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22

GRO RACES



SPONSORSHIP  
OPPORTUNITIES

True Grit Epic is a test of mental and physical endurance.

Set in the rugged terrain of Southern Utah, this early season event does not disappoint. With Red Mountain and



Pine Valley as the backdrop, racers climb and claw their way to the finish in the tree lined enclave of Santa Clara Utah.



- 01. 3 Day Gravel/Mountain Stage
- 02. MOUNTAIN BIKE DISTANCES  
100, 50, 50Duo ,15
- 03. GRAVEL COURSE DISTANCE  
89
- 04. MAX PARTICIPATION 1400
- 05. SEASON OPENER for the  
National Endurance Series -  
Epic and Marathon Series
- 06. MASSIVE MEDIA EXPOSURE

03 11 -

03 13

21 12th

MARCH

SANTA CLARA

UTAH

ANNUAL



# SPONSORSHIP

## LEVELS & BENEFITS

Thank you for considering a sponsorship for the True Grit Epic Bike Race. We are extremely excited to bring this event to Southern Utah each year. It was been a spring tradition since 2011. The course is original, it's tough, it's technical, and it is long.

As a sponsor of the TGE, we would hope to create a true partnership. Our goal is to elevate every Sponsor Brand, in the mind of our racers. We seek sponsors that are truly interested in being involved in the event so that it can shine as a one of a kind event.

Let's start the partnership with a dialogue and make sure that you are getting the most out of your support to the event. Social media impressions are now a huge part of mountain bike marketing. We want to work with you to create custom branded media to co-share among our customers.

### **01. GRAVEL SUPPORT ONLY:**

Marketing will be focused on only the gravel segment of the race and will not be prominent with other race segments. Title and premiere sponsors should be specialized to the gravel market. \*\* MTB only is at a 15% discount

