



Creating and Directing Ultramarathon Distance Running Events

## 2024 Races

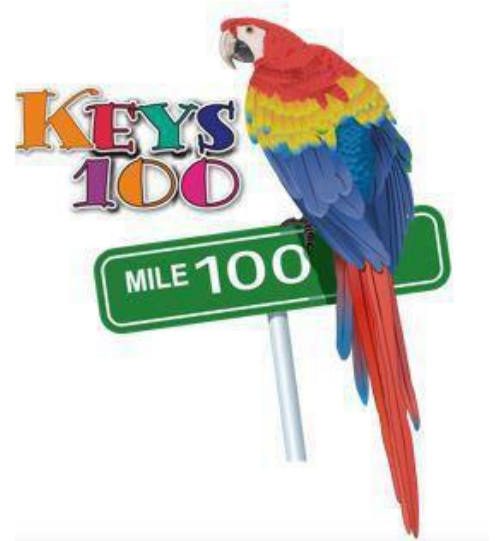
### 16<sup>th</sup> Annual *KEYS100*

100 Mile & 50 Mile & 50 Kilometer  
Individual Races

100 Mile & 50 Mile Team Relay Races

May 18-19, 2024

Key Largo to Key West



### 10<sup>th</sup> Annual *Daytona 100*

100 Mile - 50M - 50 Km

100 Mile Team Relay

December 14-15, 2024

JAX to Ponce Inlet, FL



## THE RACES

Truly memorable North and South Florida running venues--  
spectacular routes along the ocean road: the *essential* Florida

- **KEYS100** – Race across 40 islands in the Florida Keys along the “Florida Keys Overseas Heritage Trail”. Think turquoise!
- **DAYTONA 100** – Point-to-point ocean road race along “A1A”, Jacksonville Beach to the Ponce Inlet Lighthouse, just south of Daytona Beach

These are races that capture the imagination of runners interested in racing more challenging formats and greater distances:

- Individual races greater than marathon distance – 50 km to 100 miles
- Four and six-person team relay races of 100 miles, and (in the Keys) a three-person team relay race option of 50 miles

Attracting runners from Florida, throughout the U.S. and dozens of countries around the world



## BENEFITS OF SPONSORSHIP

- Target audience: For 2024, direct brand promotion to over 1,000 long-distance runners, plus 800-1,000 additional support crew and race staff at *KEYS100*. Similar brand exposure to 400-500 runners and 600 support crew and volunteers at *Daytona 100*.
- Race weekend: Opportunities for banner or sign placement at race start lines (as many as three locations), finish lines and awards presentations, at certain timing or aid stations and free ads in the official printed and online “Race Guides” that are actively used before, during and after the races.
- Logos included on official race shirts. Logos and website links published on the respective race websites.
- Social media exposure: In addition to significant participant posting on the “usual” social media platforms, we will work once again with sports-specific social media platform, *SPLIFE*. Benefits include brand promotion during live feeds at the finish lines, awards ceremonies, expert panel presentations and at additional locations along the course.
- Throughout the year: Brand shout-outs in e-newsletters to a mailing list of approximately 8,000 participants in *Ultra Sports* races.
- Possible presentation opportunities.
- Media coverage and interviews



## RACE DETAILS

### **PARTICIPANTS:**

**KEYS100:** Approximately 1,000 registered runners, and nearly 1,000 additional support crew, race volunteers, friends and family, plus major exposure to Keys residents and tourists along US#1 (“Overseas Highway”)-- 100 miles from Key Largo to Key West--observing the race in progress

**DAYTONA 100:** 400-500 runners expected in 2024, plus support crew, race staff, family and friends and residents observing the race along S.R. A1A, the ocean road, from Jacksonville Beach to Ponce Inlet, just south of Daytona Beach

**ORIGIN:** Most U.S. states and dozens of other countries represented; majority of runners from throughout Florida

**GROWTH POTENTIAL:** There is strong race-circuit “buzz” about newly acquired race *Daytona 100* in particular, due to its outstanding venue, quality of production and newly added relay race format

### **PROMOTION—MULTI-MEDIA APPROACH:**

- Published articles, radio and online podcast interviews—local, national and international
- Radio and newspaper coverage in the Florida Keys and Daytona Beach areas
- Print promotional material in running stores, gyms, bike shops and many races
- Race websites: [www.keys100.com](http://www.keys100.com); [www.daytona100ultra.com](http://www.daytona100ultra.com)
- Event calendars, race blogs, viral marketing through Facebook and other social media, broadcast e-mail and targeted newsletters, etc.
- Links: State and local government and Chambers of Commerce calendars
- *SPLIFE* sports-dedicated social media live videocast exposure
- Speaking engagements before running races, clubs and corporate groups
- Peer-to-peer marketing at local clubs, running stores, races, etc.

