



# SPARTAN RACE 2021 RFP

## U.S. CHAMPIONSHIPS AND ANNUAL RACE SERIES



Destination Leaders,

It became clear to me one day that Spartan had many things in life right; simple eating, simple but effective training, and an all-out commitment to resilience. I had a vision that our modern culture would benefit immensely from this way of life. But, the hardest part would be getting people to take the first step. I see it as our job to push people to take that step. It is then their job to do the same for others.

Every year, more and more people join our Spartan community. It takes a lot of hard work and coordinated effort from many people and something I am very proud of. It is also something we wouldn't be able to do without the amazing venues we work with race after race each year. With that being said, I am extremely excited to release our 2021 request for proposals (RFP) for the Spartan Race World Championship, Spartan U.S. Championship Series, as well as our new destination events to our annual race schedule.

Spartan Race is more than the world's best obstacle race; we are a way of life, a family-orientated fitness event that positively impacts lives and transforms communities. Spartan is passionate about delivering events that will bring communities all over the world together to share in a challenging experience that promotes healthy living, physical fitness and teamwork.

When we host an event, many of our highly engaged and passionate consumers typically travel more than 80 miles to attend; making a significant and measurable impact on local economies. In addition, our strong reach provides event host cities and towns with a strong platform to promote their community as a national sporting and travel destination.

We are very excited about the opportunity to partner with your team, local businesses and community to deliver an impactful event that is mutually beneficial.

Our team has prepared this request for proposal to help communicate our expansions plans and the requirements necessary to bring a Spartan Race to your area. We look forward to the opportunity to give your community the Spartan experience.

Respectfully,



Joe De Sena, Spartan Founder & CEO



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# SECTION 1: SPARTAN RACE OVERVIEW

Spartan Race is the brand that defines the sport and philosophy of obstacle racing. 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 170 annual races in close to 30 countries around 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.

The Spartan community is a diverse, engaged and passionate one. Spartans want to have fun, develop physical and mental proficiency, and feel a sense of accomplishment.

Spartan 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 four core race types, each escalating in distance, obstacle count and challenge level; the Spartan Sprint (3+ miles/20+ obstacles), the Spartan Super (8+ miles/ 25+ obstacles), the Spartan Beast (12+ miles/ 30+ obstacles) and the Kid's Race (distances & obstacles vary by age).

Athletes that complete the Sprint, Super and Beast race in a calendar year earn the coveted Spartan TRIFECTA medal. Along with being a timed sport, the Spartan TRIFECTA enables Spartan multiple consumer touch points throughout the year and is a major point of difference vs. our competition's "bucket list" events.

In addition to our core race products, we also cater to those looking for more. With various Spartan Endurance events (Hurricane Heat, Hurricane Heat 12 Hour and AGOGE) We offer Spartan Trail events consisting of all-natural trail runs in the world's most incredible locations ranging from 10K to 50K, with 40+ races across the globe. In addition we recently launched DEKAFIT, a Decathlon of Functional Fitness. It consists of indoor fitness competitions and motivational training programs designed for ALL levels. By drawing athletes in from out of the market, your community will have the opportunity to attract additional visits from this highly engaged audience.

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.

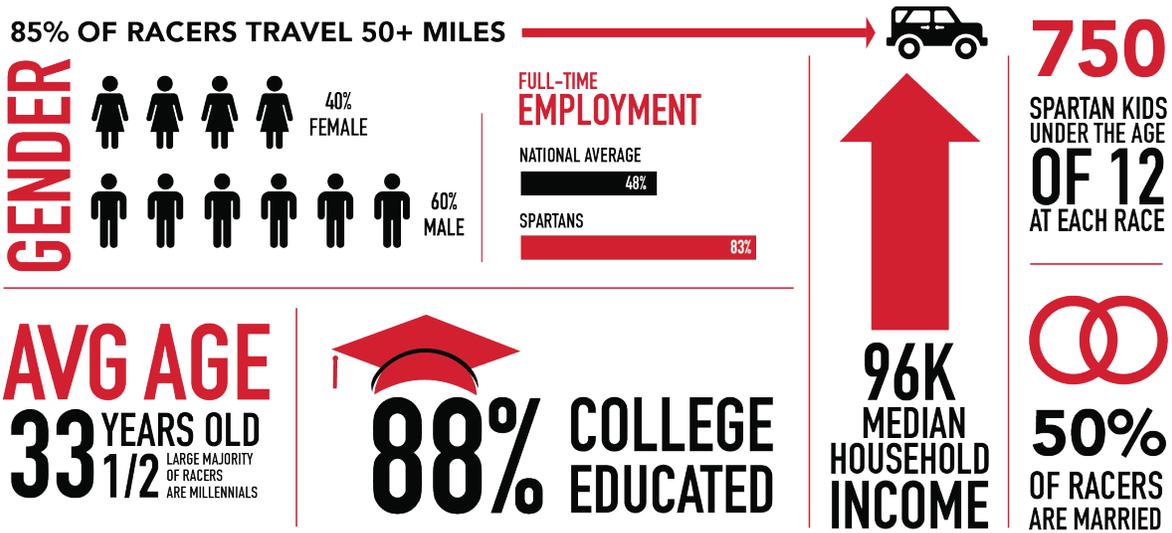
Our ultimate goal is to create semi annual and annual events where communities come together to share in a challenging and exciting experience. Local volunteers take ownership in our events, children get muddy and become active, adults can accomplish something that they may have never thought they would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

