



NEW GLOBAL ADVENTURES™

SPONSORSHIP



Grit OCR: East Walker Ranch
Dates: May 4, 2024

INTRODUCTION

The Grit OCR races are an endurance and obstacle race designed to challenge you to dig deep and push yourself to new heights of physical endurance and accomplishments. Experience Grit's signature obstacles testing your core, grip, and endurance strength combined with intense running and climbing in beautiful scenic locations.

Hosted in two awesome Southern California locations, our original race going on its 6th annual race experience is a hidden gem at Santa Clarita's East Walker Ranch (EWR) open space. Then our newest and most challenging race takes place at everyone's favorite mountain ski resort of Mountain High in Wrightwood, CA.

Each year we mix up the races to bring you a unique race experience that is unlike anything else, combining trail running, hill climbs, signature obstacle challenges, the best medals, patches, and swag, not to mention the best aid-station support you will ever see at an obstacle course race, an awesome race festival with a huge photo wall and beer garden, and our incredible crew support and passion to bring you the best race experience you'll ever have!

OBSTACLE COURSE RACING

Both courses consist of 95% dirt trails, access roads, and about 5% old paved asphalt, plus lots of hills giving all participants plenty of elevation gain and descent. The trails, hills, and environment provide their own challenges on top of the tons of obstacles you will need to overcome by the time you cross the finish line.

SCHEDULE & LOCATION

For 2024 the races will be hosted on: **May 4, 2024**

Obstacle and course set up will begin on the week of the race, the festival will set up on Thursday, with final prep on Friday, we recommend sponsors, vendors, and team villages to come set up on **Friday**.

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, obstacle locations will be fully cleaned up and leave no negative 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 the following pages and consider sponsoring Grit OCR.

If you have any questions or need additional information please feel free to contact us.

Stay strong,

The Grit OCR Team

race@gritocr.com



SPONSORSHIP BENEFITS

Sponsors enjoy the benefit of receiving increased exposure of their business, products, and brand by reaching a very targeted affluent audience of consumers. The Grit OCR event attracts a variety of participants from casual to athletic runners and participants that are coming from within the local community of Santa Clarita Valley, Antelope Valley, the greater California communities, including several from out state and even some from international countries. By becoming a sponsor your business, products, and brand will have a strong presence at the event providing a direct connection with participants.

TARGET AUDIENCE

- Local and regional California residents
- Out of town and out of state participants
- Active, healthy lifestyle with focus on strength fitness
- Successful careers, business owners, and home owners
- Actively engaged with the community

BENEFITS INCLUDE

- Brand and/or product placement at the Grit OCR event
- Logo and link placement on event website, email campaigns, and social media channels
- Logo placement on event materials such as t-shirts, bib, medal, etc
- Logo placement in participant handbook
- Logo placement in volunteer's handbook
- Space for a booth presence at race staging location
- Banner placement at race staging area
- Exposure to local, regional, and national athletes, runners, and volunteers.
- Press and media exposure to local and regional news
- Press and media exposure to targeted running sources including magazines, blogs, event calendars, social media and online running communities

AUDIENCE EXPOSURE

ON RACE DAY:

- 800 to 1500 participants
- 100+ volunteers
- Spectators
- Thousands through local and regional media and press

ONLINE CHANNELS:

- Facebook: 3500+ followers, 12000+ engagement reach
- Twitter: 200+ followers
- Instagram: 3100+ followers
- Email database: 12000+



*“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:

- Acknowledgment of your support online and throughout the event
- Booth presence in the heart of the race festival
- 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 in the heart of the race festival
- 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 two barricades
- Acknowledgment of your support online and throughout the event
- Booth presence in the heart of the race festival
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry



OPTION #4 - BIB SPONSOR - \$600

Your logo placed on race bibs that are worn by all participants. (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Logo on race bib
- Acknowledgment of your support online and throughout the event
- Booth presence in the heart of the race festival
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry x 2



OPTION #5 - FINISHER MEDAL RIBBON SPONSOR - \$1000

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

YOU WILL RECEIVE:

- Logo on the finisher medal ribbon
- Acknowledgment of your support online and throughout the event
- Booth presence in the heart of the race festival
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 3



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 in the heart of the race festival
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4



SPONSORSHIP OPTIONS

OBSTACLE SPONSOR OPTIONS

There are a wide variety of obstacles to sponsor at the race, over 20, from large walls, full size rig structures, massive crates, kids obstacles, carry obstacles and more. Each with the opportunity to be branded with sponsor logos or sponsor banners next to the obstacle, making each obstacle a unique and memorable experience for participants.

There are 2 levels of sponsorship where the proceeds go directly towards the cost of an obstacle. Sponsors will be provided with a list of available obstacles to sponsor after signing up. All Grit OCR obstacles are designed and built to industry standards with focus on safety, stability, and being modular, provide a good challenge while being fun for participants.

Level 1 Obstacles - Cost \$300-700 USD - Include but not limited to walls, slip walls, cargo creep, yolk carry, jerry can carry, and other weight based obstacles.

Level 2 Obstacles - Cost \$700-\$2000 USD - Include but not limited to large rigs such as floating doors rig, climb rig, suspension bridge, rope pulley, crate flip, cargo climb, and other structures.

FREE RACE PHOTOS

The real marketing advantage comes from the FREE race photos. There will be photographers on the course taking action photos of participants as they are going through the obstacles, these photos are very popular as participants share on their social media, thus in turn spreading your brand even farther. Sponsors can use the photos in their own marketing.



OPTION #7 - LEVEL 1 OBSTACLE SPONSOR - \$500

Sponsor a level 1 obstacle on the course with your logo or banners at obstacle.

