



get off the road and on the trail

Sponsorship Opportunities and Benefits

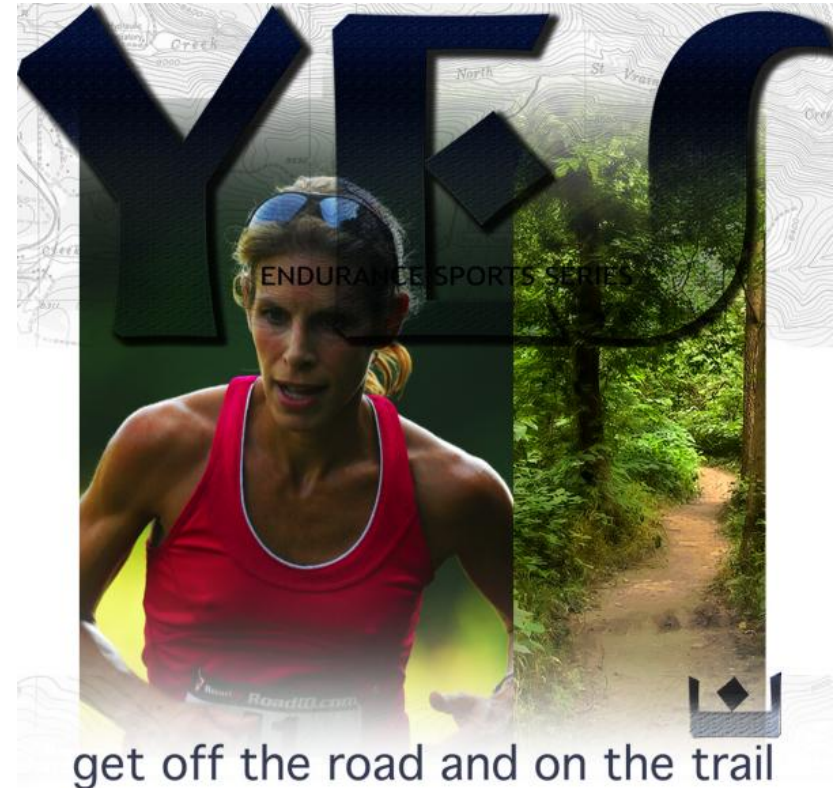
www.yesendurancesports.com

Mission:

Yes Endurance Sports 2012

- The aim of the our company is to provide first class competition to all levels of fitness minded and endurance racers in at least 6 separate race venues with a variety of race formats.
- YES Endurance Sports was formed in conjunction with TCC Adventures and Monkey Races LLC to raise the bar on competitive trail racing events in the Northeast and promote a community based on love of the outdoors, fun competition and endurance sports.

We want to help change the way athletes, family members, and spectators view and participate in trail runs along a spectrum of distances and terrain.



YES Endurance Sports 2012



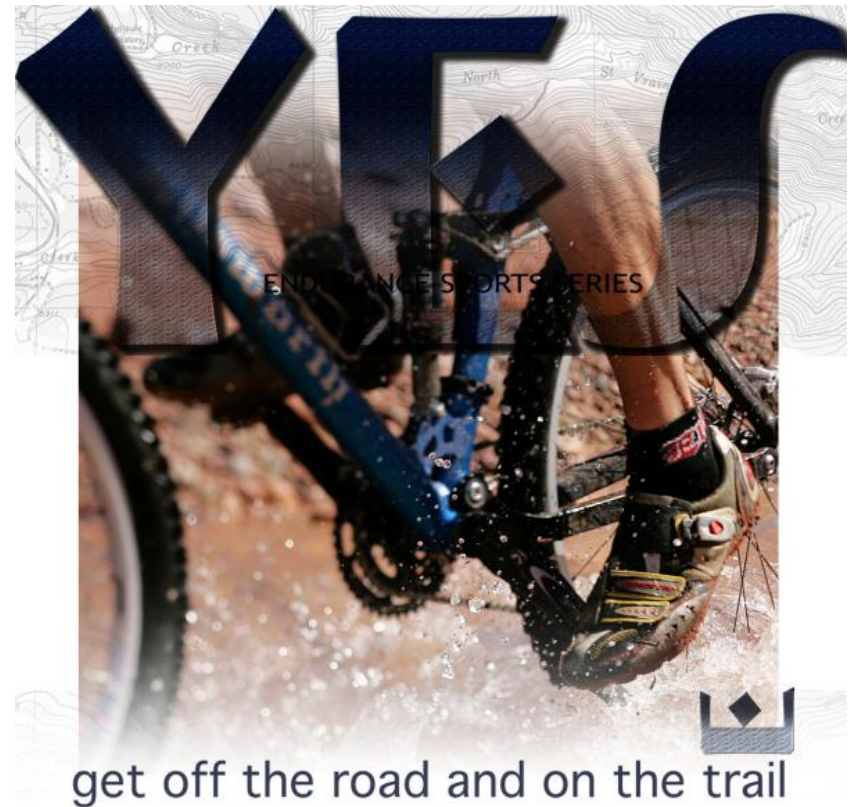
The aim of the series is to provide first class competition to endurance racers in 6 separate venues, and to provide information about and from vendors, their products, and affiliated services. This series will target the spectator as well as the competitor. There will be advertising and publicity campaigns covering racer and consumer media. Direct mail and multi-media channels will be planned and executed to attract and achieve the target of 2500-5000 regional consumers who are interested in attending or getting news about our events.

