



NEW GLOBALTM ADVENTURES

SPONSORSHIP



Event: Sugar Daddy Race
Event Dates: June 15, 2024
Location: Santa Clarita, CA

INTRODUCTION

The Sugar Daddy Race is an event for the residents of the Southern California running community that kicks off Father's Day weekend. Santa Clarita is the third largest city based in Northern Los Angeles County, the Santa Clarita Valley has grown to become a beautiful suburban community booming with a variety of trails and pathways navigating through and around the community to support an active healthy lifestyle.

Celebrate Father's Day by kicking off the weekend with an awesome race taking you on a scenic tour through the beautiful Santa Clarita Valley. Run with friends, family and kids to take on the Sugar Daddy Marathon challenge while helping to support a charitable cause.

A community race created to bring runners together and provide a great running experience while earning an awesome Sugar Daddy collectors medal, plus get a special ice cream treat to help cool down at the finish line!

RACE DISTANCES

The following distances are available to run: Half Marathon, 10K, 5K, and Kids Fun Run (.5K).

SCHEDULE & LOCATION

Race day is on **Saturday, June 15, 2024**, Father's Day weekend. The start will be located at the Iron Horse trailhead located off Magic Mountain Parkway. Early check-in will be on Friday from 4:00 PM - 7:00 PM. Race day check-in will be from 5:00 AM to 7:00 AM before the race start. The race will start around 6:00 AM with the Kids Fun run going first, then followed by the Half Marathon, 10K, and 5K starting waves. Check the website for the latest details at:

<https://sugardaddyrace.com/>

RESPONSIBLE LAND USE

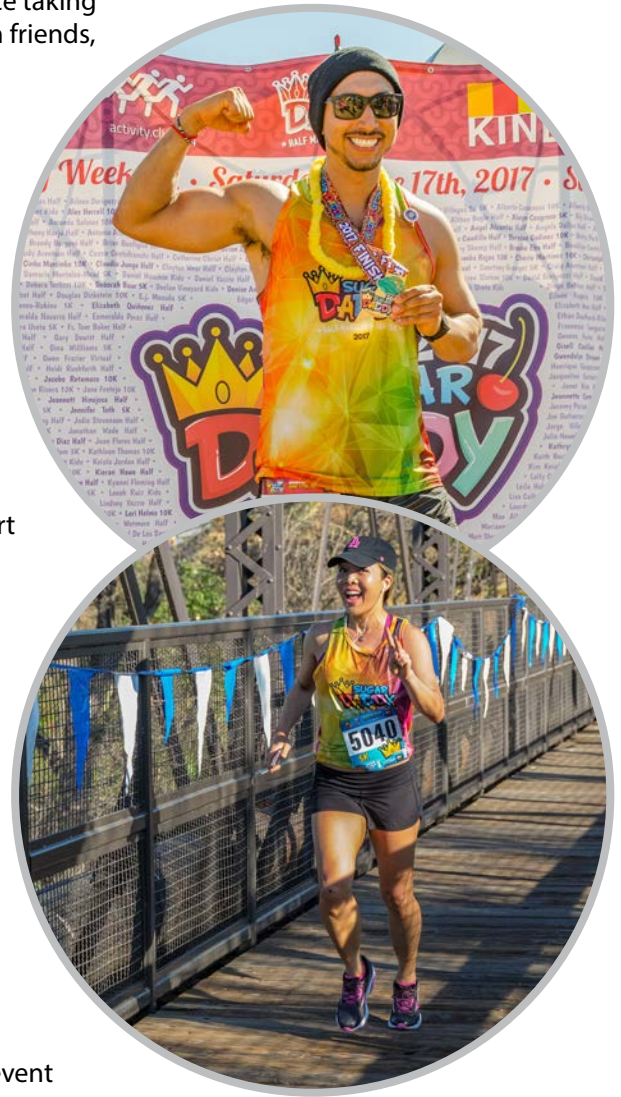
We are committed to ensure the locations used are not damaged and are left in the same condition if not better than they were when we arrive. This means the staging area, course, stations, check-in locations will be fully cleaned up and leave no environmental impact after the event is complete.

This document provides an overview of the benefits sponsors receive, event details, and sponsorship participation options. Please take a few moments to read through and consider sponsoring the Sugar Daddy Race.

If you have any questions or would like additional information please feel free to contact us.

Sincerely,

Sugar Daddy Race Team
run@sugardaddyrace.com



SPONSORSHIP BENEFITS

Sponsors enjoy the great benefit of receiving increased exposure of their business, products, and brand by reaching a targeted affluent audience of consumers. The Sugar Daddy race attracts a variety of participants from casual runners, active families, to competitive athletes. Participants come from within the local community of Santa Clarita, and from the greater California region. By becoming a sponsor your business, products, and brand will have a strong presence at the event providing a direct connection with participants, volunteers, spectators, local media and the city of Santa Clarita residents who are exposed to the event. We welcome our sponsors as our partners and look forward to developing long term win-win relationship that benefits the sponsor and our participants for an awesome experience.

