



**NEW GLOBAL
ADVENTURES**™

SPONSORSHIP



VALENCIA
Trail Race

EST. 2015

Event: VALENCIA Trail Race
Event Date: March 22, 2025

INTRODUCTION

The VALENCIA Trail Race is a trail running marathon event for the local community of Valencia, Santa Clarita, and surrounding Southern California running community.

Southern California features a diverse range of nature and terrain, giving runners a wide variety of spectacular trails and running experiences. Located north of Los Angeles up against the California State park boundaries is Valencia, a suburban community that is surrounded by classic hills and mountains featuring awesome trails that must be experienced by runners who appreciate nature and a good trail.

The VALENCIA Trail Race brings you that awesome trail running experience with a trail course that takes you up to the peaks and along the ridgelines with panoramic views, then into the canyons through the hills of Valencia. A race for runners who love to run great trails and for people looking to discover the amazing fun to be had in trail running. Come for the Awesome Trail Challenge!



RACE DISTANCES

There are three distances available to run.

- 10 Kilometers
- Half Marathon (13.1 Miles)
- 50 Kilometer Ultramarathon

SCHEDULE & LOCATION

Race day is Saturday March 22, 2025, the start is located off San Francisquito Canyon Road starting around 6:00 AM at sunrise. Runner check-in will be on Friday from 2:00 PM to 6:00 PM at the race staging area. Last minute check-in will be available at the start. Check the website for additional details at <https://valenciatrailrace.com/>

RESPONSIBLE LAND USE

We are committed to ensure the locations used are not damaged and are left in the same condition if not better than they were when we arrive. This means the staging area, course, stations, check-in locations will be fully cleaned up and leave no environmental impact.

This document provides an overview of the benefits sponsors receive, event details, and sponsorship participation options. Please take a few moments to read through and consider sponsoring the VALENCIA Trail Race.

If you have any questions or would like additional information please feel free to contact us.

Sincerely,

VALENCIA Trail Race Team
run@valenciatrailrace.com



SPONSORSHIP BENEFITS

Sponsors enjoy the great benefit of receiving increased exposure of their business, products, and brand by reaching a very targeted affluent audience of consumers. The VALENCIA Trail Race attracts a variety of participants from casual to athletic runners and participants that are coming from within the local community of Santa Clarita, the surrounding Southern California communities, Northern California, several from out state and from international countries. By becoming a sponsor your business, products, and brand will have a strong presence at the event providing a direct connection with participants. We welcome our sponsors as our partners and look forward to developing long term win-win relationship that benefits the sponsor and our participants for an awesome experience.

TARGET AUDIENCE

- Local and regional residents of Valencia, CA
- National and global reach of athletic and elite runners
- Active and healthy lifestyle
- Successful careers, business owners, and home owners
- Actively engaged with the community

BENEFITS INCLUDE

- Brand and/or product placement with the VALENCIA Trail Race.
- Logo and link placement on event website, email campaigns, and social media channels.
- Goodie bag inserts of promotional material and/or samples.
- Logo placement on event materials such as runner and volunteer t-shirts, goodie bag, bib, etc.
- Logo placement in runner's handbook.
- Logo placement in volunteer's handbook.
- Booth presence at race check-in and at start/finish area.
- Logo on photo wall banner and arch banners.
- Press and media exposure to local and regional news sources.
- Press and media exposure to targeted running sources including magazines, blogs, event calendars, social media and communities.



FREE RACE PHOTOS

The real marketing advantage comes from the FREE race photos. There will be photographers at the start/finish, on the course taking action photos of participants, at the photo wall, these photos are very popular as participants share on their social media, thus in turn spreading your brand even farther. Sponsors can use the photos in their own marketing.

EXPOSURE TO OUR AUDIENCE

ON RACE DAY:

- 800 to 1100 runners
- 70+ volunteers
- Spectators
- Thousands via local & regional media and press

ONLINE CHANNELS:

- Facebook: 1,600+ followers, 25,000 engagement
- Twitter: 1,200+ followers
- Instagram: 2,100+ followers
- Email database: 9,000+
- Website: 21,000+ unique visitors this year

“Running is about more than just putting one foot in front of the other; it is about our lifestyle and who we are.”

Joan Benoit Samuelson

SPONSORSHIP OPTIONS

Choose from the following sponsorship options for your business:

OPTION #1 - VENDOR BOOTH - \$250

Have a booth presence at the race.

YOU WILL RECEIVE:

- Booth presence at race start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels



OPTION #2 - STATION SPONSOR - \$300

Sponsor aid-stations to provide participant supplies at stations.