YES Endurance Sports will donate \$5. of every entry, in this 2012 series, to the National Ability Center. The National Ability Center provides recreational opportunities to individuals with physical and/or cognitive disabilities and their families. The NAC is an official chapter of Disabled Sports USA and is a Paralympics Sport Club located in Park City, Utah.

About Yes Endurance Sports

History and Vision

- Yes Endurance Trail Series was created to help change the way athletes, family members, and spectators view and participate in trail sports along a spectrum of distances and terrain.
- We originally created a unique off-road running series in New England of 4 challenging 5k and 10 km trail runs. The routes got progressively more technical and there were additional categories added, with even greater distances, as we got further into the series.
- Our hope of introducing road runners to the thrill of running trail and to get trail runners enjoying more technical terrain and mountain running was very successful.
- At this time, we are expanding our series to include other parts of the country. We have targeted Pittsburgh, PA and Salt Lake City, UT because of their strong trail running populations, and plan further expansion as the series grows. We have also changed our points format into a prize based qualifier format that will culminate in a 3 day sports festival for open water swimmers, trail bikers, and trail runners in an open endurance triathlon format.



About the YES Endurance Series

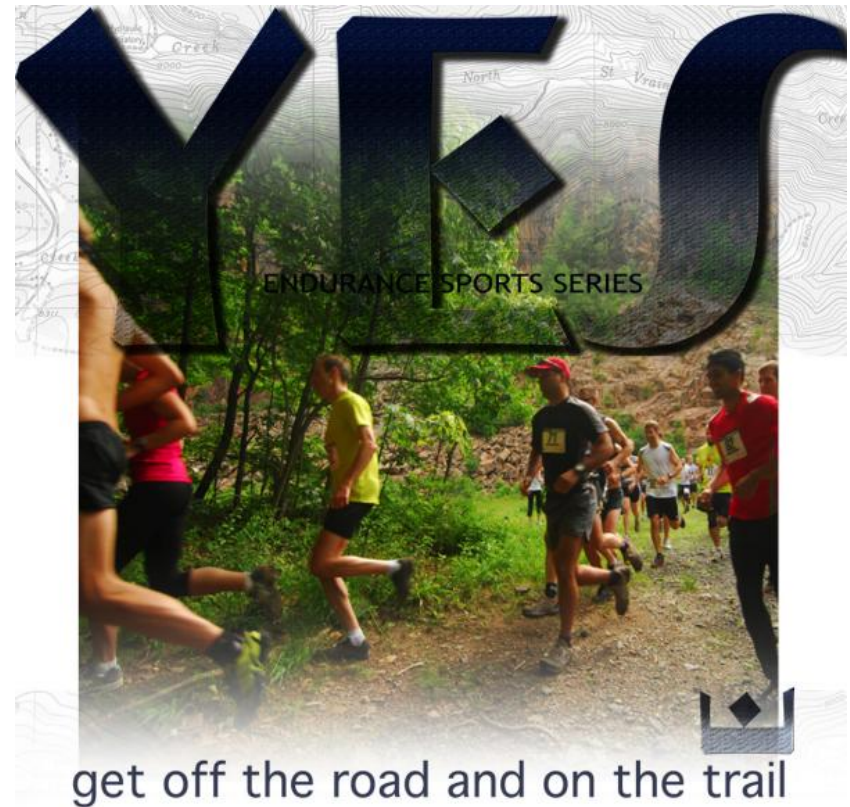
Series Format

Each venue is formatted to meet the needs of the growing trail racer population.