TARGET AUDIENCE

- Local and regional residents of Santa Clarita, CA and greater Southern California
- Active and healthy lifestyle
- Successful careers, business owners, and home owners
- Actively engaged with the community

BENEFITS INCLUDE

- Brand and/or product placement with the Sugar Daddy race
- Logo and link placement on event website, email campaigns, and social media channels.
- Goodie bag inserts of promotional material and/or samples.
- Logo placement on event materials such as runner and volunteer t-shirts, goodie bag, bib, etc.
- Logo placement in runner's handbook.
- Logo placement in volunteer's handbook.
- Booth presence at race check-in and at start/finish area.
- Logo on photo wall banner and arch banners.
- Press and media exposure to local and regional news sources.
- Press and media exposure to targeted running sources including magazines, blogs, event calendars, social media and communities.



FREE RACE PHOTOS

The real marketing advantage comes from the FREE race photos. There will be photographers at the start/finish, on the course taking action photos of participants, at the photo wall, these photos are very popular as participants share on their social media, thus in turn spreading your brand even farther. Sponsors can use the photos in their own marketing.

AUDIENCE EXPOSURE

ON RACE DAY:

- 700 to 1000 runners
- 40 to 50 volunteers
- Spectators
- Local media and press

ONLINE CHANNELS:

- Facebook: 1000+ followers, 15,000+ engagement
- Twitter: 1200+ followers
- Instagram: 1300+ followers
- 12,000+ email list
- Website: 25,000+ unique visitors past year

"Running is about more than just putting one foot in front of the other; it is about our lifestyle and who we are."

Joan Benoit Samuelson

SPONSORSHIP OPTIONS

Choose from the following sponsorship options for your business:

OPTION #1 - VENDOR BOOTH - \$300

Have a booth presence at the race.

YOU WILL RECEIVE:

- Booth presence at race festival
- Logo/link on website, handbooks, emails, social media channels

OPTION #2 - STATION SPONSOR - \$350

Sponsor aid-stations to provide participant supplies at stations.

YOU WILL RECEIVE:

- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry

OPTION #3 - BARRICADE SPONSOR - \$400

Custom banner with logo on barricade or fence, on two banners.

YOU WILL RECEIVE:

- Custom double sided banner on two barricades in the start/finish line
- Acknowledgment of your support online and throughout the event
- Booth presence in the heart of the race festival
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry

OPTION #4 - BIB SPONSOR - \$500

Your logo placed on race bibs worn by all participants. (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Logo on race bib
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry x 2

OPTION #5 - CERTIFICATE SPONSOR - \$500

Your logo placed on finisher certificate sent to all finishers after race. (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Logo on the official finisher certificate
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 2

OPTION #6 - MEDAL SPONSOR - \$1000

Your logo placed on finisher medal ribbon.

YOU WILL RECEIVE:

- Logo on finisher medal ribbon
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry x 4



SPONSORSHIP OPTIONS

OPTION #7 - FINISH LINE ICE CREAM - \$1000

Be the official finish line ice cream sponsor

YOU WILL RECEIVE:

- Ice cream station at finish line presented by your company for finishers
- Have booth presence at Check-in and Start/Finish
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4



OPTION #8 - PHOTO SPONSOR - \$1000

Your logo placed on race photos.

YOU WILL RECEIVE:

- Logo watermark placed on all official photos released after the race
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4



OPTION #9 - SHIRT SPONSOR - \$2000

Your logo placed on event shirts.

YOU WILL RECEIVE:

- Logo on participant and volunteer shirts
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4



OPTION #10 - TOP FINISHERS CASH PRIZE - \$1000

Award 1st place cash prize to top finishers, six total cash prizes.

YOU WILL RECEIVE:

- Jumbo prize checks with company logo and presented by...
- Recognition of sponsor when awarding prizes (great photo opportunity)
- Have booth presence at Check-in and Start/Finish
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4



OPTION #11 - TITLE SPONSOR - MARKET PRICE

Full title placement with event, contact us for pricing. (Limited to 1 sponsor)

MUST SIGN UP EARLY TO ENSURE LOGO PLACEMENTS

YOU WILL RECEIVE:

- Have "Presented by Your Company (or brand)" added with race name and logo
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Logo on shirts, bags, website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 6



SPONSORSHIP OPTIONS

Not ready for monetary sponsorship yet, but still want to support and have your business involved? Your company can support the event by providing in-kind products or services trade donations. Got something else in mind? Run it by us and let's talk.