**INTANGIBLES:** “Buzz” among runners, popularity and beauty of venues as race and vacation destinations, uniqueness of events, charitable fundraising for cancer and other causes



## SPONSORSHIP OPPORTUNITIES

### Major Sponsorship Options for KEYS100/Daytona 100:

- Major Product or Service Sponsor--\$10,000/\$5,000
- Shirts, Medals & Buckles and Awards--\$1,500 to \$5,000
- Post-Race Party Sponsor--\$3,000/\$2,000

### Core Sponsorship Options:

- Timing or Aid Station Sponsor--\$1,000
- Level 1, 2 and 3 Sponsors--\$300 to \$1,000
- Products & Services Sponsor--\$500

**Ultra Sports LLC will consider alternate sponsorship arrangements, as well as two-event and multi-year commitments**



## ***Major Product or Service Sponsor***

### **Benefits**

- Exclusivity as to product or service
- Sponsor names on all runner racing bibs
- Full page ad in print and online official “Race Guide”
- Presentation table at pre-race check-in and post-race awards ceremony
- Invitation to speak at pre-race meeting or post-race awards event
- Signage at pre-race meeting, packet pick-up, start and finish lines, post-race awards ceremony and up to three timing/aid stations
- Prominent position of logo on back of race shirt
- Promotional handouts/literature/product samples in racer goodie bags
- One complimentary racer or relay team entry in race
- Imbedded brand promotion in live feeds at finish line & awards program\*
- Paragraph about Sponsor product/service included in Sponsor section on website
- Inclusion in periodic e-newsletters to 8,000+ race mailing list through 2024
- Link to Sponsor website

### **Sponsor Will Provide:**

- *KEYS100*: \$10,000 Sponsor payment
- *DAYTONA 100*: \$5,000 Sponsor payment
- Sponsor identity graphics (Specs to be provided)
- Content for free full-page ad in printed “Race Guide”
- Sponsor information to be used in website content
- Sample products, discount or free product coupons or informational pieces for inclusion in racer bags
- Racer name or relay team list & completed entry form(s) 45 days prior to event

\*Through *SPLIFE*, the race-focused social media platform



## ***Race Shirt, Medals & Buckles & Awards Sponsors***

### **Benefits**

- Featured name placement on Sponsored item
- Special recognition at pre-race meeting and post-race awards ceremony
- Presentation table at pre-race check-in and post-race awards ceremony
- Inclusion in periodic e-newsletters to 8,000+ race mailing list
- Sponsor name and logo on race website and race shirt
- Promotional handouts/literature in runner goodie bags
- One complimentary racer or relay team entry in race
- Paragraph about Sponsor product/service included in Sponsor section of website
- Sponsor logo for inclusion in Sponsor section of our website
- Link to Sponsor website

### **Sponsors Will Provide:**

- |                          |                |                    |
|--------------------------|----------------|--------------------|
| • <u>Sponsor payment</u> | <u>KEYS100</u> | <u>DAYTONA 100</u> |
| Race Shirts              | \$5,000        | \$2,500            |
| Medals & Buckles         | \$4,000        | \$2,000            |
| Race Awards              | \$3,000        | \$1,500            |
- Sponsor identity graphics (Specs to be provided)
  - Sample products, discount or product coupons or informational pieces for inclusion in runner bags, if desired
  - Completed entry form for complimentary race entry 45 days prior to event



## ***Post-Race Party Sponsor***

### **Benefits**

- Strategically placed signage/recognition as Post Race Party Sponsor
- Full page ad in print and online "Race Guide"
- Special announcements at pre-race meeting and post-race awards ceremony
- Presentation table at pre-race check-in and at finish line
- Mention in periodic e-newsletters to entire 8,000+ race mailing list
- Sponsor logo on race website
- Promotional handouts/literature or sample product in runner goodie bags
- One complimentary racer or relay team entry
- Paragraph about Sponsor product/service included in Sponsor section of our website
- Name/logo on race shirt
- Link to Sponsor website

### **Sponsor Will Provide:**

- *KEYS100*: \$3,000 Sponsor payment; *DAYTONA 100*: \$1,500 Sponsor payment
- Sponsor identity graphics (specs to be provided)
- Sample products, discount coupons or informational pieces for inclusion in runner packets, if desired
- Completed entry form for complimentary race entry 45 days prior to event
- Sponsor's own banner or sign; specs to be provided





