



SPARTAN™



REQUEST FOR PROPOSAL 2023-2028



TABLE OF CONTENTS

Section 1	Spartan Race Overview	Page 1
Section 2	Demographics	Page 2
Section 3	Brand Reach	Page 3
Section 4	Economic Uplift	Page 4
Section 5	World Championship Event	Page 5
Section 6	Destination Benefits	Page 7
Section 7	Financial Commitments	Page 8
Section 8	Additional Requirement	Page 9
Section 9	Proposal Components	Page 10

SECTION 1

SPARTAN OVERVIEW

Spartan Race, Inc. is the brand that defines the sport and philosophy of endurance events. It is our mission to empower 100 million people around the world to change their lives for the better. We live to compete and compete to live; we also believe that you can't have a strong body without a strong mind.

With more than 260 annual events in 54 countries around the world, we are moving millions of people beyond their comfort zones, teaching them valuable lessons while empowering them to overcome literal and personal obstacles, all while helping them to forge unbreakable bonds of friendship.

Spartan Race, Inc. events cater to all types of participants. From athletes who love the outdoors and are searching for a competitive sport that tests the body, mind and spirit, to people seeking to be part of a supportive, healthy, and motivational community.

We offer numerous sporting products including obstacle course racing, trail running, mountain biking, paddle boarding, youth wrestling, functional fitness competitions, and extreme endurance.

Our ultimate goal is to create annual events where communities come together to share in a challenging and exciting experience. Local volunteers take ownership in our events, children get muddy and become active, adults can accomplish something that they may have never thought they would be able to do, coworkers will share in team building exercises, and so much more.

We strive to stay in tune and understand the habits of our participants. We constantly study how participants hear about our events, where they live, how far they travel and most importantly, what they contribute to the local economy during race weekends.

What is Spartan Race? [Join the Revolution](#)

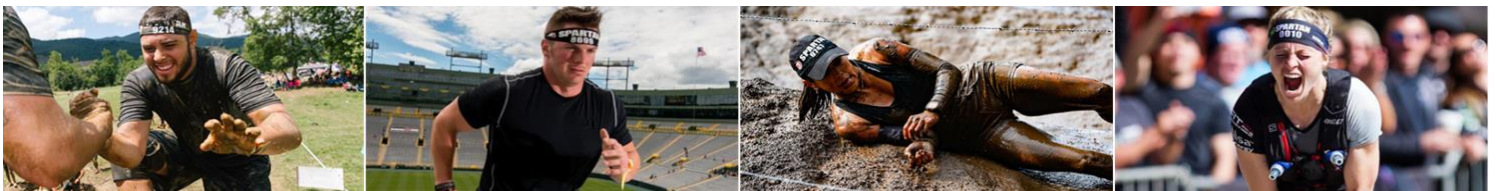
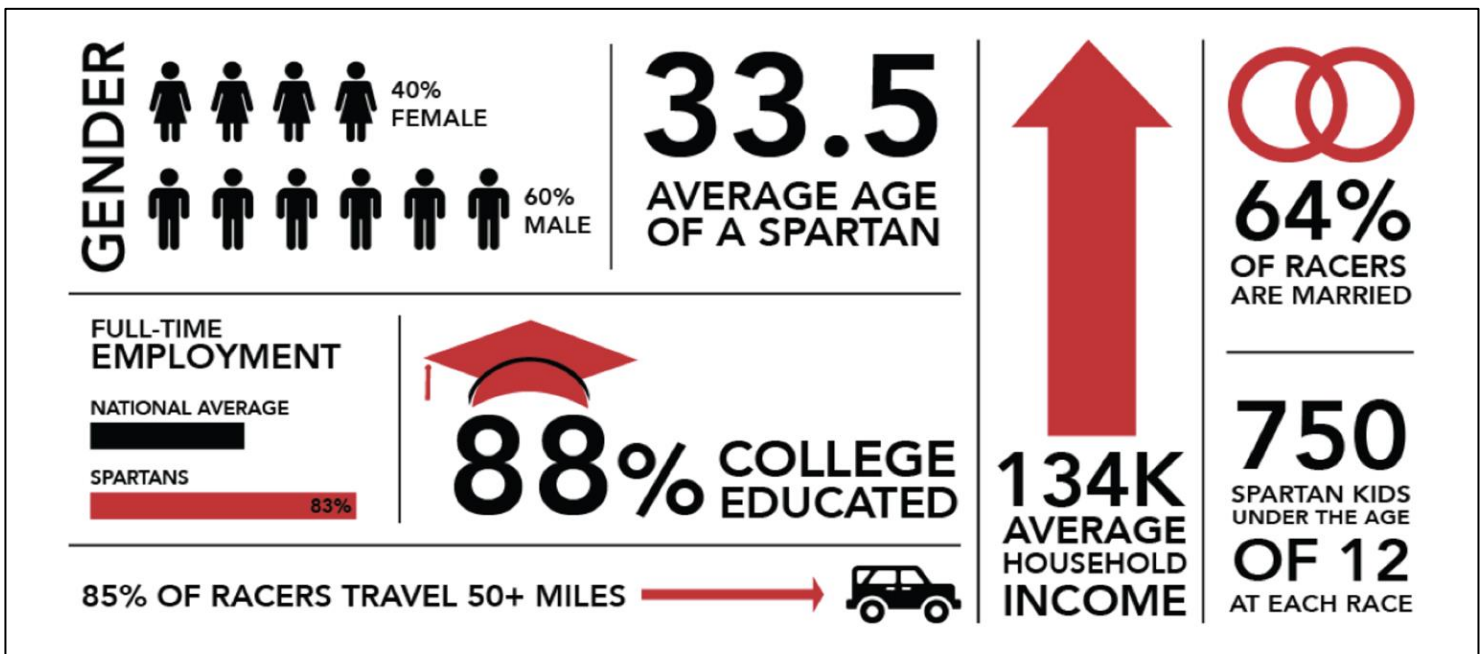
SPARTAN DEMOGRAPHICS