What is a Spartan Race? <http://www.youtube.com/watch?v=8hrn7XGemSU>

# SECTION 2: 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.



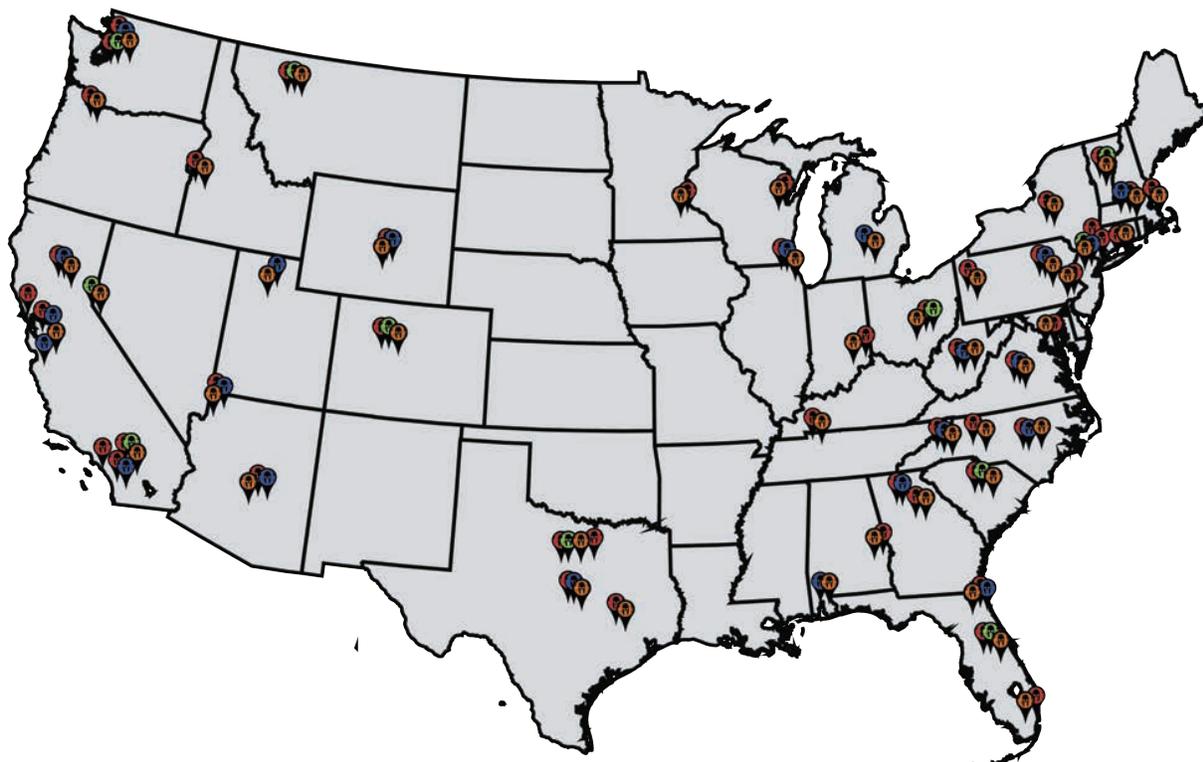
Year over year, Spartan's Kids races continue to realize a **70% increase** in participation and in 2021 will have over 50,000 participants with races available at all events in the US Our goal is to offer a family friendly Spartan experience that brings parents and children together to work towards achieving their goals together.



# SECTION 3: BRAND REACH

## PUT YOUR DESTINATION ON THE MAP

Spartan is: America's Fastest growing Lifestyle Sport with 450,000+ U.S. Participants (7,000-15,000+ participants per race), 200,000+ annual spectators, 10,000+ Spartan TRIFECTA finishers and a highly engaged Social Media Community of 5MM+ Strong.



SPRINT

(3+ MILES/20+ OBSTACLES)



SUPER

(8+ MILES/25+ OBSTACLES)



BEAST

(12+ MILES/30+ OBSTACLES)



KIDS

(1/2-2 MILES/OBSTACLES)

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

## SPARTAN 24/7/365

Digital and social media keeps the Spartan community connected through their journey and throughout the year with shared motivational content focused on Spartan training, nutrition and personal improvement.



