

SPARTAN MARKETING

SPARTAN MARKETING



★ WORLD ★
CHAMPIONSHIPS

OCTOBER 5-9, 2023
MAMMOTH LAKES, CA

EVENT INFORMATION

SPARTAN MARKETING

SPARTAN MARKETING

2023 OCRWC EVENT INFORMATION

DATE: October 5-9, 2023

VENUE: Mammoth Mountain (Mammoth Lakes, California)

HOSTED BY: Mammoth Lakes

TOTAL PRIZE PURSE: \$25k



WEBSITE



INSTAGRAM



FACEBOOK



2023 OCRWC EVENT INFORMATION

SPARTAN MARKETING

ALL WEEKEND

100M CHAMPIONSHIPS

- 6+ Obstacles
- Pro & Open Divisions
- Time Trial Format
- Fastest Times Advance to Sunday Tournament
- No Qualification Necessary

FRIDAY OCTOBER 6TH

3K CHAMPIONSHIPS

- 15+ Obstacles
- Pro, Age Group & Journeyman Divisions
- Qualification Required only for Pro heats

SATURDAY OCTOBER 7TH

15K CHAMPIONSHIPS

- 40+ Obstacles
- Pro, Age Group & Journeyman Divisions
- Qualification Required only for Pro heats

SUNDAY OCTOBER 8TH

5K CHARITY OPEN

- 15+ Obstacles
- Untimed Challenge Format
- No Qualification Necessary

SUNDAY OCTOBER 8TH

TEAM RELAY CHAMPIONSHIPS

- 25+ Obstacles
- Pro Men, Women & Co-Ed
- (One Female Minimum) Divisions
- Open Men, Women & Co-Ed (One Female Minimum) Divisions
- No Qualification Necessary



OVER 3+ BILLION TOUCHPOINTS

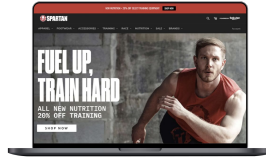
SPARTAN ECOSYSTEM

SPARTAN MARKETING



SITES

Spartan.com, Life & Shop
13 Million Unique Users *
2.4 Mins avg Time Spent on Site *
104 Million Pageviews *



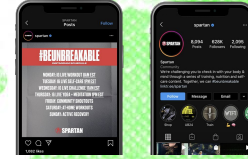
EARNED MEDIA

2.2 Billion Impressions (US & Canada)
(Cision media monitoring UVPM |& Reach)



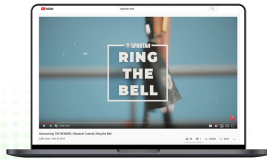
NEWSLETTERS

1.5M total subs—15-20% open rate
UNBREAKABLE DAILY AND Weekly
newsletter, Kids UNBREAKABLE



#BEUNBREAKABLE & SOCIAL

1.5M total subs—15-20% open rate
UNBREAKABLE DAILY AND Weekly
newsletter, Kids UNBREAKABLE



VIDEO

Total of 134.9M views

11.3M YT views *
100M FB views *
600K TW views *
17.6M IG views *



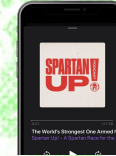
EMAIL DATABASE

2.5M total DBOpen rate 12.5 avg *



SPARTAN EDGE

Subscription product (just launched)
77 mins. avg time spent learning



PODCAST

6.8M all-time downloads

AUDIENCE TOUCHPOINTS

SPARTAN MARKETING

13+
MILLION

Unique page views annually

10+
MILLION

Email marketing Database for total portfolio

10+
MILLION

Social media audience across multiple platforms

3+
BILLION

Impressions earned & paid, based on average impressions across all platforms

1.5+
MILLION

Annual participants in our events globally

40+

Countries across the globe



OCR
A WORLD OF
SPARTAN MARKETING

WE KNOW SHORT COURSE

SPARTAN MARKETING



MULTI-LAP

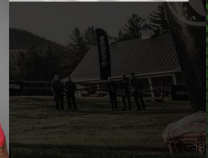


MORE OBSTACLES



BUILT FOR SPEED

NATIONAL TEAMS



A whole new race.

SPARTAN
CROSS X™

Modern pentathlon's governing body elects to test obstacle racing in time for 2028 Summer Olympics



Associated Press

May 2, 2022

UIPM

NEW 5TH DISCIPLINE TEST

ANKARA 2022

27-28 JUNE

OBSTACLE DISCIPLINE



EVENT DEMOGRAPHICS

SPARTAN MARKETING

OPEN CATEGORY

Here to take part for fun, travel and relax, and be with friends

30%

AGE GROUP CATEGORY

They're serious about competing against their cohort

35%

ELITE CATEGORY

The best OCR athletes in the world. This is the sport's top showcase

35%

SPECTATORS /NON-RACERS

Families and non-racing friends are a key component of all OCR World Championship events

LOCAL /FOREIGN

75/25 split

We expect this to redistribute closer to 50/50 in any subsequent years



1,500 Domestic Attendees

\$895,500 Economic Impact

90%
of local attendees will secure lodging

- 2.5 nights avg length of stay
- 3 avg. group size

Local Day Trip Attendees (10%)

Spend avg. \$120 per person
Day Trip Economic Impact \$18,000

Local Overnight Attendees (90%)