SPARTAN ATTRACTS A HIGHLY DESIRABLE AUDIENCE

Let Spartan connect your destination with the passion, engagement, and reach of the Spartan community and maximize the marketing opportunities in the emerging sport and lifestyle of obstacle racing.

The Spartan Community travels to events for adventure weekends, to earn their medals in exciting locations, and to be a part of the global Spartan community.

On average, 81% of racers are traveling from outside the market, 31% are visiting for the first time and 86% are planning on returning next year.



SECTION 3

BRAND REACH

Our athlete community is global and continuously growing. With over 1,000,000 participants, 300,000 spectators, and fans in 54 countries, Spartan is the #1 Endurance Sports and Lifestyle Brand in the World.

Spartan and our partners are on track to expand into an additional 10 countries and reach 1,400,000 annual participants by 2021.

Since founding Spartan Race in 2006, Joe De Sena has set a clear goal of Olympic certification and global acceptance for the Sport and Lifestyle Obstacle Racing. Spartan has partnered with the OSF: Obstacle Sports Federation to guide the global IF certification process in 69+ countries with events and governing bodies with the goal of becoming an Olympic Sport by 2028.



APAC	
Australia	17,823
China	33,351
Hong Kong	9,372
Japan	9,318
Korea	N/A
Malaysia	7,429
Philippines	9,081
Singapore	9,104
Taiwan	9,047
Thailand	4,074
TOTAL	108,599

EMEA	
Austria	13,483
Bahrain	6,000
Czech Rep.	22,304
France	37,132
Germany	9,162
Greece	1,916
Hungary	22,455
Italy	26,955
Netherlands	3,859
Oman	7,000
Poland	2,638

EMEA Cont.	
Romania	2,315
Saudi Arabia	10,000
Slovakia	14,040
South Africa	1,236
Spain	23,138
Switzerland	N/A
UAE	8,000
TOTAL	320,526

