



 **REVEL**
Race Series

An Enduring Partnership

REVEL HAS GAINED NATIONAL RECOGNITION

We create high-quality endurance events. Our participants rave about their truly unforgettable experiences.

A successful event, however, must also create value for all stakeholders, including communities, municipalities, government and law enforcement agencies, businesses, community groups, and residents. By working closely with these groups, we create events that our stakeholders and communities rave about as well.

ECONOMIC IMPACT

An increasing number of cities are recognizing the magnitude of the economic impact endurance events have on local businesses. Many cities are now inviting event companies to operate in their communities in an effort to boost the local economy.

Benefits & Opportunities for Local Businesses

- **Access to marketing opportunities**
Including social media, print advertising, email marketing
- **Brand promotion**
- **Direct business**
Hotels, restaurants, retail
- **Product placement**
- **Other exclusive Sponsor Benefits**



Traveling Participant Spending

Hotel	\$500
Restaurants/Food	\$150
Retail Shopping	\$100
Car Rental/ Transportation	\$90
Race Gear	\$50
Tourism/ Entertainment	\$30

Average Spending Total: \$920



COMMUNITY BRANDING

Large-scale endurance events such as those organized by REVEL are seen as “destination events.” Thus, our events offer a unique opportunity for our host communities to brand themselves to our large out-of-state contingencies. We go to great lengths to promote our hosts on our website and social media outlets, print media, physical signage, electronic mailers, etc. Our events help put communities “on the map.”

“REVEL has acted in accordance with our city ordinances while being cooperative and understanding. We appreciate their willingness to anticipate problems and correct them. They are honest in their communications and competent as event managers. Their event has been a positive experience for our city.”

—Kelvin H Cullimore, Jr.
Mayor of Cottonwood Heights, UT

We aim to involve civic and community leaders whenever possible in our events. We frequently invite mayors, city council members, and other community leaders to fire the starting pistols and hand out awards to top finishers during our awards ceremonies. Our goal is to give as much visibility to our hosts as possible so that visitors associate a quality event with a quality community.



“REVEL filled our hotel to capacity, in addition to several other local hotels. We are extremely satisfied with the business and goodwill we received from our partnership and give them our highest recommendation.”

—Dave DeYoung
General Manager-Local Hotel

REVEL events generate millions of dollars of revenue in each host community. With thousands of participants from all across the globe, we bring significant business to local hotels, restaurants, athletic retail stores, and tourist attractions. We work closely with the Chambers of Commerce in our host communities to identify ways to bring as much business as possible to the area.

Average Age

37 yrs old

Oldest **78** Youngest **10**

Annual Income

73.3% of runners have a household income of more than \$75,000, well over the national average.

\$75,000+

Gender

61%

FEMALE

39%

MALE

67%

College Graduates

Compared to only 30.4%
US national average

HEALTH & FITNESS

Multiple studies have confirmed that fitness events in communities provide a host of health and fitness benefits, including:

Physical Health Benefits

REDUCED

- Obesity
- Chronic disease
- Heart disease
- Diabetes
- Cancer
- Osteoporosis

INCREASED

- Life expectancy
- Immune system

Mental Health Benefits

REDUCED

- Depression
- Anxiety
- Extreme Stress
- Eating Disorders

INCREASED

- Quality of life
- Self-esteem
- Life satisfaction
- Personal growth

Societal Health Benefits

- Significantly reduced cost of healthcare
- Increase in volunteerism
- Promotion of stewardship
- Strengthening of communities, families, and civic groups
- Reduction of crime
- Decreased drug and alcohol abuse
- Increased economic productivity

REVEL partners with local departments of recreation and fitness programs. We support all existing community health programs and create many of our own. We aim to align our efforts with those of the community to promote exercise, nutrition, and valuable recreational activities. The presence of REVEL events generates an image of health and fitness in host communities.





CHARITABLE GIVING

REVEL truly appreciates the willingness of host communities to open their doors to our events. As we have gracious hosts, we aim to be gracious guests. That is why, in connection with each of our events, we donate a portion of each participant's entry fee to local nonprofit groups that tend to have environmental, educational, and/or health-related causes. We welcome the input of local leaders concerning which nonprofit groups would be the best beneficiaries of our partnership.

“Our experience with REVEL has been incredibly positive. We promote a healthy and sustainable community, and REVEL has helped by donating thousands of dollars. We wholeheartedly endorse their events and recommend them to any interested party.”

—Barbara Cameron
President, Big Cottonwood Community Council

In addition to the direct financial support we offer these nonprofit groups, we also provide many other benefits to them such as providing volunteers for their activities, advertising their causes on our website and social media outlets, and educating our participants and the public about issues they are involved with. It is our way of giving back to the communities that we partner with.



PARTNER WITH US

REVEL events create win-win situations. Our participants enjoy the beautiful course routes, the charm of our host cities, and the electric atmosphere of our event festivities. At the same time, our host communities receive a boost to their local economies and charities, unprecedented exposure to visitors, and a healthier public. We look forward to partnering with your community to create another unforgettable event.