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SPONSORSHIP FACT SHEET



2010 ST. LOUIS ADVENTURE CHALLENGE

PROGRAM OVERVIEW

Join the race you'll never forget! The St. Louis Adventure Challenge is a mini-version of *The Amazing Race*! Co-ed teams of three will travel the St. Louis area searching for hidden check points, by walking, running or biking. The team will be tested with both mental and physical challenges. Teams may choose to compete in the short course (approximate 2-4 hour race) or the long course (4-8 hour race). Adult teams of three may be made with any combination of female/male ratio but must be Co-Ed; Youth (under 18) may only compete in the family division with a parent/guardian on the same team. All participants will receive a technical shirt! This is a self-sufficient race and each team is required to bring their own food and water, one compass and one cell phone. Each teammate requires one bike and one helmet. The St. Louis Adventure Challenge is brought to you by the following parks and recreation departments: Ballwin, Chesterfield, Ellisville, Manchester and St. Louis County.

Day: Saturday, October 2, 2010

Time: 8 a.m. – 4 p.m.

Headquarters Location: North Pointe Family Aquatic Center (335 Holloway Road; Ballwin, 63011) Maps and clues will be given on race day!

SPONSORSHIP OPPORTUNITY

We are inviting YOU to be a St. Louis Adventure Challenge Sponsor. We have many ways for you to get involved and market to people who enjoy outdoor recreation and adventure. Your sponsorship investment will provide your business with a great marketing opportunity by promoting your business to hundreds of people through 5 area parks and recreation departments: Ballwin, Chesterfield, Ellisville, Manchester and St. Louis County!

HOW YOU CAN PARTICIPATE

- Cash sponsorships to help off-set the cost of our supplies for the event
- Gift certificates for our prize packages for the first and second place winners in each division.
- Providing a checkpoint challenges along the race course. Examples include:
 - Team to set up and take down a tent
 - Team must fix a flat tire on a bike
 - Team must climb a climbing wall at one of our parks

YOUR MARKETING INVESTMENT

- The opportunity to set up a booth advertising services on race day (maximum size 10' x 10')
- Logo on all printed race materials.
- Logo on participant technical shirts given to all racers
- Listed as sponsor in an email blast, reaching 4,000+ current and past program participants.
- Your company's website link on the events webpage as a proud sponsor of this event.
- The opportunity to put advertisements in each race bag.
- The opportunity to provide a sign/banner advertising services on race day (maximum size 8' x 3') .

Through this sponsorship program, staff looks forward to working and building strong relationships with one of our city's most important assets, our businesses. To express your desire to participate or to set-up an appointment to discuss sponsorship, please contact me Sherri Klekamp at 636.227.7508 or by e-mail at sklekamp@ellisville.mo.us.