## Core Sponsorship Options

### *Timing or Aid Station Sponsor*

“Own” any of the many available Timing or Aid Stations along the race routes to promote your brand with your own volunteers! Provide hands-on support of ultra-runners by giving them event-provided drinks, food, ice, etc. You may decorate, from a simple banner to something totally fun and unique. Stations are open and staffed at varying hours of the day and night, depending upon location. **Staffing an aid station is a terrific team building activity!**

### **Benefits**

- Signage/recognition at Sponsor’s location
- Mention in periodic e-newsletters to entire race mailing list
- Sponsor name and logo on race website
- Promotional handouts/literature or sample product in runner goodie bags
- Name/logo on race shirt
- Link to Sponsor website
- Option to staff site with own team

### **Sponsors Will Provide:**

- Sponsor payment of: *KEYS100*: \$1,000, *DAYTONA 100*: \$1,000
- Sponsor identity graphics (specs to be provided)
- Sponsor information to be used in website content
- Sample products, discount or free product coupons or informational pieces for inclusion in runner packets, if desired
- Sponsor’s own banner or sign for aid station (optional); specs to be provided
- Sponsor website URL



## ***Traditional Sponsorships***

### **LEVEL 1 SPONSOR--\$300**

- Logo placement and link to your website on race website—  
[www.keys100.com](http://www.keys100.com) or [www.daytona100ultra.com](http://www.daytona100ultra.com)
- Sponsor-provided direct marketing insert in all runner packets (optional)

### **LEVEL 2 SPONSOR--\$500**

- All Level 1 benefits, plus:
- Logo placement on all athlete shirts
- Banner at race starting areas (Key Largo, Marathon and Big Pine Key for *KEYS100*; JAX Beach and Flagler Beach for *DAYTONA 100*). Banner provided by sponsor

### **LEVEL 3 SPONSOR--\$1,000**

- All Level 1 and 2 benefits, plus:
- Banner at race finish line. Banner provided by sponsor.
- Course signage (up to 3 signs or banners) along course at aid stations or water stops. Signs provided by race
- One complimentary individual race entry
- Over-size logo placement in prominent location on shirts
- Race morning recognition as sponsor during pre-race announcements



## ***Products, Services & In-Kind Contributions***

### **Benefits\***

- Special recognition at pre-race meeting and post-race awards ceremony
- Mention in periodic e-newsletters to entire 8,000+ race mailing list
- Sponsor name and logo on race website
- Promotional handouts/literature in runner packets
- Link to Sponsor website
- Banner at race finish line

### **Sponsor Will Provide\*:**

- Minimum \$500 value in products or services
- Sponsor identity graphics (specs to be provided)
- Free product coupons or informational pieces for inclusion in runner bag
- Banner for finish line; specs to be provided
- Website URL

**\*For contributions of less than \$500 value, please contact the Race Director. We appreciate and promote Sponsors of all sizes**



## About the Race Director:

### **Robert J. (Bob) Becker, Ultra Runner**

2023 was a busy year for this septuagenarian ultrarunner. Among them, in April, Bob ran 150 miles along the Camino de Santiago, the iconic pilgrimage route, from Porto, Portugal to Santiago de Compostela, Spain. In June, he competed in the 48-hour race on an indoor track at the Pettit Center in Milwaukee. At this race, "Six Days in the Dome", Bob completed 167.5 miles to set a new world record for the 75-79 age range. End-October and early November found Bob in the Himalayas in India, running at altitude on very rough roads and trails along the Nepal border in the "Himalayan 100 Stage Race".

On July 13, 2022, Bob became the oldest finisher of *Badwater 135*, the iconic 135-mile road race through Death Valley, CA, held each year in July. The race begins at Badwater Basin, the lowest point in North America at 282 feet below sea level, and ends at the Mt. Whitney Portal at 8,300 feet.

In March 2022, Bob completed the 51-mile race at "Badwater Cape Fear" in North Carolina, finishing there for the 8th consecutive time. On January 29, 2022, Bob finished the 50-mile event at "Skydive Ultra" in Clewiston, FL. On December 5, 2021, he completed the "Guana River 50K", and in November 2021 completed the 81-mile, 3-person team race at "Badwater Salton Sea" in San Diego County, CA. In March 2021, Bob ran and finished the "Badwater Cape Fear" 50k race.

In November 2020, Bob won the 24-hour fixed-time race at *Icarus Ultrafest*, completing just under 100 miles. That followed his record-breaking win at *ARFTA* on September 2, 2019. Bob was the overall winner and broke the race record at *A Race For The Ages* ("ARFTA") in Manchester, TN. Bob completed 230 miles in just under 74 hours, besting the old record of 228 miles in this fixed time race. To level the field for older athletes, runners at *ARFTA* are age-handicapped: competitors run for the number of hours equaling their age to see who will complete the greatest number of miles in the allowable time.