YOU WILL RECEIVE:

- Acknowledgment of your support online and throughout the event
- Booth presence at race start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry



OPTION #3 - BARRICADE SPONSOR - \$350

Custom banner with logo on barricade fence, double sided, on two barricades.

YOU WILL RECEIVE:

- Custom double sided banner on two barricades
- Acknowledgment of your support online and throughout the event
- Booth presence in the heart of the race festival
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry



OPTION #4 - BIB SPONSOR - \$800

Your logo placed on race bibs that are worn by all participants. (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Logo on race bib
- Acknowledgment of your support online and throughout the event
- Booth presence at race start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry x2



OPTION #5 - CUP/MUG SPONSOR - \$1000

Your logo placed on commemorative race cup/mug.

YOU WILL RECEIVE:

- Logo on race commemorative race cup/mug
- Acknowledgment of your support online and throughout the event
- Booth presence at race start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry x 4



OPTION #6 - SHIRT SPONSOR - \$1500

Have your logo on event shirts.

YOU WILL RECEIVE:

- Logo on participant and volunteer shirts
- Acknowledgment of your support online and throughout the event
- Booth presence at race start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4



SPONSORSHIP OPTIONS

OPTION #7 - MEDAL SPONSOR - \$1500

Have your logo on the medal and ribbon. (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Logo on the back of the race medal and ribbon
- Acknowledgment of your support online and throughout the event
- Booth presence at race start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4



OPTION #8 - TOP PRIZE SPONSOR - \$3500

Present 1st place winners a prize dinner for two at Wildlife Waystation, six total prizes. \$2500 will be donation to Wildlife Waystation. (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Prize certificates with company logo and presented by...
- Recognition of sponsor when awarding prizes
- Acknowledgment of your support online and throughout the event
- Logo on participant and volunteer shirts
- Booth presence at race start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4



OPTION #9 - TITLE SPONSOR - \$6000

Full title placement with event name and logo. (Limited to 1 sponsor)

YOU WILL RECEIVE:

- Have "Presented by Your Company (or brand)" added with race name and logo
- Acknowledgment of your support online and throughout the event
- Booth presence at race start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo on shirts, bags, website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 6



Not ready for monetary sponsorship yet, but still want to have your business involved? Your company can support the event by providing in-kind products or services trade donations. Got something else in mind? Run it by us and let's discuss.

OPTION #10 - IN-KIND DONATION SPONSOR

Provide the event with products or services valued at **\$300 or greater** that is usable at the event in exchange for sponsor support you will have a presence at the event.

PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Bottled water, sports or recovery drink (coconut water or chocolate milk)
- Energy gels or bars
- Refueling food (fruit, veggies, bagels, snacks, candy, etc.)
- Specialty finish line treats (ice cream, cup cakes, pizza, egg rolls, quesadillas, etc.)
- Race day meals for volunteers and staff
- Printing services
- Photography/videography services
- Medical first-aid volunteer personnel
- Raffle merchandise and goodies for volunteer training
- Prize merchandise, services, and goodies for top finishers

YOU WILL RECEIVE:

- Acknowledgment of your support online and throughout the event
- Booth presence at the race
- Logo/link on website, handbook, emails, social media channels



PRIZES & GIVEAWAYS

PRIZES

At each race, in addition to giving all the runners a finisher medal, we honor the top finishers with a trophy and special prize goodie bag that contains items we have put together for the race, as well as goodies from our vendors and sponsors. This is a great way to recognize the top finishers and give them some awesome goodies from your business, it can be general swag, official merchandise, products, gift certificates, cash, or services. We encourage all sponsors to provide something a little extra for the top finishers to help make it a more memorable race experience!

The VALENCIA Trail Race has 3-distances, 50K Ultramarathon, Half Marathon, and 10K, we recognize the top 3 finishers, male and female, plus the very last 50K Ultramarathon finisher. The following shows the top finishers for each distance:

50K ULTRA

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female
7. Last Place Finisher

HALF MARATHON

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

10K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

As a sponsor you have 2 options available:

- Option 1: Provide prize items for the 1st place finisher only + last place. **Total prize count: 7**
- Option 2: Provide prize items for all finishers + last place. **Total prize count: 19**

VOLUNTEER GIVEAWAYS

These types of events would not be possible without the team of volunteers who take time out of their lives to help make this a great race experience. For every race we do a volunteer training luncheon 1-week before the race to help train them, meet the race crew, and answer any questions they may have. At these training luncheons, we will do a raffle to give away various sponsor products, swag, and goodies to the volunteers as an extra thank you for coming out to volunteer at the race. We treat them like family and hope that we are able to create a great experience for the volunteers.