**9,400,000+**  
SPARTAN.COM  
PAGE VIEWS PER MONTH



**620,000+**  
SPARTAN BLOG  
NUMBER OF SUBSCRIBERS



**37,000,000+**  
WOD/FOOD OF THE WEEK  
IMPRESSIONS PER YEAR



**4,500,000+**  
DIGITAL MAGAZINE  
VIEWS YEAR TO DATE



**3,000,000+**  
SPARTAN PODCAST  
DOWNLOADS YTD



**40,000,000+**  
NATIONAL TV  
VIEWERSHIP



**2,050,000+**  
SPARTAN E-MAILS  
ACTIVE LIST



**449,000+**  
SPARTAN TWITTER/INSTAGRAM  
FOLLOWERS ACROSS BOTH



**5,070,000+**  
SPARTAN FACEBOOK  
NUMBER OF LIKES

Hosts and Destinations will benefit from 6+ months of engagement through preparation, training and the celebration of achievements surrounding each destination.



## SECTION 4: BID INFORMATION & DEADLINES

The Destination Selection Committee (DSC) will oversee the bid process and ensure that every application is given the same consideration. The DSC will rank the applications on: level of financial commitment, venue, location and local support.

Communications regarding the RFP, including any formal responses to this RFP must be in writing and preferably via email.

Any questions pertaining to this RFP should be directed to:

Brittney Vandermoere, Manager of Business Development, Destinations  
Phone: (517) 331-4177  
Email: brittneyv@spartan.com

### **IMPORTANT DATES: WORLD AND U.S. CHAMPIONSHIPS**

**August 1, 2020:** Release RFP

**December 1, 2020:** Event Committee reviews bids & selects finalists

**January 1, 2021:** 2021 US Championships host destinations announced

**\*Proposals for new destinations additions to our annual race series will be accepted year round. Same dates and deadlines will be utilized for 2021's selection process.**

# SECTION 5: REQUIREMENTS

## VENUE

- Must be within 40 miles of a metropolitan area
- Terrain must have multiple changes in elevation
- Acreage requirements: 200 Sprint, 400 Super, 800 Beast
- Use of waterway to be incorporated into the course
- 20 acres of flat land for festival, tents, restrooms, and spectators
- 3000 parking spaces or 10 -20 acres of flat land that can be utilized for parking. Parking can be located offsite.
- Venue reservation for a minimum of 8-10 days for on-site build, race and breakdown

## FINANCIAL CONSIDERATIONS

A minimum bid fee guarantee for each of the race series is detailed on their respective information page. This amount can include qualifying in-kind services. The following are examples of in-kind services that qualify for the minimum combined value requirement. Additional services may also qualify towards the minimum bid value on a case-by-case basis.

Qualifying in-kind expenses:

- Complementary staff room nights
- Staff meals
- Shuttle service, if applicable
- Venue fee
- Any operational expense that Spartan would otherwise incur
- Local sponsorship facilitation
- Local Media support

## SITE VISIT

The venue is one of the most important considerations in the selection process for Spartan events. For this reason, the DSC may conduct a site visit to evaluate the condition, location, terrain, parking and any other aspects of the proposed venue.

While on a site visit, Spartan Race representatives:

- Should be booked in a standard room with double occupancy

- Will travel in economy class for any necessary airline travel and will utilize the local airport listed in the bid packet
- Will not accept any gifts totaling more than \$50 in value

## **FOOD AND BEVERAGE**

Spartan reserves the right for exclusivity on food and beverage for all venues, with the exception of venues that fall within our stadium series. Race day menus will be reviewed and are subject to Spartan Race approval 60 days prior to the event. At minimum three healthy options (1 vegetarian) must be made available.

## **SPONSORS**

Host is encourage to assist Spartan in soliciting local sponsors that would help enhance the event; however all sponsors must be approved by Spartan and all fees would be paid directly to Spartan prior to the event. Sponsor will have the right to market, sample and sell their products at our events.

## **EXCLUSIVE SPONSORSHIP**

Only sponsors approved by Spartan may be advertised in conjunction with all Spartan produced events. If a destination wishes to host an event around or in conjunction with the race weekend (i.e. pre or post race party) approval from Spartan is required.

## **THE RIGHT TO MOVE OR CANCEL THE EVENT**

The DSC reserves the right to move or cancel the event if the proposal deficiencies are not corrected or event preparation is insufficient to guarantee a successful event.

## **VENUE PREFERENCE**

Successful events require infrastructure and venues with event experience. To this end, the DSC prefers to host the World and U.S. Championships at an existing venue rather than developing a race from the ground up. For this reason, preference will be given to existing event destinations.