UNITED KINGDOM	
UK/IRL	25,402

LATAM	
Brazil	2,303
Chile	2,528
Mexico	18,998
Peru	N/A
TOTAL	23,829

GLOBAL	
TOTAL	345,928

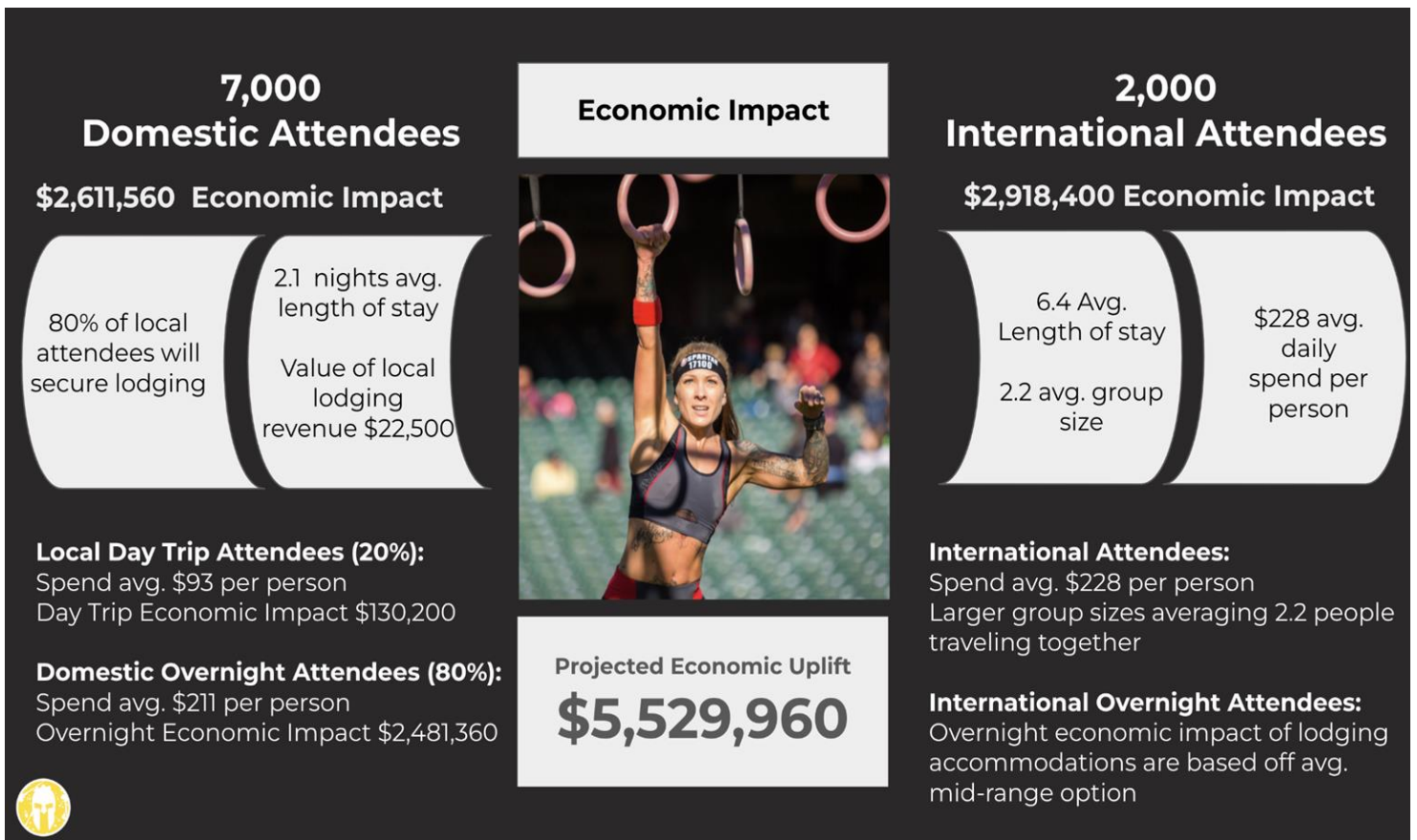
SECTION 4

ECONOMIC UPLIFT

Sports tourism is one of the fastest growing sectors in tourism. Sports tourism generates between 12 and 15 million international arrivals each year, with a growth forecast of around 6% per year in the short term. It represents 10% of the world tourism industry, with a turnover of around \$ 800 billion.

In addition to a direct economic impact a host destinations will receive an estimated earned media value of **\$2,000,000+**. Hosts and destinations benefit from 6-12 months of engagement through preparation, training, and the celebration of achievements surrounding each destination.

Spartan has multiple assets for our partners to connect with our community globally across multiple platforms. Our ability to deliver global content keeps the endurance sports community engaged year-round.



OCR WORLD CHAMPIONSHIP EVENT

Spartan is interested in identifying a location in North America to host a World Championship event that caters to our Global community. World Championship events have a very different focus from our regular season events, the sport takes center stage and the terrain is an integral component of the overall event.

Our marketing tactics cater to the global Spartan Race athlete that is seeking travel adventures. This strategy leads to stimulate tourism, generate media exposure, create a significant economic impact and assist in developing a localized health and wellness platform.

Spartan Race World Championship events create excitement not only for the adventurous Spartan Race traveller, but also for the host community. Spartan Race brings communities together to share in an experience that will reinforce the health, wellness, and a fitness lifestyle.

Locals can participate in the event in a number of ways: volunteer, vendor, sponsor or athlete participant.