This is a great way to get your business brand and products in the hands of the race crew volunteers. On average we have 40-60 volunteers. If you would like to contribute to the volunteer giveaways you can provide anywhere from 1 big ticket item to 60 or more smaller items or anything in between. We can also have the option to sponsor the volunteer training luncheon, simply inquire with us for details. The choice is yours and we welcome the support to show appreciation to the awesome race crew volunteers!



"Running is the greatest metaphor for life, because you get out of it what you put into it."

Oprah Winfrey

SPONSORSHIP SIGN UP

NEXT STEPS

Ready to be a part of an awesome race experience at the VALENCIA Trail Race?

We welcome your support and have made it easy to enroll in the sponsorship program. Simply go online to the URL below and complete the online form. Then we will get in touch with you with details and next steps.

Sponsorship Application: <https://valenciatrailrace.com/sponsor/>

Thank you for supporting the VALENCIA Trail Race. We look forward to building a long term relationship with you that is mutually beneficial for both parties, for the participants, and the community.

GOT QUESTIONS?

For questions or additional details or to simply discuss alternative engagement options please feel free to contact us at run@valenciatrailrace.com, we'll work with you to make it a win-win partnership for everyone.



"There is something about the ritual of the race, putting on the number, lining up, being timed, that brings out the best in us."

Grete Waitz

SPONSORSHIP SUPPORT

The mission of New Global Adventures cannot be realized without the support and partnership of local and national business community. Monetary contributions as well as in-kind product or service donations serve as the backbone our events. Many opportunities at various levels are available for your company to support the VALENCIA Trail Race, allowing you to maximize your return on investment, exposing your business, brand, and/or products to a targeted audience while shining as a positive community role model.

CREATING GREAT EXPERIENCES

We take great pride to create the best possible race experience for everyone that engages with it. Be it as a runner, spectator, volunteer, or community resident. We want runners to always have a great experience at every touch point, from the first point of engagement through our website or brand, at the race check-in, to running the course, stopping at an aid station, to crossing the finish line and receiving their hard earned medal. Every touch point is carefully thought out to ensure it is a positive experience that enhances the overall race experience.

Our goal is always to have participants walking away saying:

“Wow, that was one of the most amazing races I’ve experienced!”



SPONSORSHIP FUNDS

What happens to the funds provided by sponsors? Majority of the time the funds will go to cover the specific items noted in the sponsorship option selected, such as the cost of shirts, medals, bags, or station supplies. Any left over funds will go towards other event expenses or will be contributed to one of the event charities.

RESOURCES & EXPENSES

The organization of a marathon race event has many moving pieces that is the cumulation of months of effort, planning, and work to bring together the event for the one “race day”. Before that day there are countless hours and resources put in to create and organize the event. Starting with a small dedicated team in the months leading up to the event, followed by a growing team and volunteers leading into the final days to the actual race. Orchestrating all the moving pieces to bring together a great race experience on race day for participants.

Below is a small preview of event expenses that are involved in organizing a race:

- Finisher medals
- Runner shirts
- Bibs
- Goodie bags
- Awards
- Handbooks
- Certificates
- Station materials
- Station supplies (food/water)
- Event signs
- Start/Finish line materials
- Finish line supplies
- Start/Finish line arch
- Timing system
- PA system
- Event insurance
- Event permits
- Health permits
- Course signs & flagging
- Transportation
- Promotional materials
- Equipment rentals
- Portable toilet rentals
- Waste & recycling service
- Volunteer shirts
- Volunteer meals
- Volunteer training
- Website development
- Website hosting
- Advertising

WHAT RUNNERS ARE SAYING...

Our races are all about the runners and the experience they have with our race. After every race, we do a feedback survey to help us understand how we did, how we can improve our future races and hear what the runners thought about their experience. We got a ton of responses and great feedback, overall it is clear that everyone had an awesome experience, but don't take our word for it, read a few of the testimonials below directly from the runners.



Randi Richardson

Oh man, what a tough run with the elevation, but beautiful and very rewarding. I'm proud to say I completed this 50K.



John Burkle

The climbs are tough, the descents brutal and this is one of the best supported, most beautiful organized halves I've ever done.



Monica Nunez

The Valencia Trail Race was an amazing experience! The course was tough but beautiful. Everything was well-organized. The aid stations were great. And the goodies, including the medal, were awesome.



