

born^{TO} run

ULTRA MARATHON EXTRAVAGANZA



2025 BORN TO RUN ULTRA MARATHON PARTICIPANT GUIDE

MAY 14 – 18, 2025

BORN TO RUN RANCH, LOS OLIVOS, CALIFORNIA

PRESENTED BY

Luis and Beverly Escobar - AllWeDolsRun

2025 BORN TO RUN ULTRA MARATHON PARTICIPANT GUIDE

MAY 14 - 18, 2025

BORN TO RUN RANCH, LOS OLIVOS, CA

WELCOME

The Born To Run Ultra Marathon is a trail run and much, much more. Arrive prepared for a magical weekend of trail running on a private cattle ranch in beautiful Northern Santa Barbara County.

EVENT START DATES & TIMES

WEDNESDAY, MAY 14

12:00pm Four Day Start

7:00pm Spirit Run Start

THURSDAY, MAY 15

12:00pm Three Day Start

FRIDAY, MAY 16

6:00pm 100 mile Start

SATURDAY, MAY 17

7:00am 30 mile, 20 mile and 10 mile Start

SUNDAY, MAY 18

12:00pm Final cut off for all events, course closed, event is over. See you next year.

QUESTIONS OR SUGGESTIONS

luisescobar150@gmail.com

Luis Escobar, Race Director

beverlyescobar2@gmail.com

Beverly Escobar, Check In and Camping

michellea.evans@yahoo.com

Michelle Evans, Volunteer Coordinator

WELCOME



PREPARATION

Q&A Pre-Race Runner Meeting

Join us for the pre-race Runner Meeting

Friday, May 9, 2025

5:30pm Pacific

<https://us02web.zoom.us/j/8420553231>

Attending this meeting is strongly suggested but not required.

This meeting will be recorded and available. Link to the recorded meeting will be available at AllWeDolsRun.com.

Private Event

The Born To Run Ultra Marathon takes place on private property and is closed to the general public.

Access is limited to registered participants, as well as their registered family members and crew.

Additional Days for Purchase

You are welcome to arrive as early as **8:00am on Wednesday, May 15.**

Please note that your Runner and Guest registration fees include a specific number of days on the ranch.

If you wish to extend your stay, additional days can be purchased at Runner Check In for **\$35.00 per person.**

CHECK-IN

HOURS OF OPERATION

The ranch gate will close promptly at 8:00pm each night.

While you may leave the property at any time, re-entry is not allowed until the gate reopens at 8:00am the following morning. A security guard will be on duty for your safety and to enforce gate hours.

GATE HOURS

- Wednesday, May 14 - 8:00am to 8:00pm
- Thursday, May 15 - 8:00am to 8:00pm
- Friday, May 16 - 8:00am to 8:00pm
- Saturday, May 17 - 4:00am to 8:00pm

RANCH DUES

Ranch dues are **\$10.00 per person, per day** and must be paid in **cash** upon arrival at Runner Check-In. This fee includes entry to the ranch and access to all event activities. ranch dues apply to everyone entering the property—registered runners, guests, and crew.

SIMPLE RULES

These rules apply to **EVERYONE** entering the ranch property. If you cannot follow them, you may **not** participate in the event:

- No refunds, transfers, or deferrals.
- **Gate hours:** 8:00am to 8:00pm Wednesday through Friday, and 4:00am to 8:00pm Saturday. No entry after 8:00pm. The gate will be closed and secured.
- **Respect the ranch:** always close the main gate, drive slowly (5 mph), no littering, and absolutely no open fires.
- Ranch dues are required for all entrants and must be paid in cash upon arrival. \$10.00 per person, per day.
- Bring a printed and signed Participant Waiver: allwedoisrun.com
- Treat each other with kindness—be kind or leave.
- No smoking in or near Main Camp or the Main Stage area.
- Dogs are allowed only at personal campsites and must be livestock-friendly and kept on a leash at all times. No dogs allowed on the race course.
- Open fires are prohibited. Camp stoves are allowed.

SPONSORS & PHOTOGRAPHY

FRIENDS & SPONSORS

We gratefully acknowledge the 2025 Born To Run Ultra Marathon friends and sponsors:

SPONSORS

- [Brixton](#)
- [Hammer Nutrition](#)
- [LUNA Sandal Company](#)
- [Marvelous Mud](#)
- [Pickle Juice Sport](#)
- [Tyler Tomasello Tin Types](#)
- [Dr. Sarah Groman](#)
- [Zoey Massage](#)
- [Copper Canyons Endurance Run](#)
- [Honest Bob Tattoo](#)
- [Julie's Kitchen](#)

PROFESSIONAL PHOTOGRAPHY SERVICES

- Michelle Evans Photographer – venturasalt.smugmug.com
- [Tyler Tomasello Photographer](#)



