate action leadership and sustainable and restorative best practices for our sport.

The 2020 USTRC was the first year that the event offered participants in-person as well as virtual access due to the impact of the COVID pandemic. More than 170 combined participants were able to enjoy high quality educational and inspirational content. As a result of the success of opening up virtual access options, future Conferences will continue to offer virtual access options in order to achieve organic growth for the event. New in 2021, the launch of a webinar series will offer ongoing education opportunities for trail race directors. This deck includes details of sponsor opportunities for this exciting new addition to the USTRC portfolio, and outlines the incredible and unique opportunities that the US Trail Running Conference provides.

Please reach out to Event Director, Terry Chiplin, if you have any questions: 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.”

Conference - Trail Race Directors & Trail Runners

Your target market

- ★ Up to 100 trail race directors expected in 2021
 - 2018-2020 - 160 attendees
 - Represented >700,000 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 500 engaged trail runners
- ★ Additional crossover opportunity with local trail race on Conference weekend
- ★ >20,000 page views on Conference website annually

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 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

Virtual expo booth for trail race directors

Expo booth for trail runners

Virtual expo booth for trail runners

Your investment

\$500

Price on application

\$500

\$800 (additional)

\$400 (additional)

\$400 (additional)

\$200 (additional)

Webinar series - Trail Race Directors

Your target market

- ★ Up to 100 trail race directors expected per webinar
 - 2018-2020 - 160 RD USTRC attendees
 - Represented >700,000 runners
 - 27 states and Canada
 - Previously race directors from Brazil, Iceland & The Azores
- ★ Each webinar covers a specific subject that our survey has revealed are critical to help Race Directors produce viable, successful, sustainable, trail races
- ★ Each webinar will provide a toolkit document after the webinar for Race Directors that includes key deliverables that can be implemented to effect positive outcomes.
- ★ >20,000 page views on Conference website annually

Your benefits

- ✓ Activation options prior to Webinar
- ✓ Impeccable sponsor fulfilment
- ✓ Your brand featured at high level visibility for registration, webinar, and follow up communications post webinar
- ✓ Custom press release across all channels
- ✓ Welcome on social media and regular posts across channels
- ✓ Aligns your brand with the relevant content that each webinar provides
- ✓ Positions your brand at the forefront of trail running & the rapidly growing active outdoor lifestyle market
- ✓ Exclusive branding for each opportunity
- ✓ Opportunity to combine webinar sponsorship with USTRC expo - prices available upon request

Your opportunity

Session sponsor - noted on website, & brand inclusion on webinar platform processes & during webinar - contact Terry Chiplin for session options

Exclusive Presenting Sponsor options - details available on application

Your investment

\$500

Price on application