Jason Wagner

What an amazing adventure. A beautiful course, with well placed aid Stations and support. The local community came out in droves to run the Aid Stations. The race directors went above and beyond on this one.



Jamie Crissman

This was a great race and I absolutely plan on participating next year. I had such a great experience with the volunteers that I might participate that way. Thank you for putting on such a fun event here in the SCV.



Ron Russak

Best race experience I've had so far. Would rate it 11 out of 10 stars!

This is just a few, read many more testimonials online at: <https://valenciatrailrace.com/testimonials/>

BACKGROUND

Headquartered in Southern California, New Global Adventures is a global service of software, media and event entertainment company dedicated to making great experiences for the athletic and running industry around the world. We are creative folks who enjoy being healthy and sharing great experiences.

The VALENCIA Trail Race was originally our first US based race established in the community for runners, this will be the 8th annual of the event. We recently hosted the very successful Sugar Daddy Race, Grit OCR, Silver Moon Race, Be The Light 5K, and SPACEROCK Trail Race events, with more events in development around the world in the coming months.

In addition to domestic races, we have created a series of unique adventure race experiences in China. A vast country with an abundance beautiful exotic locations that many do not know exists, these races help bring the world of runners to experience them, including the SHANGRI-LA Marathon & Ultra in the eastern Himalayan mountains. We also collaborate and promote Run The GREAT WALL, Four Sisters Ultra on Mt. Siguniang, Wuyi Trail Race, and Yellow Mountain Race in China and Thailand Half Marathon in Thailand.

New Global Adventures and its events are members of the American Trail Running Association and Road Runners Club of America. For more information about New Global Adventures, our events and services please visit us online at: <http://newglobaladventures.com>

Thank you for considering to sponsor our events. We look forward to hearing from you.

Sincerely,

New Global Adventures Team
run@newglobaladventures.com



Grit OCR
Obstacle Course Race
GritOCR.com



Silver Moon Race
6, 12, 24-Hour, 100-Mile
SilverMoonRace.com



SPACEROCK Trail Race
Half Marathon/10K/5K
SPACEROCKTrailRace.com



Be The Light 5K
10K/5K Night Run/Walk
BeTheLight5k.com

Discover Great Race Experiences



Santa Clarita, CA

GritOCR.com



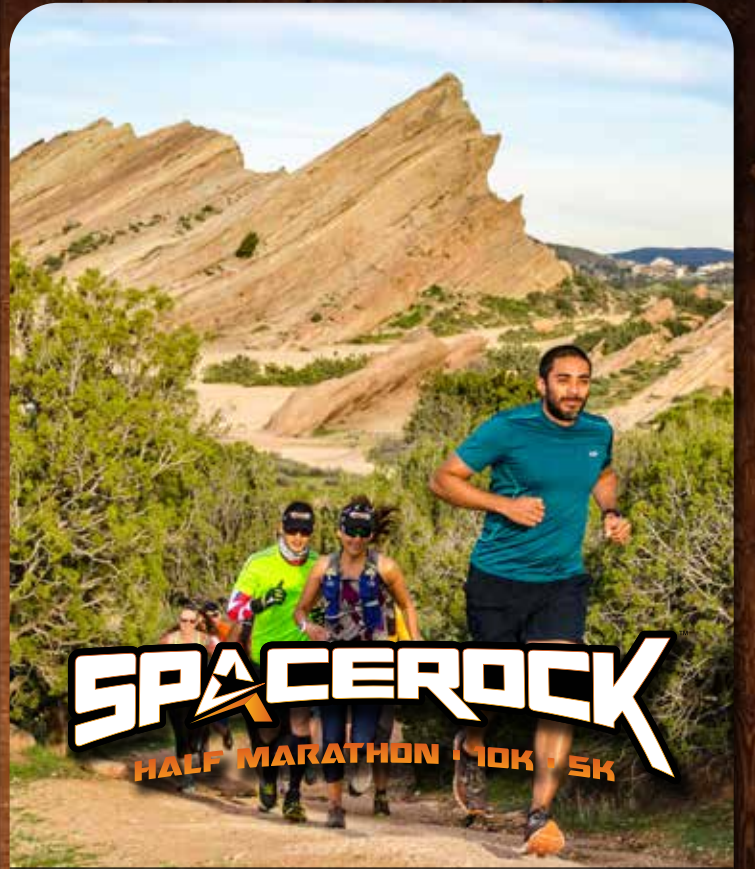
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Santa Clarita, CA

SugarDaddy.run



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SPACEROCKTrailRace.com

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