



GRO-Promotions LLC
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2017 SPONSORSHIP CATAGEORIES
9th Annual

Thank you for your interest in supporting Frog Hollow and the future of racing in Southern Utah. Gro Promotions is proud to be a local race promotion company dedicated to giving back to the sport of mountain biking, and back to our trails. Each year we raise funds that go to support the BLM and DMBTA efforts to increase the number of mountain bike trails in the area.

The 25 hours in Frog Hollow is the final event in the N24 Solo 24 hours Mountain Bike Series. We feel this adds significant exposure to our event. For Sponsorship of N24 e mail sponsorship@N24series.com

The 25 hours in Frog Hollow Sponsorship categories may be for the race -November 4 & 5 2017

Anticipated attendance for 2017 25 Hour Race - 430-520 racers, 700 total attendance

STATISTICS

A GROWING EVENT -RACE PARTICIPANTS

25 HOURS - MAX CAP 600
2016 TOTAL ATTENDANCE : 783 , PARTICIPANTS 442

MEDIA /EXPOSURE

E MAIL SUBSCRIBERS: 3000+
FACEBOOK FOLLOWER: 1750
OVER 10000 FLYERS AND POSTERS DISTRIBUTED TO 700 REGIONAL BIKE SHOPS IN UT, CO, AZ, MT, ID, NM, NV, CA, WY (PRODUCTION DATES
POSTACRDS- MARCH, POSTERS AUGUST)
AND OTHER EVENTS

- WHISKEY 50
CARSON CITY OFF ROAD
GRAND JUNCTION OFF ROAD
24 HOURS IN ENCHANTED FOREST
24 HOURS IN ALBUQUERQUE
DUSK TO DAWN
24 HOURS IN OLD PUEBLO
OREGON 24

INTER BIKE

AD'S IN
MOUNTAIN FLYER, CYCLING UTAH, MTB RACE NEWS, MTB RADIO

SPONSORSHIP LEVELS

SOLO LEVEL - PRESENTING SPONSOR \$5,000+

Benefits:

1. Industry Exclusive
2. Promotions: Sponsor name and logo (where appropriate) will be on all items associated with the Event. (based on print and publication deadlines)
 - Official web page -front page next to event logo and name, side bar, and sponsor page, with links
 - Facebook page w/ links (front page and preferred + image logo)
 - Event Advertisements (where logo's are displayed -based on date of printing)
 - Event merchandise (excluding packet race beanie)
 - Event commercial (played at highest frequency)
 - Official Event Banners
3. Cross Promotions/Social Media: Minimum of 4 cross promotions mention highlights in social media, Press releases, or GRO new letters based on Sponsor needs.
4. Sponsors Banner will be placed at Start /Finish and at Event Entrance if provided. Banners will be placed in first position. Additional Banners may be displayed if provided and as room permits.
5. Vendor Area or Expo Area -space as needed
6. Comp entries up to 10 persons in the events/teams of choice. Additional persons will receive the "industry" discount of %50 per person to 10 additional racers.
7. First Right: Title Sponsor will have first right as title sponsor following years at the going title sponsor rate
8. Breakdown: sponsor may supply (\$1500) of support as in-kind contributions. A minimum of \$2000 must be cash sponsorship. The additional amount can be in product.

DUO LEVEL- \$3000 +

1. Title: Will be announced as "also presented by"
2. Name and Logo: Sponsor name and logo (where appropriate) will be on all brochures and Ad's associated with the Event. (based on print and publication deadlines)
 - Official web page - front page, side bar, sponsor page with link
 - Face book Page
 - Event Advertisements (where logo's are displayed -based on date of printing)
 - Event merchandise (excluding race beanie)
 - Event commercial (2nd frequency)
3. Cross Promotions: Minimum of 3 cross promotions mention highlights in social media, Press releases, or GRO new letters.
4. Banners: Sponsors Banner will be placed at Start /Finish. Banners will be placed in second position. Additional Banners may be displayed if provided and as room permits.
5. Vendor/ Expo Space as needed
6. Comp entries up to 5 persons in the events/teams of choice. Additional persons will receive the "industry" discount of %50 per person to 5 additional racers.
7. Breakdown: sponsor may supply up to 25% of support in in-kind contributions. \$1000 must be in cash.

ROCK DROP LEVEL - \$1500 +

1. Limit: There will be no limit to sponsors at this level.
2. Name and Logo: Sponsor name and logo (where appropriate) will be on all brochures associated with the Event. (based on print and publication deadlines)
 - Official web page - logo on side bar with link
 - FB page
 - Event Advertisements (where logo's are displayed -based on date of printing)
 - Event merchandise (excluding race beanie)
 - Event commercial (3rd frequency)
3. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the third largest in size and placed below the Duo Level logos.
4. Cross Promotions/Social Media: Minimum of 1 cross promotions mention highlights in social media, Press releases, or GRO new letters based on Sponsor needs.
5. Banners: Sponsor may provide 1 banner to be displayed near start/finish. Placed location not guaranteed.
6. Vendor Area: Sponsor will receive a vendor space (BLM permits may be required)
7. Comp entries up to 2 persons in the event/team of choice. Additional persons will receive the "industry" discount of %50 off per person up to 4 additional people.
8. Breakdown: sponsor may supply up to 25% of support in in-kind contributions, \$250 must be cash.

