



XTRERRA.

AMERICA TOUR

EAST CHAMPIONSHIP

RICHMOND

JUNE 19-20, 2010

BROWN'S ISLAND, RICHMOND, VA

LOCAL SPONSOR PROPOSAL



Produced by TEAM Unlimited, LLC





XTERRA RETURNS TO RICHMOND FOR 12TH YEAR

The 2010 XTERRA America Tour is comprised of 65 off-road triathlon races in 35 states. Among these events are 60 XTERRA Point Series races (XPS) and five XTERRA Championship Series (XCS) races - also known as the XTERRA U.S. Pro Series. As one of these five XTERRA Championships, the XTERRA East Championship event will host a variety of activities from the main, off-road triathlon and a shorter amateur race to two distances of trail runs and the Paul Mitchell hair cut-a-thon for charity benefiting the Challenged Athlete Foundation.

Richmond is the longest running Championship city on the Tour. It all started with a winter visit in 1998 that found Richmond had fabulous trails, but with no organization. The XTERRA crew returned in June of 1999, connected those trails with the help of Ralph White and the finest Urban Trail system in America was born.

The XTERRA East Championship boasts a \$10,500 pro purse attracting some of off-road triathlon's most elite and predominant athletes along with the media that follows them. In addition to the prize money, age groupers will be out in full force vying for the precious XTERRA World Championship qualifying slots and points toward their standings in the XTERRA America Tour.

Competitors are encouraged to bring their families and make it an adventure-filled weekend, as before and after the race there is a ton of exploring to be done in such a beautiful and historic city. We are estimating around 1,000 competitors over the course of the weekend's events with a total participation reach of almost 4,000 people.



LOCAL SPONSORSHIP PACKAGES

By supporting the XTERRA East Championship at Richmond, a local company is acting as a partner to help build the economy and community pride for Richmond. You'd be helping to spread awareness for your city as a premier adventure tourism destination.

There are a couple ways to get involved:

BE AN EXHIBITOR: Get your product and company in front of all our athletes and their friends and family. Make yourself part of the big show. Hang your banner, show your stuff.

Cost: \$300 - 10x10 expo space in the XTERRA compound, company materials in every athlete's race pack.

CORPORATE I: Get the benefits of an Exhibitor plus 1 free entry into any XTERRA Triathlon and 1 free entry into any XTERRA Trail run, both with all the entrant privileges – t-shirt, recovery food, etc., and 5 extra t-shirts for your staff.

Cost: \$500 - 10x10 expo space in the XTERRA compound, company materials in every athlete's race pack, 1 free triathlon entry, 1 free trail run entry, 5 event t-shirts.

Corporate Level II: All benefits of Corporate 1 plus 4 entries into any XTERRA Triathlon and 4 entries into any XTERRA Trail Run, 10 XTERRA shirts for your staff, VIP parking.

Cost: \$1,000 - 10x10 expo space in the XTERRA compound, company materials in every athlete's race pack, PA announcements during opening hours, 4 free triathlon entries, 4 free trail run entries, 10 event t-shirts, VIP parking.

Event Sponsor: Get your company name on an XTERRA event!! You can be the sponsor of our great James River 10K. Have it known as **ABC XTERRA 10K**. You get naming rights plus all the benefits of Corporate Level II. Show your support for a healthy lifestyle and have the race entrants know your company is supporting them and the sport. Every time we promote XTERRA we promote YOU!

Cost: \$2,500 - 10x10 expo space in the XTERRA compound, 2 of your company banners/signs that you provide displayed in the race compound, company materials in every athlete's race pack, PA announcements during opening hours, 4 free triathlon entries, 4 free trail run entries, 10 event t-shirts, VIP parking, naming rights to the 10K race with full inclusion in all our pre-event campaigns

GO BIG: Sponsor the XTERRA Sport event or the 21K Trail Run. Packages are available for the company that wants local folks to know they support the sport. A company who wants their name to be associated with the healthy "Live More" lifestyle of XTERRA. For details and to custom make your deal, call Janet Clark (808-792-2612) and we'll work something out.