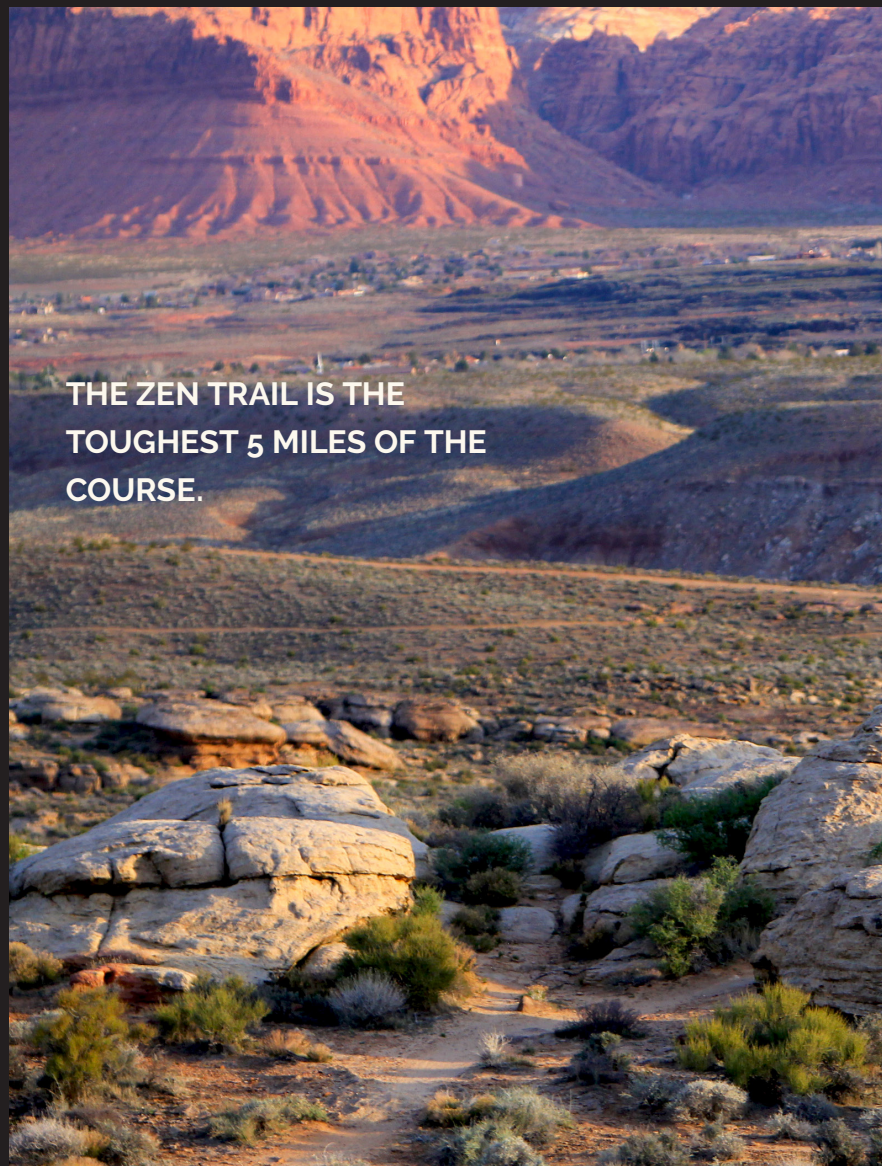
### **02. MULTI-EVENT BENEFITS.**

If you plan to sponsor 2 or more GRO Races you can add the amounts to get the benefits at a higher level. ( example 2 x Challenge level=Epic Level benefits. All sponsors of **multi events will show on GRO landing page Banner**

**03. TITLE BIKE SHOP.** A title bike shop must be at the EPIC LEVEL or higher. Includes hosting packet -pick up & bike shipping location. \*\*\*Title shop has the first options to provide race day course support. Other non-competing bike shops may provide support race day services at the Supporting level.

**04. TITLE NUTRITION:** Title Nutrition Sponsor must provide product to support 100% of participants. Support will be at a minimum of challenge level.

\* May purchase a co-branded. Cost of items may be in lieu of cash.



**THE ZEN TRAIL IS THE TOUGHEST 5 MILES OF THE COURSE.**

	<b>Presenting</b>	<b>Premier</b>	<b>Epic</b>	<b>Challenge</b>	<b>Industry</b>	<b>Supporting</b>	<b>Community Partner</b>
<b>PARTNERSHIP VALUE</b> <b>% Cash</b>	<b>\$15,000</b> <b>80%</b>	<b>\$10,000</b> <b>50%</b>	<b>\$6000</b> <b>50%</b>	<b>\$3500</b> <b>25%</b>	<b>\$1500</b> <b>0%</b>	<b>\$500-</b> <b>\$1000</b>	<b>\$1-\$1000</b> <b>0%</b>
<b>Returning</b>	<b>\$12,000</b>	<b>\$8,000</b>	<b>\$5000</b>	<b>\$2750</b>	<b>\$1000</b>	<b>N/A</b>	<b>N/A</b>
<b>EXCLUSIVE</b> Protected/featured	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
<b>PRINT ADVERTISING</b> Posters/flyer's/magazine ads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
<b>POST EVENT HIGH-LIGHT-VIDEO CREDITS</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
<b>INTRO</b>	<input checked="" type="checkbox"/>						
<b>WEB PRESENCE</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>EVENT BANNER</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
<b>LANDING (GRO) PAGE BANNER</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
<b>EMAIL NEWSLETTER AD</b>	<input checked="" type="checkbox"/> x6	<input checked="" type="checkbox"/> x5	<input checked="" type="checkbox"/> x4	<input checked="" type="checkbox"/> x2	<input checked="" type="checkbox"/> x1		
<b>SOCIAL MEDIA MENTIONS</b>	<input checked="" type="checkbox"/> x30	<input checked="" type="checkbox"/> x20	<input checked="" type="checkbox"/> x15	<input checked="" type="checkbox"/> x10	<input checked="" type="checkbox"/> x6	<input checked="" type="checkbox"/> x4	<input checked="" type="checkbox"/> x2
<b>CROSS PROMOTIONS</b> give-aways, etc	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Option		*Charity
<b>SOCIAL MEDIA ADS</b> Custom Graphics W/ Link	<input checked="" type="checkbox"/> x15	<input checked="" type="checkbox"/> x10	<input checked="" type="checkbox"/> x7	<input checked="" type="checkbox"/> x4	<input checked="" type="checkbox"/> x1		
<b>RACER BIBLE LOGO</b>	<input checked="" type="checkbox"/> x2	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> NAME ONLY
<b>AD</b>	<input checked="" type="checkbox"/> full pg	<input checked="" type="checkbox"/> 1/2 pg	<input checked="" type="checkbox"/> 1/2 pg	<input checked="" type="checkbox"/> 1/4 pg	for Fee	For Fee	for charity
<b>CUSTOM BIBS</b>	<input checked="" type="checkbox"/> 100%	<input checked="" type="checkbox"/> 100%					
<b>AWARDS BANNER</b>	<input checked="" type="checkbox"/> x15	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>				
<b>RACER PACKET INSERT</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/> @\$500
<b>COMP RACE ENTRIES</b>	<input checked="" type="checkbox"/> x12	<input checked="" type="checkbox"/> x8	<input checked="" type="checkbox"/> x6	<input checked="" type="checkbox"/> x4	<input checked="" type="checkbox"/> x2	<input checked="" type="checkbox"/> x1	<input checked="" type="checkbox"/> x1
<b>VENDOR /EXPO</b> *Branded Tents or banners at Feed Zones only.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> *	<input checked="" type="checkbox"/> *
<b>CO-BRANDED ITEM</b> OFFICIAL T-SHIRT, HAT, FINISHER PRIZE, OR GOODIE BAG GIFT	*Per Negotiation	*Per Negotiation	*Per Negotiation	*Per Negotiation	*Per Negotiation		
<b>GRAVEL ONLY</b> All other benefits SAME AS ABOVE but limited to gravel	<b>\$7,500</b> <b>20%</b>	<b>\$3000</b> <b>20%</b>	<b>\$2000</b> <b>10%</b>	<b>\$1000</b> <b>0%</b>	<b>\$600</b> <b>0%</b>	<b>\$1-500</b> <b>0%</b>	<b>\$1-\$1000</b> <b>0%</b>
<b>COMP ENTRIES</b>	<input checked="" type="checkbox"/> x6	<input checked="" type="checkbox"/> x5	<input checked="" type="checkbox"/> x4	<input checked="" type="checkbox"/> x3	<input checked="" type="checkbox"/> x2	<input checked="" type="checkbox"/> x1 +1/2	<input checked="" type="checkbox"/> x2 @1/2



