

OFF ROAD FIXATION

SPONSORSHIP PACKAGES

Overview:

Is your company looking to reach a demographic of young at heart outdoor enthusiasts that know what they want? While their pocket books aren't endless, adventure and canoe racers know what they like and are willing to make it happen when it comes to buying their outdoor gear, bikes, cars and other purchases. They love to travel and experience the unbeaten path. Most will travel and race in 3 to 7 races per year throughout the Midwest. Why not sponsor an Off Road Fixation Race this season and for just a small fee, we'll position you in front of a host of new potential clients.

Who We Are:

My name is Kelly Sumner, owner of Off Road Fixation Adventure Racing, I've been designing and organizing adventure races since 2006. I am a mild mannered Electrical Controls Engineer and owner of Sumner Technical Services by day. I do all my own mapping, course, t-shirt and web design as well as cater all the food for my events. My philosophy on promoting races is to keep the prices low by doing as much of the work myself. By doing my own mapping I am able to provide the most detailed and up to date maps out there.

What is Adventure Racing:

Adventure Racing is a sport that involves three common disciplines; orienteering on foot, mountain biking and canoe. Some promoters throw in rope challenges and mystery events. The race usually lasts from 3 to 36 hours but there are some races that go on non-stop for up to a week. Racers usually arrive the day before the race and receive a safety briefing, maps and the coordinates for the checkpoints. The race course is completely secret until the race meeting. They will plot these checkpoints to their maps and follow the instructions the next day to reach these checkpoints using the modes of travel described in the instruction sheet. Teams are totally self supporting while on the course and must carry all food, water and other required gear. The entire team completes the course together, never getting farther than 30 yards apart.

Who is the Multisport Athlete:

Active:

Average of \$24,408 spent on athletic related purchases per year

Affluent:

Average HHI: \$161,300
Median HHI: \$122,600

Core:

Median Age: 40
84% are between 18 and 49

Educated:

97% have attended college
50% have post-graduate degrees or studies

Gender:

74% Male
26% female

Source: Triathlete Magazine Jan 2008 and USARA

**Off Road Fixation
Adventure Racing**
Get Out of Your Rut and Off the Beaten Path

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What races does Off Road Fixation Promote:

We currently have two races scheduled for the 2012 season and a couple more that are still in the works.

- The Branson 8 Hour Adventure Race is our newest race. The inaugural event will take place March 17th at the brand new White River Valley Mountain Bike Trails at Table Rock State Park. Canoe and kayak racers may also join in the fun for an 8 mile canoe/kayak only division.
- The Truman Lake Adventure Race is in it's fourth year at Warsaw, MO. The 2012 event will feature a 6 hour sprint race on April 14th followed by the 12 hour All Nighter Adventure Race that starts at 9:00 PM Saturday and finishes 9:00 AM Sunday morning. Like the Branson race, we will be adding a canoe/kayak only division that will be 11 or 22 miles. We will also be adding a GPS enabled division for the All Nighter.
- We are currently working up courses and permits for a sprint off road triathlon this summer in Warsaw, MO and a 24 hour adventure race/rogaine/gravel grinder this fall near Branson, MO. In addition to the 24 Hour Adventure Race, teams will be able to choose the paddle only, rogain only or gravel grinder mountain bike races.

Sponsorship Levels:

Off Road Fixation will design a custom T-shirt or Bandana for each athlete. It will feature a race logo on the front and sponsor logos on the back. While the following sponsorship levels are available, special arrangements may also be made to suit your companies needs.

- Level 1 - \$50 Cash/\$100 merchandise – Small Web Sponsor page logo/web link and Brochure in pre-race packets. All sponsors will be mentioned at pre-race meeting and during the awards.
- Level 2 - \$100 Cash/\$150 merchandise – Level 1 + 2"x2" Bandana or T-Shirt logo
- Level 3 - \$250 Cash/\$375 merchandise – Level 2+ Start/Finish Banner- sponsor provides banner (provided for \$300)
- Level 4 - \$500 Cash/ \$750 merchandise – Level 3+ Logo on the Race Brochure (Displayed in Bike Stores and Retail Outdoor Sports Outlets). Free two person team entry in your company name.
- Level 5 - \$1000 Cash/\$1500 merchandise – Level 4+ increase size of Bandana/T-Shirt Logo to 3"x3".
- Level 6 - \$2000 Cash/\$2500 merchandise – Level 5 + Race Title Sponsor
- While all sponsors are welcome at the pre-race meeting and awards, Level 5 and 6 sponsors may have a representative make a short statement at the prerace meetings.

Other Sponsorship/Volunteer Needs:

- Truman and Branson
 - Safety Boats and Crew
 - Beer—5 cases (each race)
 - Meat-full pig for BBQ (each race)
 - Breakfast Ingredients (Truman only)
- Volunteer in Lieu of Cash/Merchandise
 - One race volunteer earns the same as Level 1 Sponsorship
 - Two race volunteers earns the same as Level 2 Sponsorship

Deadlines for sponsors:

Due to the need to print shirts/bandanas, we require the following deadlines for sponsors

- Branson Adventure Race: March 1st
- Truman Lake Adventure Race: April 1st

The past four years have seen the Off Road Fixation races blossom into some of the best in the Midwest. Please join us in 2012 as a sponsor. Feel free to contact me at (816) 738-6572 or kelly@offroadfixation.com for more information.

I look forward to working with you.

Kelly Sumner
Off Road Fixation