



January 31, 2008

Dear Sponsor:

2007 was an exciting year of growth for LaAdventureRacing, LLC (dba Gulf Coast Adventure Racing), and we're planning to bring even more new and challenging events to the area in 2008. Despite the challenges of the last two years, Adventure Racing in this area is continuing to gain popularity. A loyal following of hundreds of racers has enabled us to grow our racing series each year. At each event, we also attract a number of "rookie" adventure racers who try the sport for the first time and get hooked on the sport and our series.

Gulf Coast Adventure Racing is excited to begin its 7<sup>th</sup> year of bringing adventure races to our region! This year's calendar includes 7 adventure races, an off-road Duathlon, and an Adventure Run. These events will get more people, both children and adults alike, challenging themselves physically and developing healthy lifestyles, while having fun in our great State Parks and in cities throughout the Gulf South.

Our racers are ready for the challenge this year, but we need your help.

Sponsorship of the 2008 "Racing to N'Awlins" Adventure Racing Series, or of the events in your area, provides a unique marketing opportunity for your company. Hundreds of local and regional racers and their family and friends will be exposed to your company and its message throughout the year. Our racers appreciate our sponsors' commitment to promoting the sport, and they are eager to support our sponsors with their business. "Going into our 7<sup>th</sup> year of partnering with Gulf Coast Adventure Racing, we couldn't be more pleased with how our relationship has grown and the impact it has had on our business," states Sponsor Mike Massey. "Massey's Professional Outfitters has seen double-digit growth in our company, a good portion of which can be attributed to our relationship with Gulf Coast Adventure Racing."

Please review the sponsorship opportunities available for the 2008 Series. Rise to the challenge and show your support of adventure racing and multi-sport events, while capturing the attention of thousands of potential customers. Please visit our website at [www.laadventureracing.com](http://www.laadventureracing.com) for more information about us and our events. If you have any questions or would like to discuss your sponsorship opportunities, please call Larry Conner at 985-966-9503.

We hope you'll join us for an exciting year! See you at the races!

Sincerely,

Larry Conner  
[larry@gulfcoastadventure.com](mailto:larry@gulfcoastadventure.com)  
985-966-9503



### **\$5,000 Title Sponsorship (Sold Out)**

- Sponsorship of all 2008 Gulf Coast Adventure Racing events
- Your company logo featured on each page of [www.GulfCoastAdventure.com](http://www.GulfCoastAdventure.com)
- Company name included in all press releases and media information sheets
- Logo prominently included on all race brochures, which are distributed to local sporting goods stores, running stores, health clubs and other local races/events (minimum 10,000 forms distributed)
- Logo featured on all Adventure Race Passports, distributed to each team at each Adventure race
- Large logo prominently placed on all race shirts throughout the year (given out at each event)
- Logo on Adventure Race Championship Race photos (given to each racer)
- The opportunity to display your company-provided banner at the registration area/finish line of each event
- Logo on Series Championship Awards (top three teams in each of four divisions)
- The opportunity to distribute flyers, products and other promotional materials to racers at each event (materials will be included in racers' goodie bags)
- Your company announced as a Series Sponsor at pre-race meeting and post-race party & awards ceremony
- Exclusivity - only one sponsor allowed in any industry

### **\$4,000 Series Sponsorship**

- Sponsorship of all 2008 Gulf Coast Adventure Racing events (8 events)
- Your company logo featured on each page of [www.GulfCoastAdventure.com](http://www.GulfCoastAdventure.com)
- Company name included in all press releases and media information sheets
- Logo prominently included on all race brochures, which are distributed to local sporting goods stores, running stores, health clubs and other local races/events (minimum 10,000 forms distributed)
- Logo featured on all Adventure Race Passports, distributed to each team at each Adventure race
- Large logo prominently placed on all race shirts throughout the year (given out at each event)
- Logo on Adventure Race Championship Race photos (given to each racer)
- The opportunity to display your company-provided banner at the registration area/finish line of each event
- The opportunity to distribute flyers, products and other promotional materials to racers at each event (materials can be included in racers' goodie bags)
- Your company announced as a Series Sponsor at pre-race meeting and post-race party & awards ceremony
- Exclusivity - only one sponsor allowed in any industry

**\$750 Individual Event Sponsorship (response due 30 days prior to event)**

- Logo included on event shirts
- The opportunity to distribute flyers, products and other promotional materials to racers at each event (materials will be included in racers' goodie bags)
- Your company-provided banner displayed at predetermined location by Race Officials
- Your company announced as an Event Sponsor at pre-race meeting and post-race party & awards ceremony
- Your company name listed on the event page of the [gulfcoastadventure.com](http://gulfcoastadventure.com) web site

**\$300 Individual Event Sponsorship (response due 30 days prior to event)**

- Logo included on event shirts
- Your company mentioned as an Event Sponsor at pre-race meeting and post-race party & awards ceremony
- Your company name listed on the [gulfcoastadventure.com](http://gulfcoastadventure.com) web site as an event sponsor

**In-Kind Sponsorships (response due 30 days prior to event)**

In-Kind Sponsorships are also appreciated, and sponsors will receive the benefits of a \$300 or \$750 sponsor, depending on the value of the sponsorship.



## **So, what exactly is Adventure Racing?**

Adventure Racing is one of the fastest growing sports in the world. In Adventure Racing, teams compete on a race course that is a mystery to them until the day of the event. Using only their maps and a compass, racers must navigate their way through urban or wilderness settings, finding race checkpoints in order along the way. Races can vary in length from a few hours to several days. Adventure Racing involves several disciplines, including biking, running/trekking, canoeing, orienteering and mystery events. These ‘mystery events’ test the racers’ ability to solve problems as a team. Mystery events can be physical or mental in nature, but teams must work together to complete the challenges as quickly as possible before moving on in the race.

What really makes Adventure Racing unique is that it is a team sport rather than an individual sport. You do not have to be the best or the fastest to be successful. These races test your will, endurance and ability to work with others, and success is achieved by crossing the finish line.

Since Gulf Coast Adventure Racing’s first event in 2002, local and regional competitors can experience the thrill of Adventure Racing without having to travel around the world. Our events challenge both beginners and experienced racers alike, with races lasting from a couple of hours to our all night “Dusk to Dawn” race.

## **Doing our part to help curb childhood obesity**

In addition to adventure racing, your sponsorship also helps Gulf Coast Adventure Racing provide fitness opportunities for children. The Kids’ Adventure Challenge Experiences are designed to introduce kids ages 5-12 to the elements of adventure racing and the fun of outdoor physical activity. Just like mom and dad, kids complete their own adventure, with running, biking, obstacle courses, canoeing, and other events. Children have fun while learning the importance of health and fitness in their lives. These events are non-competitive and all kids cross the finish line.

Through our kids’ events, we’ve seen children discover their hidden talents, develop self-esteem and inspire their families toward a healthier, more active lifestyle.

## **Are you ready for the challenge?**

Get involved as a sponsor of Gulf Coast Adventure Racing. Show your support of adventure racing, multi-sport events, and kids’ fitness while capturing the attention of thousands of potential customers. Please visit our website at [www.gulfcoastadventure.com](http://www.gulfcoastadventure.com) for more information about us and our events. If you have any questions or would like to discuss your sponsorship opportunities, please call Larry Conner at 985-966-9503.