- Every venue includes a 5k trail race that targets the trail runner that is new to the sport and just wants to see what it will take.
- Each venue also includes a longer trail race that we refer to as our Ultra distance race. This is a race for the seasoned trail racer who wants to run hard be challenged by his peers.
- We also include in some of our venues a mid distance race that is a step up for the beginner who wants to have the added challenge of increased distance.
- Our series awards prizes are based on division, with the Ultra Division winners being awarded free entry into the 3E Championship.

This years venues include:

Pittsburgh, PA 4/21/12
New Haven, CT 6/9/12
Redding, CT 7/14/12
Park City, Utah 9/1/12
YES 3E Championship 9/22/12



YES 3E Championship 2012

3 Days / 3 Ultra Races

The 3E Championship will be hosted in beautiful Park City Utah, home of the 2002 Olympics. Park City is accustomed to hosting great sporting events and is a perfect venue for off road competitions.

It is not necessary for 3E competitors to race in all three events. Athletes can race in any one, two or all 3 events. Overall winners are recognized after each days event. The champions will have completed in all three events and the competitor with the lowest combined time will be the overall 3E Champion.

- **Day 1: 10K open water swim:** The first race will be 10k open water swim in the Jordanelle Reservoir.
- **Day 2: 100K Mountain Bike:** This course will be on the Point to Point mountain bike race course.
- **Day 3: 100K Trail Run:** The course will flow through Round Valley and then north on the rails to trails pathway. The rails to trails is a combination of asphalt and hard pack dirt trails.

Each day winners are awarded a \$500 cash prize. The championship has its own \$1000 prize and includes a free entry to next year's race. We can increase the prize as we get sponsors on.

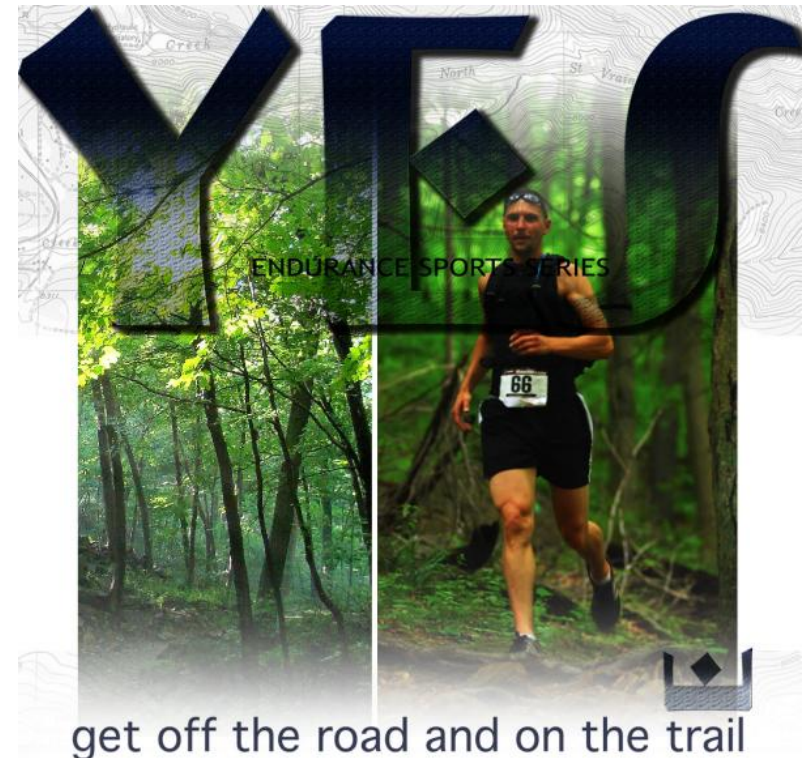


Ways to Partner:

Yes Trail Series 2012

Yes 3E Championship 2012

- We hope to build relationships with partners that want to be involved with all our events and receive sustained exposure through them throughout the year.
- However we are happy to receive your support if you are more interested in only certain components of our 2012 line up of events. Just let us know and together we can determine what best suits your needs and budget.