Spend avg \$260 per person per day
Overnight Economic Impact \$877,500

ECONOMIC IMPACT



PROJECTED ECONOMIC UPLIFT
\$2,925,500

1,400 International Attendees

\$2,030,000 Economic Impact

- 5 Avg. Length of stay
- 4 avg. group size

\$290 avg. daily spend pp

International Attendees

Spend avg. \$290 per person
Avg. 4 people traveling together

International Overnight Attendees

Overnight economic impact of lodging accommodations \$1,260,000



OCR
WORLD
CHAMPIONSHIPS

THE COURSE **AHEAD**

GROWTH VISION

OVERALL

- 40% anticipated attendance growth in **year 2**
- 20% anticipated attendance growth in **year 3**
- 10% anticipated attendance growth **YOY**

BREAKDOWN

- 20% Domestic + **20% International**
- 10% Domestic + **10% International**
- 10% Domestic

OCRWC BY THE NUMBERS

STATS

4K+

COMPETITORS

65+

NATIONS

55%

MALE

45%

FEMALE

20K+

SPECTATORS

5M+

ECONOMIC IMPACT

82%

WORLD-CLASS NPS RATING

In comparison: Amazon, Apple & Disney
NPS scores range from 50-60%

SPARTAN MARKETING

OCR
WORLD
CHAMPIONSHIPS

1041



OCR
WORLD
CHAMPIONSHIPS

OCRWC BY THE NUMBERS

STATS

140K+

Social Media Reach



51K

INSTAGRAM FOLLOWERS



83K

FACEBOOK FOLLOWERS

10K

MEMBER FB
ATHLETE GROUP

SPARTAN MARKETING



OCRWC
WORLD
CHAMPIONSHIPS

3K 76 SPARTAN 2023
#OCRWC BELOUSOV

LOGO LOCK UP

MAIN LOGO



VENUE LOCKUP



HOSTED BY:



[LINK TO LOGO FILES](#)

MEDALS

SPARTAN MARKETING

SPARTAN MARKETING

FINISHER MEDALS

SPARTAN MARKETING

SEE THRU
PLASTIC
RESIN



SEE THRU
PLASTIC
RESIN





FINISHER MEDALS



AWARD MEDALS

SEE THRU



SEE THRU





AWARD MEDALS



LANYARD

SPARTAN MARKETING

SPARTAN MARKETING

FINISHER LANYARD

100 METERS

OUTSIDE



INSIDE



SPARTAN MARKETING



FINISHER LANYARD

100 METERS

SPARTAN MARKETING



SPARTAN® 2023



FINISHER LANYARD

3K

OUTSIDE



INSIDE



SPARTAN MARKETING

OCR

FINISHER LANYARD

3K

SPARTAN MARKETING



SPARTAN® 2023



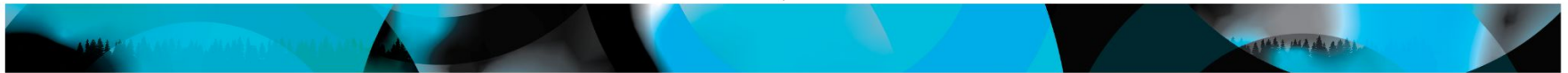
FINISHER LANYARD

TEAM RELAY

OUTSIDE



INSIDE



SPARTAN MARKETING

OCR

FINISHER LANYARD

TEAM RELAY



SPARTAN MARKETING



FINISHER LANYARD

5K CHARITY OPEN

SPARTAN MARKETING

OUTSIDE



INSIDE



FINISHER LANYARD

5K CHARITY OPEN

SPARTAN MARKETING



SPARTAN® 2023



FINISHER LANYARD

15K

SPARTAN MARKETING

OUTSIDE



INSIDE



FINISHER LANYARD

15K

SPARTAN MARKETING



AGE GROUP

SPARTAN MARKETING

SPARTAN MARKETING

AGE GROUP LANYARD

1ST PLACE

OUTSIDE



INSIDE



SPARTAN MARKETING



AGE GROUP LANYARD

1ST PLACE

SPARTAN MARKETING



SPARTAN® 2023



AGE GROUP LANYARD

2ND PLACE

SPARTAN MARKETING

OUTSIDE



INSIDE



AGE GROUP LANYARD

2ND PLACE

SPARTAN MARKETING



SPARTAN® 2023



AGE GROUP LANYARD

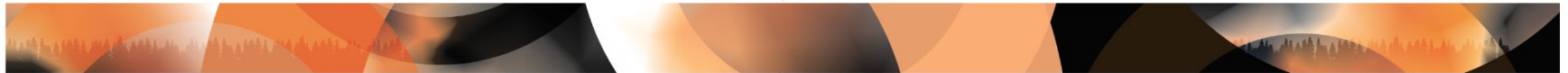
3RD PLACE

SPARTAN MARKETING

OUTSIDE



INSIDE



AGE GROUP LANYARD

3RD PLACE

SPARTAN MARKETING



SPARTAN® 2023



FINISHER TEE

SPARTAN MARKETING

SPARTAN MARKETING

FINISHER TEE

3K

SPARTAN MARKETING



FINISHER TEE

15K

SPARTAN MARKETING



FINISHER TEE

TEAM RELAY

SPARTAN MARKETING



FINISHER TEE

5K CHARITY OPEN

SPARTAN MARKETING



CREDENTIAL

SPARTAN MARKETING



HOO RAG

SPARTAN MARKETING



SPARTAN® 2023



WRISTBANDS

SPARTAN MARKETING



THANK YOU

SPARTAN MARKETING

SPARTAN MARKETING