



PARTICIPANT DEMOGRAPHICS

OVER 2,500 ATHLETES

600+ VOLUNTEERS ANNUALLY

11,000 + SOCIAL MEDIA FOLLOWERS

9,000+ E-NEWSLETTER SUBSCRIBERS



◀ 2.25.23
NEW RACE



◀ 4.22.23
ALL-FEMALE EVENT



◀ 6.4.23



◀ 8.27.23



◀ 11.4.23
WORKPLACE RACE



◀ 12.1-15.23
VIRTUAL EVENT

| SPONSORSHIP LEVELS | BRONZE \$1,000 | SILVER \$2,500 | GOLD \$5,000 | PLATINUM \$10,000 |
|--|----------------|---------------------|---------------------------|-----------------------------|
| Virtual Race Bag | STANDARD | STANDARD | STANDARD | PREMIUM |
| Expo Space | 10 x 10 | 10 x 10 | 10 x 10 | 10 x 20 |
| Event Entries | 2 | 4 | 6 | 10 |
| Announcement at Event | ✓ | ✓ | ✓ | ✓ |
| Logo in Monthly Newsletter | ONE (linked) | TWO (linked) | TWO (linked) | MONTHLY (linked) |
| Banner | ✓ | ✓ | ✓ | CUSTOM FINISH |
| Logo Link on Event Website | ✓ | ✓ | ✓ | ✓ |
| Athlete Shirt | COMPANY NAME | LOGO | LOGO | PROMINENT LOGO |
| Social Media | WELCOME | WELCOME +2 MENTIONS | WELCOME +2 MENTIONS +LIVE | WELCOME +2 MENTIONS +3 LIVE |
| Newsletter Advertorial | | | 1 | 2 |
| Co-Branded Athlete Item | | | i.e., bags, bottles, etc. | i.e., bags, bottles, etc. |
| Option to Host Athlete Event | | | PACKET PICKUP OR OTHER | PACKET PICKUP OR CLINIC |
| Branded Water Station | | | ✓ | |
| Branded Event Area (swim, bike, run, expo, transition) | | | | ✓ |

Sponsorship levels listed per event · Series & Custom sponsorship packages available.

RACE DAY EXPO & VIRTUAL RACE BAG AD - \$300

Interact directly with over 1,000+ potential customers with a 10x10 space at the Race Day Expo and reach all participants by email with a Virtual Race Bag ad. Virtual Race Bags are sent twice to all registered participants by email. The dedicated email includes exclusive offers and ads targeted specifically to race participants.



Contact Kandolite at kandolite@raceelpaso.com or 915.920.3493 for more info.