“Title” Sponsor

Benefits

- 1) Sponsor’s name/brand identity will be incorporated as Title Sponsor of Yes Endurance Series (_____ Endurance Series)
- 2) Product exclusivity
- 3) Preferred corporate identity participation in all print, advertising, the event brochure, event t-shirt and event poster
- 4) Event principles will work with sponsor to customize advertising and on-site promotional opportunities
- 5) Sponsor’s name/brand identity on all event numbers/bibs
- 6) Ten (10) provided banners displayed prominently throughout the venue including prime start/finish areas
- 7) Race bag insert (distributed to each participant)
- 8) Prime exposition space with free 10X10 pop-up canopy
- 9) Corporate logo hot link from event Web site to sponsor’s Web site.
- 10) 6 entries to each series venue in 2012 (value \$960)
- 11) 4 Full 3E Championship Event entries (value \$1300.)
- 11) Two (2) complimentary V.I.P. passes to all events at the 3E Championship
- 12) V.I.P. lodging for 3 days at the 3E Championship in Park City Utah (one room 2 people) (value \$1000)

Sponsorship Investment: \$15,000 (plus potential in-kind services)

One “Title” Sponsorship is available



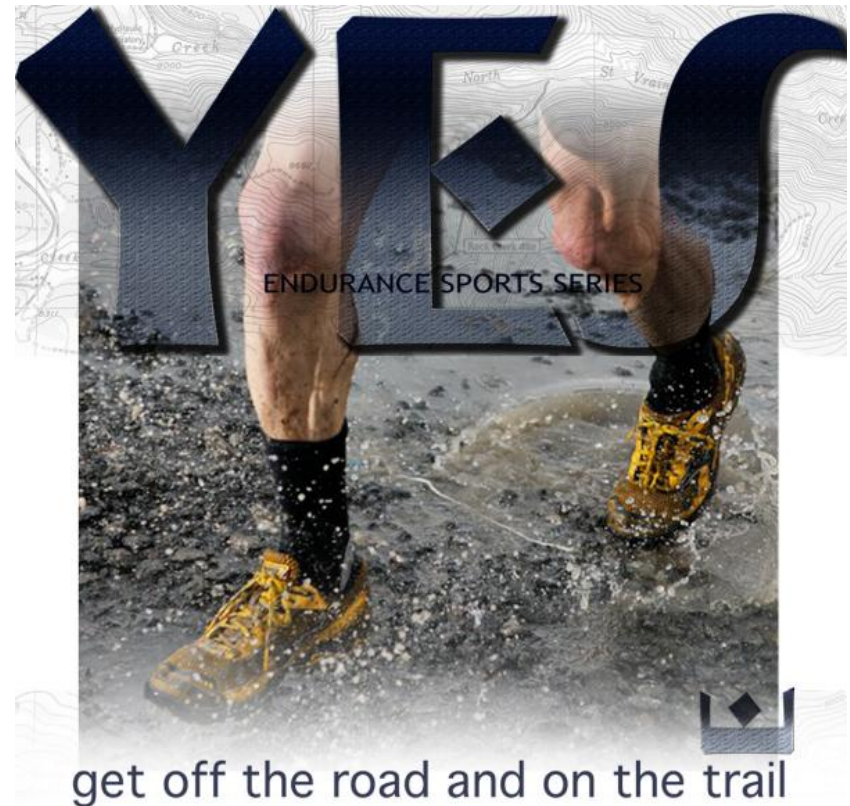
“Presenting” Sponsor

Benefits

- 1) Sponsor’s name/brand identity will be incorporated as Presenting Sponsor of Yes Endurance Series (Yes Endurance Series presented by _____)
- 2) Product exclusivity
- 3) Preferred corporate identity participation in all print, radio, and television advertising, the event brochure, event t-shirt and event poster
