

WEST TEXAS ENDURANCE

SPONSORSHIP OPPORTUNITIES



The Hub of Events in West Texas



2017 SPONSORSHIP

ABOUT US

West Texas Endurance, a division of Southpaw Sports & Entertainment, Inc., is a full service event production company based in the hub of the South Plains - Lubbock, Texas. We promote community involvement by offering running events for the family (including man's best friend) and endurance races such as a half marathon and cycling event.

Our mission is to encourage active lifestyles and fitness in our surrounding communities by providing first-class events in a family-friendly and supportive environment. We challenge ourselves to create events that utilize the sprawling landscape of the South Plains while appreciating the unique heritage of Lubbock.

Lubbock offers the progressive dynamic of a growing city of 250,000 people, yet with a unique West Texas charm. Lubbock's official elevation is 3,256 feet. Texas Tech University, with an enrollment of over 33,000 students, offers an immediate population for events in Lubbock.

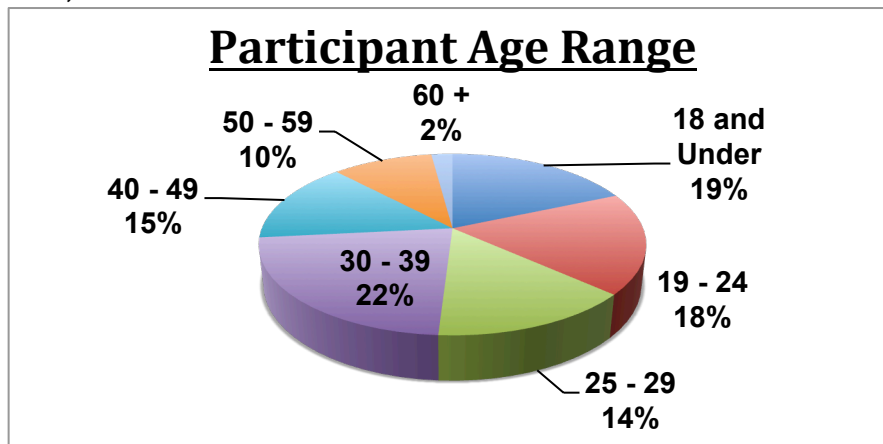
West Texas Endurance – The Hub of Events in West Texas!

RACE DEMOGRAPHICS

We are seeking to enhance the athlete experience with the partnership of great sponsors. Lubbock, Texas serves as the perfect community to incorporate your brand with West Texas Endurance and the many events we offer.

HIGHLIGHTS (2012 - 2016 events)

- Over 8,800 registered participants
- 57% female; 43% male
- Participants range from age 1 - 79
- 92% from the Lubbock Regional Area (26 counties in Texas and New Mexico)
- 26 states; 3 countries



RUNNER STATISTICS

Running USA produced a National Runner Survey in April of 2016, which assessed demographics and lifestyle of the running population.

- Educated and Professional: 79%
- Income over \$75,000: 73.3%
- Motivation for Running:
 - Stay in Shape: 75.5%
 - Stay Healthy: 74.8%
 - Relieve Stress: 62.4%
 - Have Fun: 61.7%

SPONSORSHIP BENEFITS

Below are examples of sponsorship opportunities for each individual race. **We will be happy to discuss a custom sponsorship to meet the needs of your organization.**

- Generate brand loyalty within fitness community
- Associate your business with positive, healthy and family-friendly events in the Lubbock region
- Promote employee engagement, motivation and participation
- Increase visibility in the Lubbock community as a supporter of West Texas Endurance events
- Provide your products directly in the hands of engaged consumers

Sponsorship Opportunities	Presenting Sponsor \$10,000	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,000
Custom Sponsorship	✓			
Sponsor Name on Medal Ribbons (if confirmed by print deadline)	✓	✓		
Sponsor Name/Logo on Race Bibs	✓	✓		
Sponsor Logo/Name on Website with link to your website	✓	✓	✓	✓
Banner(s) Displayed at Event (provided by sponsor)	Multiple	Multiple	1	1
Sponsor Logo/Name on race shirts	✓	✓	✓	✓
Sponsor announcements at event	✓	✓	✓	✓
Newsletter Promotion	✓	✓		
Sponsor Ad in race guide	Full Page	Full Page	1/2 Page	1/4 Page
Signs with logo displayed on race day	✓	✓		
VIP parking at race	✓	✓		
Complimentary race entries	10	5	3	1
Discounted Entries	✓	✓	✓	✓
Race bag promotional insert (provided by sponsor)	✓	✓	✓	✓
10x10 tent space at event	✓	✓	✓	✓