HOST DESTINATION BENEFITS

EVENT PROMOTION

- Destination name and/or logo will be included in all event marketing
- Sporting, news, lifestyle, and global industry publications (For eg. Sports Illustrated, ESPN, Travel and Leisure magazine)
- Press release distributed to media partners
- Destination highlights, travel packages, travel guide and premier positioning on Spartan's global event website
- Destination name included in Spartan Race Day Program - on the front cover, and two-full page dedicated destination advertisements

MEDIA

- Live event coverage to be broadcast via Spartan TV and owned media platforms
- (2) :5-second destination footage integration into the event broadcast
- Pre and post show "Presented by" rights in event broadcast
- International event coverage
- Podcast episode presenting rights and exclusive interview with Joe De Sena

ON-SITE

- Co-branded collateral
 - Medals and medal lanyards
 - Finisher T-shirts
 - Barrier Jackets
 - Blades
 - Awards Stage backdrop
 - Event specific merchandise
- Prize money "Presented by" rights
- VIP perks for host and their guests
- Onsite 20ft x 20ft Festival Space
- Destination leadership integration into event programming

HOST DESTINATION BENEFITS

AS PART OF A TURNKEY EVENT, SPARTAN WILL:

Facilitate event production to include, but not limited to:

- Event Management
- Logistics, Build, Setup, and breakdown of the event
- Procurement of Local goods and services
- Coordinate staff and selected international VIP guests travel
- Develop Event schedule and activity programming
- Coordinate product, equipment, and branding shipments and deliveries
- Produce all Branding collateral, Merchandise, and Event credentials

Develop and execute a 12-month marketing and media campaign that will encompass:

- Digital and Social advertising
- Global Press Release
- Content series
- Local, Regional, and Global messaging
- Promotion of Destination Packages, Videos, Travel Guides, Lodging

Most importantly, Spartan will work with all local stakeholders to ensure the host community, values, and culture are respected during the promotion and execution of the event.



FINANCIAL COMMITMENTS

FINANCIAL COMMITMENTS

Destination must provide a detailed bid to include maximum bid per year, VIK (Value In Kind), list of financial partners (if any), and their respective contributions.

An official document indicating a minimum annual bid fee guarantee of \$450,000 (Four hundred and fifty thousand US Dollars) + VIK is required for each respective year. Destination must bid on a minimum of five years. The document must be presented on official letterhead and signed by authorized signatories and include the following components:

- Maximum bid + VIK for each respective year
- Identify all financial contributors (if more than one)
- Financial contribution of each partner (if applicable)

The VIK services could include the following and cannot be deducted from the \$450,000 bid fee. VIK services must include:

- Shuttle service, if applicable
- Two advanced life support ambulances for event days
- 160 complimentary bed nights over 13 day period for build crew (approx 12 -13 beds per night)

Initial payment of 50% of the rights fee will be due upon execution of the agreement prior to announcement of the partnership. Remaining rights fee will be due 60 days prior to the event.

ADDITIONAL REQUIREMENTS

TIMING AND AVAILABILITY

Destination event must be hosted in October annually. Please provide the preferred weekend for each bid year.

LOCAL SUPPORT

A minimum of 100 volunteers are needed per race day. Please identify how the destination will assist in securing volunteers. Examples of previous volunteer programs organized by the destination for international events.

PUBLIC RELATIONS & PROMOTION SUPPORT

Identify what approach will be utilized to help promote the event. Provide details on the use of traditional, digital, and other mediums that will be integrated into the communication plan.

SITE VISIT

The venue is one of the most important considerations in the selection process. For this reason, the Destination Selection Committee (DSC) may conduct multiple site visits to evaluate the condition, location, terrain, parking, and any other aspects of the proposed venue. Please identify how the destination can support and assist during the site visit process.

DESTINATION FEATURES

This is your opportunity to highlight what makes your destination a world-class location. Please include unique selling points, features, and why your destination would be the ideal to host a World Championships Weekend.

PROPOSAL COMPONENTS

Cover Letter or Executive Summary

Following items to be included in Official Document:

- Name of the bidding organization(s), main contact, and officer(s) responsible for bid
- If the bid contains multiple contributors please identify one main point of contact for the collective group
- Total bid amount per year

Official Bid Letter

This document must be on an official letterhead and signed by the authorized signatory and include the following components:

- Identify the years the bid includes
- Maximum bid + VIK for each respective year
- Identify all financial contributors (if more than one)
- Financial contribution amount of each partner (if applicable)

Additional Information

- Availability. Please list preferred date to host the Destination event weekend
- Volunteers. Identify plan for volunteer recruitment
- Promotion. Identify how your destination will help market and promote the event
- Destination. Provide an overview of the destination and why your destination is superior