Got Product? Got Services? : Catch the XTERRA fever and passion by supporting the event with your product or services. You help us and we'll help you. Become the **official water** sponsor, supply **recovery food**, have your restaurant bring the **athlete bbq or meal**, bring your **medical personnel** to staff our first aid tent and attend injuries. We'll give your company PA announcements through the day, hang your banners in prominent places (hey, there is a limit) and make sure everybody knows who you are and to thank you for making the event special.

Got People? How about taking a few of your staff and volunteering for event support. Take a run or bike aid station and turn it into your company's oasis for athletes. Bring music, bring signs... we'll supply the coolers, water, Gatorade, cups, garbage bags. You and your staff hand out water, cheer the athletes on and do a favor for nature by cleaning up after. Leave it better than you found it. The athletes will remember you and appreciate your help and you and the staff get XTERRA support crew t-shirts and a bag lunch. **Cost:** your time

Exclusivity: TEAM Unlimited has the right to refuse any application for expo space. Category exclusives currently exist for hair care products, energy drink, energy gel, men's deodorant, wetsuits and shoes.

If you'd like to get involved call XTERRA East Championship or any other XTERRA America Tour race, contact Emily McIlvaine toll-free at 877-XTERRA-1 or President Janet Clark at 808-792-2612, and to secure an expo spot, fill out the application form on the next page...



XTRERRA
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SPONSOR APPLICATION FORM

Fax to 808-538-0314

Company Name _____

Contact person responsible for exhibit _____

Address _____

Phone _____ Fax _____ Cell _____

Email _____

Description of items/services to be exhibited:

Package Selection: Be an Exhibitor _____ Corporate I _____ Corporate II _____ Event Sponsor _____

Go Big _____ Product/Service Sponsor _____ Volunteer Support _____

Full payment for space is required with application.

Check Enclosed for \$ _____

Please make checks payable to TEAM Unlimited
720 Iwilei Rd, #290, Honolulu, HI 96817

Credit Card Payment: VISA _____ MC _____ AmEx _____

Card # _____ Exp _____

Name on Card _____

Cardholder's Address _____

Applicant Signature _____ Date _____





XTERRA.
AMERICA TOUR
EAST CHAMPIONSHIP
RICHMOND

XTERRA EAST CHAMPIONSHIP EVENTS

Saturday, June 19

XTERRA Richmond 21km and 10K Trail Runs
XTERRA University – free off-road multisport clinic

Sunday, June 20

XTERRA East Championship – 1k swim / 30k mountain bike / 11k trail run
XTERRA Sport Race – 750m swim / 15k mountain bike / 5km trail run
Paul Mitchell Hair Cut-a-Thon
XTERRA Post-Race Party



XTERRA IS...

- 100+ USA events – 200+ World Tour events (off-road triathlon, trail running, etc.)
- A community of active lifestyle people
- Motivation and encouragement to challenge one's self, get fit and get healthy.
- Communication and promotion – national television, internet TV, internet marketing.
- Camps, clinics, activities, kid's events and more.