YOU WILL RECEIVE:

- Have logo placed on obstacle or banner next to obstacle
- Acknowledgment of your support online and throughout the event
- Booth presence in the heart of the race festival
- Option to support sponsored obstacle with cheer crew and volunteers
- Logo/link on website, shirts, handbooks, printed materials, emails, social media channels
- Complementary race entry x 2

OPTION #8 - LEVEL 2 OBSTACLE SPONSOR - \$1000

Sponsor a level-2 obstacle on the course with your logo or banners at obstacle.

YOU WILL RECEIVE:

- Have logo placed on obstacle or banner next to obstacle
- Acknowledgment of your support online and throughout the event
- Booth presence in the heart of the race festival
- Option to support sponsored obstacle with cheer crew and volunteers
- Logo/link on website, shirts, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4

OPTION #9 - DIY OBSTACLE SPONSOR - BUILD YOUR OWN

Good at building challenging obstacles or rigs? Build one for the race and get lifetime sponsorship every time it is used at our races. Note: Must have carpentry and obstacle building experience, obstacle ideas and concepts must be vetted and approved in advance before proceeding.

YOU WILL RECEIVE:

- Build your own obstacle or obstacle rig
- Have logo placed on obstacle or banner next to obstacle
- Acknowledgment of your support online and throughout the event
- Booth presence in the heart of the race festival
- Option to support sponsored obstacle with cheer crew and volunteers
- Logo/link on website, shirts, handbooks, printed materials, emails, social media channels
- Complementary race entry x 2 to 4 depending on level of obstacle

SPONSORSHIP OPTIONS

OPTION #10 - BEER GARDEN SPONSOR - \$2500

Sponsor the event beer garden. (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Have beer garden "Presented by Your Company (or brand)"
- Logo on beer garden banners, TV wall, and more
- Acknowledgment of your support online and throughout the event
- Booth presence in the heart of the race festival
- Logo on shirts, website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 6



OPTION #11 - 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 in the heart of the race festival
- Logo on shirts, website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 10



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

OPTION #12 - 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, beverages
- Energy gels or bars
- 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 in the heart of the race festival
- Logo/link on website, handbook, emails, social media channels



Note: sponsors are responsible for bringing their own booth and items to the event.

PRIZES & GIVE AWAYS

PRIZES

At each race, in addition to giving all the runners a finisher medal, we honor the top finishers with a trophy and 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!



TOP FINISHERS

Total prize counts are:

East Walker Ranch

- 12-Top Finisher Prizes
- 1- Largest Team Prize

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 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 100 volunteers. If you would like to contribute to the volunteer giveaways you can provide anywhere from 1 big ticket item up to 50 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!



SPONSORSHIP SIGN UP

NEXT STEPS

Ready to be a part of an amazing race experience at the next Grit OCR event?

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://gritocr.com/sponsor/>

Thank you for supporting the Grit OCR. 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 race@gritocr.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 and Grit OCR 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 Grit OCR event, 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.

RESOURCES & EXPENSES

The organization of a 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:

- Obstacles
- 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
- Staff

WHAT OCR FANS ARE SAYING...

Our races are all about the runners and the experience they have. 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 has an awesome experience, but don't take our word for it, read a few of the testimonials below directly from the runners.



Mark E.

"Awesome well-organized race considering it is their first event. One of the best obstacle course race I have done. Looking forward to more events from these guys!"



Nikki M.

"Great event all around! Challenging and scenic hills, new obstacles, different penalty than other obstacle races. Great course support!"



Renalto H.

"This was one of the greatest races I've ever done. I love the new obstacles that really challenged my mind and body. Yolk'd really made me feel like I had to learn how to walk all over again, lol."



Jeff C.

"This was a very good, very challenging OCR. The constant hill running tested my endurance and the lifting obstacles really put my strength to the test. I also appreciate that there wasn't mud. Thanks for putting together a great event."



Dominique M.

"This was a great experience. I typically do obstacle course races and at the end say, "that was fun" however at the end of this one I said, "Wow. That was a real challenge and those hills were no joke. Powerlifters don't do cardio but this was a challenge that was fun and I'd do again!"



Christopher H.

"Grit OCR is an organized, well thought out race full of encouraging volunteers and staff members. Everyone there motivated me to do more and push myself more. Further, not once did I feel like I wasn't capable enough or couldn't do it because everyone and I mean everyone, was encouraging and helpful."

This is just a few, read many more testimonials from our races at:
GritOCR.com / SPACEROCKTrailRace.com / VALENCIATrailRace.com / SugarDaddyMarathon.com

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 Grit OCR events comes from a partnership with New Global Adventures and Grit OCR to create an amazing obstacle course race. This is a great marriage where New Global Adventures brings their awesome race organization expertise and Grit OCR brings their awesome obstacles, together we will create the best race experience that you will love.

In addition to the Grit OCR event we have several races established including the SPACEROCK Trail Race, Sugar Daddy Race, Silver Moon Race, Be The Light 5K, and the VALENCIA Trail Race. Each featuring a unique race experience that people love to be part of.

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 and Grit OCR Teams

run@newglobaladventures.com



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



SPACEROCK Trail Race
Half Marathon/10K/5K
SPACEROCKTrailRace.com



Silver Moon Race
10K/6/12/24-Hours/100-Miles
SilverMoonRace.com



Sugar Daddy Race
Half Marathon/10K/5K/Kids
SugarDaddyMarathon.com

Discover Great Race Experiences



Santa Clarita, CA

GritOCR.com



Valencia, CA

VALENCIATrailRace.com



Santa Clarita, CA

SugarDaddy.run



Vasquez Rocks, CA

SPACEROCKTrailRace.com

ELEVATE YOUR EXPERIENCE



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