OPTION #12 - IN-KIND PRODUCT OR SERVICE TRADE DONATION

Provide the event with products or services valued at **\$300 or greater** that is usable at the event in exchange for sponsor support you will have a presence at the event.

PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Bottled water, sports or recovery drink (coconut water or chocolate milk)
- Energy gels or bars
- Refueling food (fruit, veggies, bagels, snacks, candy, etc.)
- Specialty finish line treats (ice cream, cup cakes, pizza, egg rolls, quesadillas, etc.)
- Race day meals for volunteers and staff
- Printing services
- Photography/videography services
- Medical first-aid volunteer personnel
- Raffle merchandise and goodies for volunteer training
- Prize merchandise, services, and goodies for top finishers

YOU WILL RECEIVE:

- Acknowledgment of your support online and throughout the event
- Booth presence at the race
- Logo/link on website, handbook, emails, social media channels



PRIZES & GIVEAWAYS

PRIZES

At each race, in addition to giving all the runners a finisher medal, we honor the top finishers with a trophy and special prize goodie bag that contains items we have put together for the race, as well as goodies from our vendors and sponsors. This is a great way to recognize the top finishers and give them some awesome goodies from your business, it can be general swag, official merchandise, products, gift certificates, cash, or services. We encourage all sponsors to provide something a little extra for the top finishers to help make it a more memorable race experience!

The Sugar Daddy Race has 4-distances, Half Marathon, 10K, 5K, & Kids we recognize the top 3 finishers, male and female, plus the very last Half Marathon finisher. The following shows the top finishers for each distance:

HALF MARATHON

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female
7. Last Place Finisher

10K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

5K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

KIDS

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

As a sponsor you have 2 options available:

- Option 1: Provide prize items for the 1st place finisher only + last place. **Total prize count: 9**
- Option 2: Provide prize items for all finishers + last place. **Total prize count: 25**

VOLUNTEER GIVEAWAYS

These types of events would not be possible without the team of volunteers who take time out of their lives to help make this a great race experience. For every race we do a volunteer training luncheon 1-week before the race to help train them, meet the race crew, and answer any questions they may have. At these training luncheons, we will do a raffle to give away various sponsor products, swag, and goodies to the volunteers as an extra thank you for coming out to volunteer at the race. We treat them like family and hope that we are able to create a great experience for the volunteers.

This is a great way to get your business brand and products in the hands of the race crew volunteers. On average we have 40-60 volunteers. If you would like to contribute to the volunteer giveaways you can provide anywhere from 1 big ticket item to 60 or more smaller items or anything in between. We can also have the option to sponsor the volunteer training luncheon, simply inquire with us for details. The choice is yours and we welcome the support to show appreciation to the awesome race crew volunteers!



"Running is the greatest metaphor for life, because you get out of it what you put into it."
Oprah Winfrey

SPONSORSHIP SIGN-UP

NEXT STEPS

Ready to be a part of an awesome race experience at the Sugar Daddy Race?

We welcome your support and have made it easy to enroll in the sponsorship program. Simply go online to the URL below and complete the online form. Then we will get in touch with you with details and next steps.

Sponsorship Application: <https://sugardaddyrace.com/sponsor/>

Thank you for supporting the Sugar Daddy Race. We look forward to building a long term relationship with you that is mutually beneficial for both parties, for the participants, and the community.

GOT QUESTIONS?

For questions or additional details or to simply discuss alternative engagement options please feel free to contact us at run@sugardaddyrace.com, we'll work with you to make it a win-win partnership for everyone.



"There is something about the ritual of the race, putting on the number, lining up, being timed, that brings out the best in us."

Grete Waitz

SPONSORSHIP SUPPORT

The mission of New Global Adventures cannot be realized without the support and partnership of local and national business community. Monetary contributions as well as in-kind product or service donations serve as the backbone our events. Many opportunities at various levels are available for your company to support the Sugar Daddy Half Marathon, allowing you to maximize your return on investment, exposing your business, brand, and/or products to a targeted audience while shining as a positive community role model.

CREATING GREAT EXPERIENCES

We take great pride to create the best possible race experience for everyone that engages with it. Be it as a runner, spectator, volunteer, or community resident. We want runners to always have a great experience at every touch point, from the first point of engagement through our website or brand, at the race check-in, to running the course, stopping at an aid station, to crossing the finish line and receiving their hard earned medal. Every touch point is carefully thought out to ensure it is a positive experience that enhances the overall race experience.

Our goal is always to have participants walking away saying:

“Wow, that was one of the most amazing races I’ve experienced!”



SPONSORSHIP FUNDS

What happens to the funds provided by sponsors? Majority of the time the funds will go to cover the specific items noted in the sponsorship option selected, such as the cost of shirts, medals, bags, or station supplies. Any left over funds will go towards other event expenses or will be contributed to one of the event charities.

