

BUSHWHACK ADVENTURES

Discover Adventure Racing!

Thank you for your interest in supporting Bushwhack Adventures and adventure racing in North Carolina! Adventure racing is a **rapidly growing sport** with high potential demographics. The sport of AR typically involves teams of 2, 3, or 4 persons racing through wilderness and urban areas competing against other teams, the clock, and the course environment. Teams are normally required to navigate, trek, bike, paddle, climb/rappel, and negotiate any race director special challenges all in an attempt to be the fastest to the finish line. Racers are generally affluent, educated, and motivated. Triathlete Magazine and USARA recent data show that the typical racer has a household income of \$160k, nearly all have attended college with half having graduate degrees, and they **spend over \$20k per year** on sports related gear, equipment, assorted memberships, and nutritional products.

Bushwhack Adventures race directors have been involved in multi-sport activities for over a decade. They have personally participated in many and won several races as well as designed and directed numerous races, practices events, and training activities. The two keystone Bushwhack events are the Gold Nugget and Impossible Panther Adventure Races. These two races have been running since 2006 and have **attracted hundreds of racers**. While these races continue we are always looking to expand and are presently in the preliminary stages of developing additional races in both central and coastal North Carolina.

We are currently in the design and development phase of our next two races and would love to have your partnership in these events. Our needs are small, but our exposure to customers can be huge! We have identified 3 levels of sponsorship however we can certainly work with any of your specific requirements.

Level 1 – Partner

[\$300+ Donation]

- Prominent website link and logo placement
- Route segment branding
- Printed material in race packet
- Banner at Start/Finish
- Product placement in race bag
- Logo on shirt
- Space for booth at Start/Finish

Level 2 – Sponsor

[\$150-\$299 Donation]

- Website link and logo placement
- Printed material in race packet
- Banner at Start/Finish
- Product placement in race bag
- Logo on shirt
- Space for booth at Start/Finish

Level 3 – Affiliate

[Gear/Product Donations or up to \$150]

- Website link and logo placement
- Printed material in race packet
- Product placement in race bag