On January 19, 2019, Bob completed the 135-mile *Brazil 135 Ultramarathon*, from Sao Joao da Boa Vista to Paraisopolis, along Brazil's famous (and mountainous) Caminho da Fe.

In November, 2018, Bob won the "Masters" award at the *Azalea 12/24 Hour* race in Palatka, FL, completing 54+ miles in 12 hours. In October he finished the 50-kilometer race at *PALM100*, and in March 2018 and in March, 2019 completed the 51.4-mile race at *Badwater Cape Fear* on Bald Head Island, N.C.

In 2017, Bob was the oldest finisher at the 100-mile *Javelina Jundred* ultramarathon at McDowell Mountain Regional Park in Fountain Hills, AZ. He also completed the three-day, 150-kilometer *Bad Beaver Ultra* stage race in Gatineau Park near Ottawa, Canada, and the 50-km event at *Badwater Cape Fear*.

The inaugural "Mt. Gaoligong Ultra" in Tengchong, China, was held November 18-19, 2016. Bob's completion of the difficult and exotic 77-mile course in this remote area of southwest China was an homage to his father, who flew 37 combat missions over that very area during World War II in support of



Chinese and American forces on the ground. Seven decades later, Americans are still revered there as the co-liberators of Tengchong and Yunnan Province. It was an overall race experience like no other. Earlier in 2016, Bob completed the 120-mile “Trans Rockies Run”, a point-to-point six-day stage race on trails from Buena Vista to Beaver Creek, Colorado.

At the end of July, 2015, Bob Becker completed his third “Badwater 135” Ultramarathon. For the second year in a row, Bob was the oldest *Badwater* finisher. From the “Portal”, located at the end of the paved road, Bob ascended Mt. Whitney trails to the mountain summit, at 14,505 feet, the tallest peak in the lower 48 States, for a total of 146 miles. Known unofficially as “Badwater 146”—the original informal length of the *Badwater* race—Bob set the record as the oldest finisher ever. He then turned around, descended Mt. Whitney and returned to Badwater Basin where the *Badwater* race began. This 292-mile round trip, known as the “Badwater Double”, had previously been completed by 27 others, the oldest of whom was 59. To celebrate his 70<sup>th</sup> birthday, Bob set the new age mark. Earlier in the year, Bob completed “Badwater Cape Fear” (50 mile) and “Badwater Salton Sea” (81 mile), becoming the oldest person to earn the “Badwater Cup” by completing all three series races in one year.

Since 2003, Bob Becker has run the Boston Marathon, climbed Mt. Kilimanjaro, raced in the 150-mile *Marathon des Sables* stage race in the Sahara Desert in Morocco and the 167 mile *Grand 2 Grand Ultra* stage race in the southwestern U.S. Bob has completed multiple hundred and fifty mile races on trails and roads, in the mountains and along the coast, provided crew and pacing support for friends who have run across the entire United States and completed many other adventures while surviving radical prostate cancer surgery in 2006 and recovering from a fractured femur during a race in 2005. Bob ran his first marathon in 2002 at the age of 57.

Along the way, Bob Becker found a passion for creating, producing and directing exciting and unique long-distance running events, and introducing ultramarathon racing to thousands of athletes in South Florida and beyond. His inaugural event, tracing its roots to 2007, was the *KEYS100* Ultramarathon, including 100, 50-mile and 50-kilometer individual races, plus 100-mile and 50-mile team relays, from Key Largo to Key West, FL. His newest event, acquired in 2022 in its 8<sup>th</sup> year, is *Daytona 100*, a similar ocean road point-to-point race in North Florida. Bob also created *EVERGLADES ULTRAS*, the *PALM100* ultramarathon and *Peanut Island 24*, a fixed-time 24-hour race.

Bob’s ultramarathon events currently raise money in support of “The Cancer Foundation of the Florida Keys” and “Runners 4 Recovery” in Jacksonville. Past races have also raised money for the National MS Society and “Friends of Fakahatchee”, supporting the Fakahatchee Strand Preserve State Park.

Bob Becker and his races have been featured in the “Sun-Sentinel” and “Miami Herald” newspapers, “Runners World”, “Ultra Running”, “Trail Runner”, “Running Times” and “Masters Athlete” magazines, “South Florida Today” on NBC-6 and “Growing Bolder” radio, among others, and his running-related articles and reports have been published in “South Florida Running Forum”, “Masters Athlete”, “Ultra Running” and “Florida Running & Triathlon” magazines. He continues to be the subject of online “live” interviews and podcasts, and he speaks frequently to groups of new as well as experienced runners.



## **Contact Information**

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