**XTERRA IS AT THE HEART OF THE
\$275 BILLION OUTDOOR RECREATION INDUSTRY**



XTERRA AMERICA TOUR

2010 SCHEDULE

DATE	Race	Location	Region
3/13	XTERRA Saipan Championship	Saipan	W
3/27	XTERRA Guam	Pis, GU	W
3/28	XTERRA Miami	N. Miami, FL	SE
3/28	XTERRA REAL	Granite Bay, CA	W
4/18	XTERRA Muleshoe	Spicewood, TX	SC
4/18	XTERRA Caloosahatchee	Ft Myers, FL	SE
4/24	XTERRA Fort Yargo	Winder, GA	SE
4/25	XTERRA West Championship	Las Vegas, NV	W
5/1	XTERRA Epic	Ruston, LA	SC
5/2	XTERRA Gator Terra	Ruston, LA	SC
5/2	XTERRA Uwharrie	Uwharrie, NC	SE
5/8	XTERRA Del Valle	Livermore, CA	W
5/16	XTERRA King Of The Hill	Lebanon, NJ	AT
5/16	XTERRA Red River	Ardmore, OK	SC
5/23	XTERRA South Central Championship	Waco, TX	SC
5/23	XTERRA ACE Big Canyon	Oak Hill, WV	AT
5/23	XTERRA Last Stand	Augusta, MI	MW
5/30	XTERRA Smith Lake	Fort Bragg, NC	SE
6/5	XTERRA Four Corners	Farmington, NM	SC
6/5	XTERRA Tsali	Bryson City, NC	SE
6/6	XTERRA Deuces Wild	Show Low, AZ	W
6/12	XTERRA Farragut	Athol, ID	NW
6/12	XTERRA Eureka Springs	Eureka Springs, AR	SC
6/13	XTERRA Southeast Championship	Pelham, AL	SE
6/19	XTERRA Solstice	La Grande, OR	NW
6/20	XTERRA East Championship	Richmond, VA	AT
6/20	XTERRA Torn Shirt	Brighton, MI	MW
6/26	XTERRA Pipestem Creek	Jamestown, ND	MT
6/26	XTERRA YMCA Scales Lake	Boonville, IN	MW
6/26	XTERRA Tahoe City	Tahoe City, CA	W
6/27	XTERRA Dawg Dayz	N. Little Rock	SC
7/11	XTERRA EX2	Flintstone, MD	AT
7/11	XTERRA ONE	Ravenna, OH	MW
7/11	XTERRA Vashon Island	Vashon Island, WA	NW
7/17	XTERRA Mountain Championship	Avon, CO	MT
7/17	XTERRA Hammerman	Anchorage, AK	NW
7/17	XTERRA Lock 4 Blast	Gallatin, TN	SE
7/18	XTERRA Sky High	Grafton, NY	NE
7/24	XTERRA DINO Versailles	Versailles, IN	MW
7/25	XTERRA First Coast	Jacksonville, FL	SE
7/25	XTERRA Wild Horse Creek	Bozeman, MT	MT
8/1	XTERRA Race at the Rez	Essex, VT	NE
8/1	XTERRA Appalachia	Indiana, PA	AT
8/1	XTERRA Sugar Bottom	North Liberty, IA	MW
8/1	XTERRA Snow Valley	Running Springs, CA	W
8/1	XTERRA Forest Drive	Aberdeen, SD	MT
8/1	XTERRA Panther Creek	Morris town, TN	SE
8/1	XTERRA Black Diamond	Black Diamond, WA	NW
8/8	XTERRA STOAKED	Hanover, NH	NE
8/8	XTERRA Iron Will	Jonesboro, AR	SC
8/8	XTERRA Indian Peaks	Nederland, CO	MT
8/14	XTERRA DINO Logansport	Logansport, IN	MW
8/14	XTERRA B.O.L.T.	Raymond, NE	MT
8/14	XTERRA Portland	Forest Grove, OR	NW
8/15	XTERRA Dirty Grizzly	Macungie, PA	AT
8/15	XTERRA Camp Eagle	Rocksprings, TX	SC
8/22	XTERRA Lake Placid	Lake Placid, NY	NE
8/22	XTERRA Charlottesville	Charlottesville, VA	AT
8/22	XTERRA Austin	Austin, TX	SC
8/22	XTERRA Wild Ride	McCall, ID	NW
8/28	XTERRA Lake Tahoe	Incline Village, NV	W
8/29	XTERRA Lory	Belivue, CO	MT
8/29	XTERRA Schiff Scout	Wading River, NY	NE
9/25	XTERRA Utah	Ogden/Snowbasin, UT	
9/25	XTERRA USA Championship	Ogden/Snowbasin, UT	
10/24	XTERRA World Championship	Makena, Maui	

Tentative as of 2.3.10