- 4) Event principles will work with sponsor to customize advertising and on-site promotional opportunities
- 6) Six (6) sponsor provided banners displayed prominently throughout the venue including prime start/finish areas
- 7) Race bag insert (distributed to each participant)
- 8) Prime exposition space
- 9) Corporate logo hot link from event Web site to sponsor’s Web site
- broadcast throughout the event
- 10) Three (3) event entries at the 3E Championship
- 11) Two (2) complimentary V.I.P. passes to all events at the 3E Championship
- 12) Stage Section Named i.e. XYZ Mountain Bike Stage

Sponsorship Investment: \$ 5000.00 (plus potential in-kind services)

Three “Presenting” Sponsorships are available.

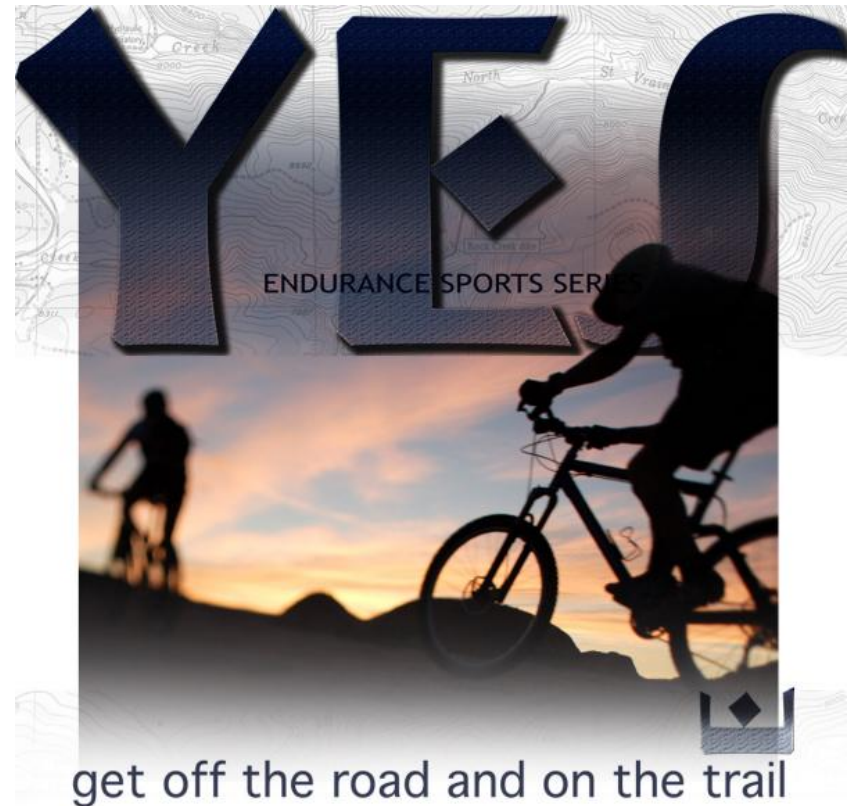


“Contributing” Sponsor

Benefits

- 1) Preferred corporate identity participation in all print, radio, and television advertising, the event brochure, event t-shirt and event poster
- 2) Event principles will work with sponsor to customize advertising and on-site promotional opportunities
- 3) Four(4) sponsor banners displayed prominently throughout the venue including prime start/finish areas
- 4) Race bag insert (distributed to each participant)
- 5) Prime exposition space
- 6) Corporate logo hot link from event Web site to sponsor’s Web site
- 7) One (1) event entries at the 3E Championship (\$125. value)
- 8) Two (2) complimentary V.I.P. passes to all events at the 3E Championship
- 9) Stage Section Named i.e. XYZ Trail Race Stage

Sponsorship Investment: \$1500 (plus potential in-kind services)
Eight Contributing Sponsorships are available



