



Thank you for taking the time to review our proposal to become a sponsor of Upstate Ultras and our local race participants in 2021! We had a remarkable calendar year full of individual stories, community involvement, and charitable contributions. Our events and participants want to expand on these efforts, and through your support we will be able to continue our vision of success and community involvement moving into the 2022 schedule. As a sponsor of our event series we will work together to facilitate a stronger relationship between local race participants and connect them with your storefront and service.

Currently we will hold 40 events in 2021 that include:

*Harbison Ultra - Sassafras Struggle - Prisoner of War - Conquer The Rock - Chase the Rainbow 5k  
A Hero's 5k - Run Wild 5k - Altamont Challenge - Knock on Wood - Lake Conestee 8k  
Cottonmouth Relay - Brewpendence Day 5k - Carolina Reaper - MUT Running Camp  
Run2Overcome 10k - Back 9 Ultra - Beer & BBQ 5k - Jones Gap Trail Run - Paris Mountain  
Rivalry Fan 5k - Holiday Hustle 5k - Resolution Run - Snowbird Challenge - Longest Day - Longest  
Night - Dark Horse Ultra - Holiday Hustle - Rivalry 5k - Red White & Brew 5k - Chase the Rainbow  
5k - Labor Day 5k - Lake Summit 10 Mile - Sadlers Creek Stumble - Trotting for Tatas - Midlands  
Mountain - Sandhills Ultra - Mountains to Sea - Firebreak Trail Series - Country Mile One Epic Run*

Your sponsorship will help provide:

- Helping promote a healthy lifestyle to our running community
- Promoting your brand through some of our non profit partners and charities
- Upstate Ultra with access to your products and or service for our 4 event socials and all races
- Financing to purchase race materials which will include your business logo on sponsorship level
- Event socials and gatherings through onsite events and private parties prior or post event
- Sponsored prizes at our 4 events and entry level trail running camps (gift certificate or product)
- Event participants with discounts at various times throughout the year prior to events

By the Numbers:

- Over 30,000 website views per month
- Over 8,000 page likes on our social media pages
  - Go Green Events
  - Upstate Running Club
  - Upstate Ultra
- Over 5000 participants in 2020
- 1 Monthly Newsletter sent to 60,000 members
- Over 1800 Club Members
- 40+ Events a year with marketing potential

2021 Race Series: Included with our 40+ events a year we also include 3 separate race series that provide runners to be competitive in their age group. We host an annual race series awards ceremony that our sponsors can be present at or provide marketing materials for.

- Trail Series
- Run In Road Series
- Brewery 85 Series

# 2021 Sponsorship Packages

## Title Sponsorship (\$2500)

**Our Title Sponsor gets access to every event in our 40 event series including the following marketing presence before, during, and after each event.**

- FREE Race entry into every Upstate Ultra Event
- Logo placement on at every event throughout the year (banner/logo provided by business)
- Social events at store location that will include raffle items and race registration giveaways
- Logo placement at the finish/start line at each event with banner/flags (sponsor provided)
- One time unique email to the Upstate Ultra database featuring your business including any special offers you would like to extend to the 18,000 members
- Clickable logo on Upstate Ultra site to your company website 30,000 monthly visitors
- Clickable logo that directs to your website on all email blasts to our 60,000+ database
- On site at one of the Upstate Ultra races in the calendar year
- Verbal announcements of sponsor business, location, and service or product provided.

## Series Sponsor (\$1000)

**Our series sponsor gets access to every race in our 20 event series during the event along with marketing presence before and during each event.**

- Logo placement on newsletter, website, and 1 time social media post prior to each event.
- Clickable logo on our Upstate Ultra webpage to your company site (10,000 monthly visitors)
- Clickable logo that directs to your website on all email blasts to our 18,000+ database
- On site at one of the Upstate Ultra races in the calendar year
- Verbal announcements of sponsor business, location, and service or product provided.

## Event Sponsor (\$500)

**Our Event Sponsor gets access to each event with vendor access and verbal announcements describing the sponsor business, location, and service or product provided.**

- Vendor spot near the race site finish line
- Verbal announcement of business service/product

## Contributing Sponsor (\$100)

Our contributing sponsor offers a product or discounted service to all participants of a specific race.

- Included a verbal contributing announcement on site
- Post race newsletter inclusion with clickable link to company business.

**Contact:** Matthew Hammersmith  
UpstateUltra@gmail.com

Signature \_\_\_\_\_  
Date: \_\_\_\_\_

**Make Checks Payable to *Without Limits***  
**Mail to: 421 Adams Mill Road Mauldin SC 29662**