## 01. COURSES & RACES

TRUE GRIT offers two world class courses - mountain and gravel.

**Mountain** : The course is a 43 mile loop using some of the most technical trails in the St George Area -Barrel, Zen, Stuki, Bearclaw Poppy, and Barrel Rolls.

Mountain distances: The NUE 100 ( two loops) ,The NUE 50 (one loop) , The Duo 25 , The

Challenge 15.

**Gravel:** A 89 mile excursion over the Beaver Dam Slopes, through a Joshua Tree forest, and around West Mountain. Total climbing is 9000'

**Extreme Grit-3 Day Stage: Stage#1** is a 40 mile self-supported ride over Cottonwood Pass, **Stage #2** is the Gravel Course, **Stage #3** is the 50 Mile Mountain Bike race. Racers must complete the 180 miles and 20,000ft of climbing to claim the crown.



# EVENT WEEKEND



**ON COURSE CRAZINESS.** Racers pass through Feed Zones multiple times during the race. This is a place where spectators and supporters gather. There is an announcer and DJ, mechanical, medial and food support at each one. This is a great way to show off your brand.

**02. 2 DAY FINISH LINE PARTY AND EXPO** Racers finish along a mile stretch of tree covered street lined with cheering family and spectators. They are greeted with hugs as they cross the finish line and get their finish award. Racers can then settle into the cool grass, grab some recovery drinks or a beer, get grub from one of several food trucks, and enjoy a post race massage while listening to live local music. **WE MAKE EVERYONE FEEL LIKE A ROCK STAR.** The expo runs for 3 days from 10 am to 7 pm.

At GRO Races we strive to build the off-road cycling culture and create opportunities for people to challenge their limits.

We look forward to working with you to bring your product directly to the forefront of the racers, riders, and adventures that participate in our events.

Don't hesitate to make the partnership as innovative as possible. We welcome ideas to make the event a lifelong memory.

For more information or to discuss the sponsorship options:

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GREAT RIDES OUT ON A BIKE