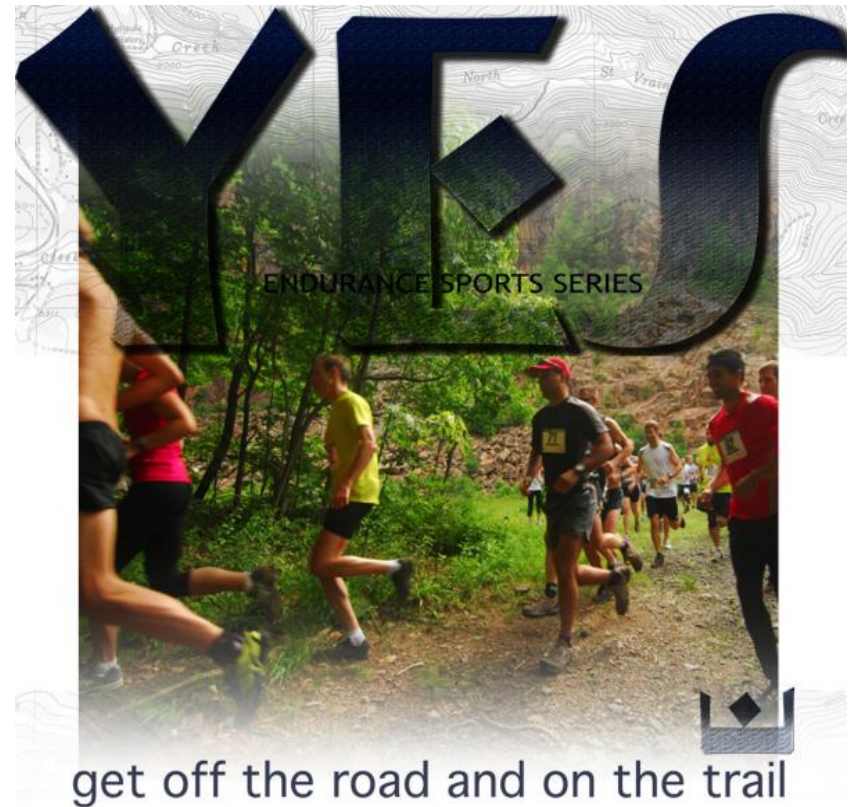
“Supporting” Sponsor

Benefits

- 1) Preferred corporate identity participation in all print, radio, and television advertising, the event brochure, event t-shirt and event poster
- 2) Event principles will work with sponsor to customize advertising and on-site promotional opportunities
- 3) Two(2) sponsor banners displayed prominently throughout the venue including prime start/finish areas
- 4) Race bag insert (distributed to each participant)
- 5) Discounted exposition space
- 6) Corporate logo hot link from event Web site to sponsor’s Web site
- 7) One (1) event entries at each YES series race.

Sponsorship Investment: \$500 (plus potential in-kind services)