## SECTION 6: INDIVIDUAL RACE SERIES

Spartan races have been produced across the globe. Spartan hosts over 170 individual events worldwide from Fenway Park, Europe, Siberia and Australia to Dodgers Stadium, Las Vegas and Florida. We also partner with the military in our elite and one of a kind Military Race Series events and now, we want you to be a part of our sport expansion and to bring our great community into yours.

Individual Races Marketing Partnership Benefits Include:

- Venue/Host Presented by on all Event Marketing Collateral
- Press Release
- Digital Inventory: Email, Social, .com
- Co-Branding of Traditional Marketing
- Award Ceremony Step and Repeat
- On-Site 10x10 Festival Space
- Festival banners

### **SPARTAN'S CONTRIBUTION TO DESTINATION MARKETING EFFORTS**

Spartan makes a significant investment into marketing each race through numerous traditional, OOH, TV, social and digital marketing platforms. Over 85% of marketing efforts are focused on targeting regional, national, international consumers. On average Spartan will spend:

- **\$75,000-\$200,000 per destination**
- \$250,000, per race, US Championships
- \$350,000 World Championship

### **HOST DESTINATION COMMITMENT**

Minimum bid fee guarantee per year of \$45,000 for Saturday race and \$75,000 for Saturday & Sunday races. The destinations with the 20 highest bids will automatically be selected as finalists. No more than 40% of the bid fee can account for in-kind items.

## SECTION 7: U.S. CHAMPIONSHIPS

Televised nationally on NBC Sports Network since 2013, the Spartan Race U.S. Championship Series is on track to reach over 4.5 million viewers in 2019.

Athletes will battle it out on five of the most epic Spartan Race courses across the country. Contenders must prove they can conquer each of the Spartan Race distances – Sprint, Super, and Beast. With the right combination of speed, strength, and endurance, only the most consistent and well-rounded athlete will prevail and be named as the U.S. Series Champion.

### RACE SCHEDULE

**RACE 1:** US. CHAMPIONSHIP SERIES, May

**RACES 2-4:** US CHAMPIONSHIP SERIES, June – August

**RACE 5:** US CHAMPIONSHIP SERIES, September

U.S. Championships Destinations Marketing Partnership Benefits Include:

- Venue/Host Presented by on all Event Marketing Collateral
- Press Release
- Digital Inventory: Email, Social, .com
- Co-Branding of any Traditional Marketing\*
- Award Ceremony Step and Repeat
- On-Site 10x20 Festival Space
- 6 Festival banners
- Travel/Destination Promotion
- VIP Package Allocation
- (2) :15 Spots for individual NBCSN Show
- (1) Venue/Destination Integration Feature in Show
- (1) Opening and (1) Closing Mention in Show

### SPARTAN'S CONTRIBUTION TO DESTINATION MARKETING EFFORTS

Spartan makes a significant investment into marketing each race through numerous traditional, OOH, TV, social and digital marketing platforms. Over 85% of marketing efforts are focused on targeting regional, national, international consumers. On average Spartan will spend:

- \$75,000-\$200,000 per destination
- **\$250,000, per race, US Championships**
- \$350,000 World Championship

## **HOST DESTINATION COMMITMENT**

The destinations with the 12 highest bids will automatically be selected as finalists. No more than 40% of the bid fee can account for in-kind items.

# APPENDIX: PERFORMANCE MEASURES & IMPACT

## PERFORMANCE MEASURES PER LOCATION

- **9655:** Average number of racers
- **1500-2000:** Average number of spectators
- **62%:** Average out of market racers
- **2.4 days:** Average Length of Stay, Domestic
- **8.7 days:** Average Length of Stay, International
- **76%:** Percent of Non-Residents Utilizing Local Lodging
- **\$478 pp:** Local Spending, Non-Resident, hotel expense included
- **\$156 pp:** Spending, Resident

## AVERAGE LOCAL ECONOMIC IMPACT

Room Revenue	5224 room nights x \$129	\$673,992
Hotel Tax Revenue	\$1,173,735 x 13.75%	\$161,389
Per Trip Spending NR	\$220 x 5986	\$1,316,920
Per Trip Spending R	\$156 x 3669	\$572,364
Sales Tax Revenue	\$1,889,284 X 8.48%	\$160,211
<b>Total Direct Revenue</b>		<b>\$2,884,876</b>

Figures were calculated off of 2016's registration data and a 2015 independent survey. Please note attendance can range from 5000- 20,000. The numbers above are intended to highlight possible benefits from hosting a Spartan race. Additional adjustments should be made by the destination in order to predict impact specific to their location. Spartan Race will provide additional analytics upon request.

## SPARTAN'S CONTRIBUTION TO LOCAL ECONOMY

On average, Spartan Race will spend \$225,000 in the local economy through:

- Staff Lodging and Meals
- Volunteer Meals
- Sourcing Local Materials and Equipment
- Employing Local Contractors
- Venue Fees
- Sales Tax on Registrations and Merchandise Sold