SINGLETRACK LEVEL- \$750+

1. Limit: There will be no limit to sponsors at this level.
2. Name and Logo: Sponsor name and logo will be on the following material associated with the event. (based on print and publication deadlines)
 - Official web page -name on sponsor page with link
 - Facebook Page
 - Event Jersey and T-shirt (for sale)
 - Event commercial (4th frequency)
3. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the fourth largest in size and placed below the Rock-drop Level logos.
4. Cross Promotions/Social Media: Minimum of 1 cross promotions mention highlights in social media, Press releases, or GRO new letters based on Sponsor needs.
5. Banners: Sponsor may provide 1 banner to be displayed near start/finish. Placed location not guaranteed.
6. Vendor Area: Sponsor will receive a vendor space (BLM permits may be required)
7. Comp entries for 1 person in event/teams and receive the "industry" discount of %50 per person up to 3 additional people.
8. In - Kind: sponsor may supply up to 75% of support in in-kind contributions, exceptions may apply. No cash requirement.

DOUBLE TRACK LEVEL \$500 TO \$749

1. Limit: There will be no limit to sponsors at this level.
2. Name and Logo: Sponsor name and logo will be on the following material associated with the event. (based on print and publication deadlines)
 - Official web page - name on Sponsor Page with link
 - Facebook Page
 - Event commercial (4th frequency)
3. Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the fourth largest in size and placed below the Rock-drop Level logos.
4. Banners: Sponsor may provide 1 banner to be displayed near start/finish. Placed location not guaranteed.
5. Vendor Area: Sponsor will receive a vendor space (insurance required)
6. Sponsor will received up to 4 people discounts of %25 per person or 1 solo entry
7. In - Kind: sponsor may supply up to 50% of support in in-kind contributions, exceptions may apply. No cash requirement.

SUPPORTING PARTNERS \$1 TO \$1000 SERVICE VALUE

Limit: There will be no limit to sponsors at this level.

Name and Logo: Sponsor name and logo will be on the following material associated with the event.

- Official web page
- Facebook Page
- Promotions in Packet if requested
- Cross promotions where advantageous in press releases and other marketing
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Logo Size and Placement: When Logo's are displayed Sponsor's logo will be the fifth largest in size and placed below the single-track Level logos.

Banners: Other venue locations if room is available and requested in advance

Vendor Area: Free Vendor area with in-kind or cash sponsorship over \$500 discount

Team: Sponsor may enter up to people in event/teams and receive the "industry" discount of %20 per \$100 value. May be combined or used for multiple racers.

Multi-year: does not apply

In - Kind: sponsor may supply up to 100% of support in in-kind contributions.

MEDIA SPONSOR

Media Sponsors for Radio and TV will be given exclusive access to the venue to provide local media coverage of the event.

** Additional terms may be negotiated, such as distribution of product samples, or team or racer photos, pre race promotion, custom branded items, etc. when it is mutually beneficial to both parties and does not interfere with terms of another sponsor*

*** All sponsors will receive a sponsorship agreement including all terms and conditions*

**** Vendor and tech area are subject to separate fees and taxes by the state of UT. See tech vendor agreement.*

FROG HOLLOW IN THE MEDIA -SAMPLES

YOUTUBE

<https://www.youtube.com/watch?v=ayyf1iA0lfs>

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=EOS4B2FSRWs](https://www.youtube.com/watch?v=EOS4B2FSRWs)
THE 25TH HOUR-TRAILER

<https://www.youtube.com/watch?v=k2H47yw5AKQ>

PRINT

http://www.mountainflyermagazine.com/view.php/25-hours-in-frog-hollow.html?pageNum_Recordset1=1&totalRows_Recordset1=49

www.cyclingutah.com/racing/mountain-bike-racing/going-solo-25-hours-frog-hollow/

http://www.kcsg.com/view/full_story/26005335/article-25-Hour-Bike-Race-Brings-World-to-Utah-Desert?instance=eeo_report1

<http://www.stgeorgeutah.com/news/archive/2014/10/27/hsr-pro-amateur-mountain-bikers-ride-25-hours-in-utah-desert-frog-hollow/#.VdYJm6RViko>

[HTTP://TIMLUTZ.BLOGSPOT.COM/2012/11/25-HOURS-IN-FROG-HOLLOW-SOLO-3RD-PLACE.HTML](http://timlutz.blogspot.com/2012/11/25-hours-in-frog-hollow-solo-3rd-place.html)

[HTTP://WWW.UTAHOUTSIDE.COM/2012/10/ENDURE-25-HOURS-IN-FROG-HOLLOW/](http://www.UTAHOUTSIDE.COM/2012/10/ENDURE-25-HOURS-IN-FROG-HOLLOW/)