



2025 Races

17th Annual KEYS100

100 Mile & 50 Mile & 50 Kilometer Individual Races

100 Mile & 50 Mile Team Relay Races

May 17-18, 2025

Key Largo to Key West



11th Annual *Daytona 100*

100 Mile - 50M - 50 Km

100 Mile Team Relay

December 13-14, 2025

JAX Beach 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 2025, direct brand promotion to 900-1,000 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 and website links published on the respective race websites.
- Throughout the year: Brand shout-outs in e-newsletters to a mailing list of over 8,000 participants in *Ultra Sports* races.
- Possible presentation opportunities.
- Media coverage and interviews



RACE DETAILS

PARTICIPANTS:

KEYS100: Approximately 900-1,000 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

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; 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
- 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
- Promotional handouts/literature/product samples in racer goodie bags
- One complimentary racer or relay team entry in race
- Imbedded brand promotion in livecasts at pre-race Experts Panel presentations*
- Paragraph about Sponsor product/service included in Sponsor section on website
- Inclusion in periodic e-newsletters to 8,500+ race mailing list through 2025
- 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
- Sponsor banner on start and finish line chute fencing
- Inclusion in periodic e-newsletters to 8,500+ race mailing list
- Sponsor name and logo on race website
- 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
 - Branded banner for start/finish line chute; specs to be provided

Post-Race Party Sponsor

Benefits

- Strategically placed signage in finish line tent as Post Race Party Sponsor
- Full page ad in print and online “Race Guide”
- Sponsor banner on finish line chute fencing
- 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 8,500+ 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
- Logo and link to Sponsor website on race site

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
- Branded banner for finish line chute; 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
- 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

Traditional Sponsorships

LEVEL 1 SPONSOR--\$300

- Logo placement and link to your website on race website—
www.keys100.com or www.daytona100ultra.com
- Sponsor-provided direct marketing insert in all runner packets (optional)
- Shout-out on *Ultra Sports* e-newsletters to mailing list of 8,500+

LEVEL 2 SPONSOR--\$500

- All Level 1 benefits, plus:
- Banner at race starting locations (Key Largo and Marathon 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 timing or aid stations.
Signs provided by race
- One complimentary individual race entry
- Race morning and awards program recognition as sponsor

Products, Services & In-Kind Contributions

Benefits*

- Special recognition at pre-race meeting and post-race awards ceremony
- Mention in periodic e-newsletters to entire 8,500+ race mailing list
- Sponsor name and logo on race website
- Promotional handouts/literature in runner packets
- Link to Sponsor website
- Banner display

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
- Vinyl banner for display; 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.**

Robert J. Becker, Ultra Runner. Race Director. Record Holder

Bob Becker, who turns 80 in April 2025, has been running ultramarathons for twenty years. He became a full-time race director in 2008.

Running highlights:

World record for 75-79 age range in the 48-hour fixed-time event: 167.5 miles at "Six Days in the Dome", Milwaukee, WI, June 2024.

Race record at *ARFTA*--"A Race for the Ages"--Manchester, TN. Existing record broken with 230 miles completed in 74 hours.

Overall win at "Icarus Ultrafest", 24-hour race, Ft. Lauderdale FL in November, 2020. 97.6 miles.

"Azalea 12-hour Ultra", Palatka, FL: Masters winner in November 2018--54.5 miles.

"Badwater Hall of Fame": induction in 2023.

"Badwater 135": four finishes, including 2022. Video of that finish viewed over a million times on "Outside" Magazine. The link:
www.instagram.com/reel/CgFUVK_JtkS/?igshid=YmMyMTA2M2Y%3D

"Badwater Cape Fear Ultra": 10 consecutive finishes.

"Brazil 135", from Sao Joao da Boa Vista to Paraisopolis, along the Caminha da Fe in the Serra da Mantiqueira Mountains: Completed in January, 2019.

"Javelina Jundred" 100-mile: oldest finisher in 2017. Three -time finisher.

"Mt. Gaoligong Ultra", Tengchong, Yunnan Province, China, November 2016.

Badwater Double: 292-mile distance from Badwater Basin, Death Valley, to summit of Mt. Whitney and back to Badwater Basin. Oldest finisher.

"Route 66 Ultra", 140 miles, November 2024, Seligman to Topock 66 Colorado River, AZ.

"Himalayan 100 Stage Race", along the Nepal border in West Bengal State, India, November 2023. Multiple additional stage races, 100-mile races and shorter ultramarathon distances.

Race Director highlights:

Through his company, *Ultra Sports, LLC*, Bob has created and produces and directs unique long-distance running events. His races have introduced ultramarathon running to literally thousands of athletes in South Florida and beyond. His inaugural event, first held in 2008, is the "KEYS100"



Ultramarathon, including 100, 50- mile and 50-kilometer individual races and 100-mile and 50-mile team relays, from Key Largo to Key West, FL, held on the third Saturday each May. Other races have included the “EVERGLADES ULTRAS” trail race through the Florida Everglades, the “PALM100” ultramarathon and “Peanut Island 24”, a fixed-time 24-hour race and the “Barefoot Mailman Classic”. In 2022, Bob acquired "Daytona 100 Ultra", 100-mile race along the ocean road from JAX Beach to Ponce Inlet, FL. And in 2024, Bob was hired by the Miccosukee Tribe of Indians of Florida to create a new ultramarathon based at their Village in the Everglades. The result, "the Miccosukee GLADES RUNNER Ultra" (www.gladesrunner.com), will take place on March 15, 2025.

Bob’s ultramarathon events raise money to combat prostate and other cancers through “The Cancer Foundation of the Florida Keys”, and support other charitable organizations. Bob Becker and his races have been featured in the “Sun-Sentinel” and “Miami Herald” newspapers, “Runners World”, “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” Magazine, “Ultra Running” magazine and “Florida Running & Triathlon” magazine. He continues to be the subject of online “live” interviews and speaks frequently to groups of new and experienced runners.

Links to recent interview podcasts:

Jeff Winchester and Jeremy Reynolds, “The Ultra Running Guys” podcast, May 2024:
<https://youtu.be/Fbdkowax9cU>

“Miles with Marty” podcast, September 2022:
<https://open.spotify.com/episode/07ddNy00L59QYK3Gbkg4Aw?si=A3ZxK4opRoiXI578LzoejA>

“Training for Ultra” podcast with Andrea Kooiman and Rob Ultra, August 2022:
https://trainingforultra.libsyn.com/you-never-know-who-youre-inspiring-w-andrea-kooiman-bob-becker?_ga=2.127402061.1764618804.1660864639-415931546.1659811944

Letty Lundquist on the "We Got the Runs" podcast, January 2021:
<https://anchor.fm/wgtr/episodes/34--Running-ultras-in-Florida-with-Bob-Becker-eosmsk/a-a4b5udu>



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