RESOURCES & EXPENSES

The organization of a marathon race event has many moving pieces that is the cumulation of months of effort, planning, and work to bring together the event for the one “race day”. Before that day there are countless hours and resources put in to create and organize the event. Starting with a small dedicated team in the months leading up to the event, followed by a growing team and volunteers leading into the final days to the actual race. Orchestrating all the moving pieces to bring together a great race experience on race day for participants.

Below is a small preview of event expenses that are involved in organizing a race:

- Finisher medals
- Runner shirts
- Bibs
- Goodie bags
- Awards
- Handbooks
- Certificates
- Station materials
- Station supplies (food/water)
- Event signs
- Start/Finish line materials
- Finish line equipment
- Start/Finish line arch
- Timing system
- PA system
- Event insurance
- Event permits
- Health permits
- Course signs & flagging
- Transportation
- Promotional materials
- Equipment rentals
- Portable toilet rentals
- Waste & recycling service
- Volunteer shirts
- Volunteer meals
- Volunteer training
- Website development
- Website hosting
- Advertising

WHAT RUNNERS ARE SAYING...

Our races are all about the runners and the experience they have with our race. After every race, we do a feedback survey to help us understand how we did, how we can improve our future races and hear what the runners thought about their experience. We got a ton of responses and great feedback, overall it is clear that everyone had an awesome experience, but don't take our word for it, read a few of the testimonials below directly from the runners.



Holly Rogers

What a fun, local race. Everything was well organized, the course was clearly marked, well stocked/supplied/planned aid stations, great running community!! Loved the ice cream at the end on such a hot day. Very happy to have been a legacy runner for the inaugural event!!



Suzanne Whitman

It was a beautiful day to enjoy the scenery during the 5k, plus my 4-year-old son had a blast as he ran his second "grown up race!" Great atmosphere and well-organized, too!



Jacobo Retamozo

Thank you so much for making an event close to Fathers day. Being a father of three it's not easy to find an running event within the Santa Clarita area close to fathers day. This is an event that I would definitely keep running. I hope to see this event every year.



Noe Guerra

This is a well put together event that everyone can enjoy. From elite to casual runners. Will definitely run this again next year.



Alison Eckmann

Everything was very well organized and the ice cream at the end of the race was a really nice perk!



Candice Guzman

What a great, fun race! I ran the 10K with my 11-year-old son and we both had a blast!

This is just a few, read many more testimonials online at: <https://sugardaddyrace.com/testimonials/>

BACKGROUND

Headquartered in Southern California, New Global Adventures is a global service of software, media and event entertainment company dedicated to making great experiences for the athletic and running industry around the world. We are creative folks who enjoy being healthy and sharing great experiences.

The Sugar Daddy Race is our second US based race established in the local community for runners, 2024 will be the 8th annual of the event. We also organize the following annual events: VALENCIA Trail Race, Sugar Daddy Race, Grit OCR, Silver Moon Race series, Be The Light 5K, and SPACEROCK Trail Race.

In addition to domestic races, we have created a series of unique adventure marathon experiences in China. A vast country with an abundance beautiful exotic locations that many do not know exists, these races help bring the world of runners to experience them, including the SHANGRI-LA Marathon & Ultra in the eastern Himalayan mountains. We also promote Run The GREAT WALL, Yellow Mountain Race, Wuyi Trail Race, and Four Sisters Ultra in China.

New Global Adventures and its events are members of the American Trail Running Association and Road Runners Club of America. For more information about New Global Adventures, our events and services please visit us online at: <http://newglobaladventures.com>

Thank you for considering to sponsor our events. We look forward to hearing from you.

Sincerely,

New Global Adventures Team
run@newglobaladventures.com



Grit OCR
 Obstacle Course Racing
GritOCR.com



VALENCIA Trail Race
 50K Ultra/Half Marathon/10K
VALENCIATrailRace.com



Silver Moon Race
 6, 12, 24-Hour, 100-Mile
SilverMoonRace.com




Be The Light 5K
 10K/5K Night Run/Walk
BeTheLight5k.com

Discover Great Race Experiences



GRIT OCR

Santa Clarita, CA GritOCR.com



VALENCIA Trail Race

EST. 2015

50K ULTRA / HALF MARATHON / 10K

Valencia, CA VALENCIATrailRace.com



Silver Moon

6/12/24-HOURS, 100-MILE Race

Reedley, CA SilverMoonRace.com



SPACEROCK

HALF MARATHON | 10K | 5K

Vasquez Rocks, CA SPACEROCKTrailRace.com

ELEVATE YOUR EXPERIENCE



NEW GLOBAL ADVENTURES