Eight Supporting Sponsorships are available



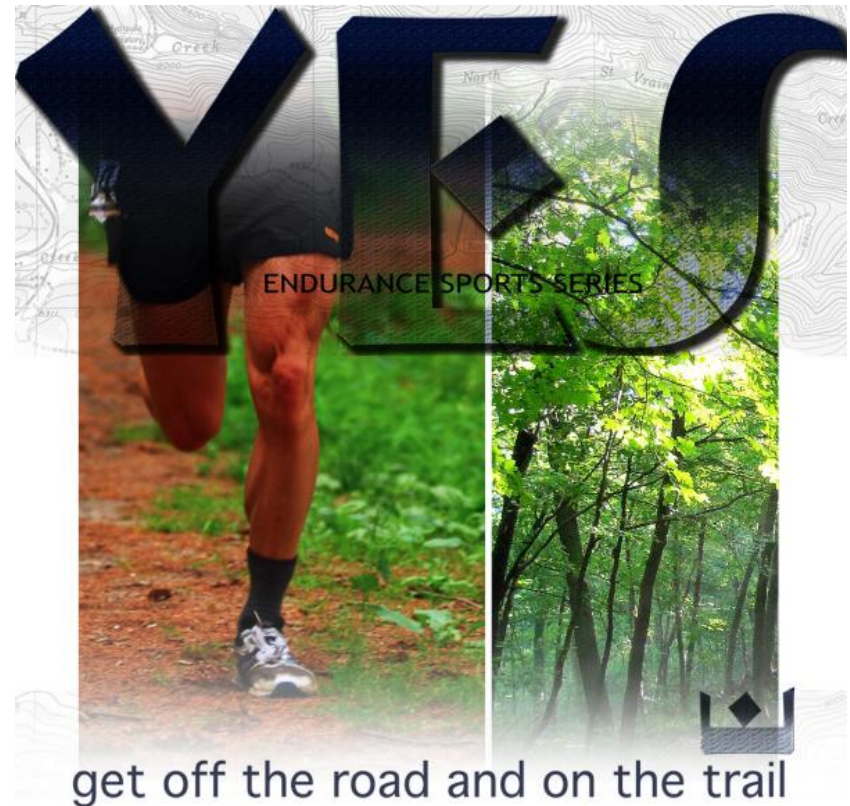
“Grassroots” Sponsor

Benefits

- 1) Preferred corporate identity participation in all print, the event brochure, event t-shirt and event poster
- 2) Event principles will work with sponsor to customize advertising and on-site promotional opportunities
- 3) One(1) sponsor banners displayed prominently throughout the venue including prime start/finish areas
- 4) Race bag insert (distributed to each participant)

Sponsorship Investment: \$ 250.00

There are an unlimited number of Grass Roots Sponsorships available



Sponsor Benefits	\$15,000 Title	\$5000 Presenting	\$1500 Contributing	\$500 Supporting	\$250 Grass Roots
Preferred Corporate Identity on all Promotional material, race garments*	Back*	Sleeve*	Medium*	Small*	Name Only*
Brand identity will be incorporated into the Series name	x				
Product Exclusivity	x				
Sponsor Name on all Race Bibs	x				
Free 3 nights lodging for lead sponsor and his guest (1 room) at the Big E Championship venue in Park City Utah.	x				
One year linked banner on our series web site	Top of page	Bottom of page	Logo link		
Free entries to the Yes Big E Championship	4 Full	3 Event	1 Event		
Complimentary VIP Passes to the YES 3E Championship	4	4	2		
Booth at expo in every race	Free 10x10 Pop-up tent with Logo	Space next to registration	x	Discounted	
Minutes of race day video promotion at every race	12	8	4	2	
4'x6' banners to be displayed prominently throughout the race venue.	10	6	4	2	
One year link from our site	X	x	x	x	
Free race entries at every series venue	6	4	4	1	1
Thank you in all post race print media reports	x	x	x	x	
End of year thank you plaque	x	x	x	x	
Sponsor provided Race Bag Inserts	x	x	x	x	x

Additional Sponsorship Options:

- Donations of products and services of more than \$100. but less than \$250. will be awarded a free entry into the race where such donation was made. Door prizes and product / awards donors will be mentioned in a thank you presentation after the event during the awards ceremony.
- We can also offer your company race day commercial video exposure through our live remote YES Video Clip program.
- YES Video Clip offers an outlet of information on our 42" wide screen TV. We offer sponsors and vendors the ability to place their ads in a streaming video format to our specific audience. Spectators will be entertained and informed, in real time, of the progress of their athletes. Athletes will have the ability to watch themselves in certain areas of the course after their race. Vendors will have the ability to show their products to a user specific audience. This program will fit the budget of most all small advertisers, the 15-30 second spots will be aired continually throughout the registration and awards process.
- The minimum charge for this service is \$100. It includes a minimum of 2 full minutes of air time. That would be 8x15 sec., or 4x 30 sec., or 2x 1 min. spots.

YES Endurance Series

Series Format

Each venue is formatted to meet the needs of the growing trail racer population.

- Every venue includes a 5k trail race
- Each venue also includes a longer trail race that we refer to as our Ultra distance race.
- We also include in some of our venues a mid distance race that is a step up for the racer who wants to have the added challenge of increased distance but doesn't want to go the Ultra distance.
- Our series awards prizes are based on division, with the Ultra Division winners being awarded free entry into the 100K 3E Championship in Park City Utah.

This years venues include:

Boyce Park / Pittsburgh, PA	4/21/12
Sleeping Giant State Park / New Haven, CT	6/09/12
Huntington State Park / Redding, CT	7/14/12
Round Valley / Park City, Utah	9/01/12
Park City Utah / YES 3E Championship	9/22/12