DIRECTIONS & ARRIVAL

DIRECTIONS TO THE RANCH

1. Navigate to the corner of HWY154 and Figueroa Mountain Road in Los Olivos, California.
2. Travel north on Figueroa Mountain Road for 3 miles to the Ranch Access Gate.
3. **GPS:** [34°42'28.4"N 120°06'43.5"W](#)
4. **Google Maps:** [PV5Q+553](#) Los Olivos, California
5. Gate is on the right, marked with a large sign that reads: RUN. It is not locked – unclip to enter.
6. **Close and clip the gate behind you. Do not let cattle out.**
7. Follow the dirt road 1/4 mile to Runner Check In at the top of the hill.
8. **DO NOT go to the ranch house. Turn back if you do.**

ARRIVAL REQUIREMENTS

1. **Printed & Signed Waiver** – No entry without it: [Download BTR Waiver](#)
2. **Ranch Dues** – \$10 cash per person, per day, due at check-in.
3. **Cowboy Hat** – Encouraged and required for some activities. Hats by Brixton available at Main Camp.



SCHEDULE OF EVENTS

WEDNESDAY & THURSDAY

WEDNESDAY, MAY 14

- **8:00am** - Ranch gate and Runner Check In opens.
- **11:30am** - 4 Day Runner Meeting / Raramauri Blessing of the Runners.
- **12:00pm** - 4 Day Run Start
- **3:00pm** - BTR Open Mic
- **4:00pm** - Frosh Beer Mile. Main stage. Bring four beers.
- **6:45pm** - Tarahumara Sunset Ceremony with Makawi. Main stage.
- **7:00pm** - Spirit Run. Main stage.
- **8:00pm** - Ranch gate and Runner Check In closes.

THURSDAY, MAY 15

- **5:45am** - Tarahumara Sunrise Ceremony with Makawi. Main stage.
- **8:00am** - Ranch gate and Runner Check In opens.
- **9:00am** - Born to Flow Yoga with Jenessia. Main stage.
- **11:30am** - 3 Day Runner Meeting / Raramauri Blessing of the Runners.
- **12:00pm** - 3 Day Run Start
- **12:30pm** - Raramauri Temezcal / Tarahumara sweat lodge.
- **1:00pm** - Wine Tasting with Beverly and Michele at Runner Check In.
- **3:00pm** - BTR Open Mic
- **4:00pm** - JV Beer Mile. Main stage. Bring four beers.
- **5:00pm** - Happy Hour with Greg Lowe and Friends at Hippy Camp.
- **5:30pm** - Raramauri Temezcal / Tarahumara sweat lodge.
- **6:00pm** - Live Music with Anne Hall and the Remarkables. Main stage.
- **8:00pm** - Ranch gate and Runner Check In closes.



SCHEDULE OF EVENTS

FRIDAY, SATURDAY, & SUNDAY

FRIDAY, MAY 16

- **8:00am** – Check In Opens.
- **9:00am** – Born to Flow Yoga with Jenessia.
- **10:30am** – Raramauri Temezcal
- **12:00pm** – Meet Tarahumara Poet Makawi.
- **2:00pm** – Pre-Race Runner Meeting with Race Director, Luis Escobar. Attend this meeting and receive a pair of Drymax socks.
- **3:00pm** – BTR Open Mic
- **4:00pm** – Varsity Beer Mile
- **5:30pm** – Raramauri Temezcal
- **5:45pm** – 100 Mile Meeting
- **6:00pm** – 100 Mile Start
- **6:00pm** – Live Music: Tepusquet Tornadoes. Main stage.
- **8:00pm** – Check In & Gate Closes.

WEATHER

Mild spring temps. Highs mid-70s, lows mid-40s. Check forecast for Los Olivos.

SATURDAY, MAY 17

- **4:00am** – Check In Opens.
- **6:30am** – Makawi Blessing of Runners.
- **7:00am** – 30/20/10 Mile Start
- **9:00am** – 10 Mile Awards
- **10:00am** – 20 Mile Award
- **11:00am** – 30 Mile Awards
- **11:30am** – Raramauri Temezcal / Tarahumara sweat lodge.
- **12:00pm** – Camp Activities / Children's Piñata.
- **1:00pm** – Raramauri poet, musician Makawi Chavez. Main stage.
- **3:00pm** – BTR Open Mic
- **3:30pm** – True Messages / Raramuri Wrestling / BTR Sock Wrestling.
- **4:30pm** – 100 Mile Awards
- **6:30pm** – Dirtbag Prom. Live Music: Dave Melton and the Meltones.
- **8:00pm** – Check In & Gate Closes.

SUNDAY, MAY 18

- **12:00pm** – Course closes.
- **1:00pm** – Event ends, all guests depart.

COURSE INFO

COURSE DETAILS

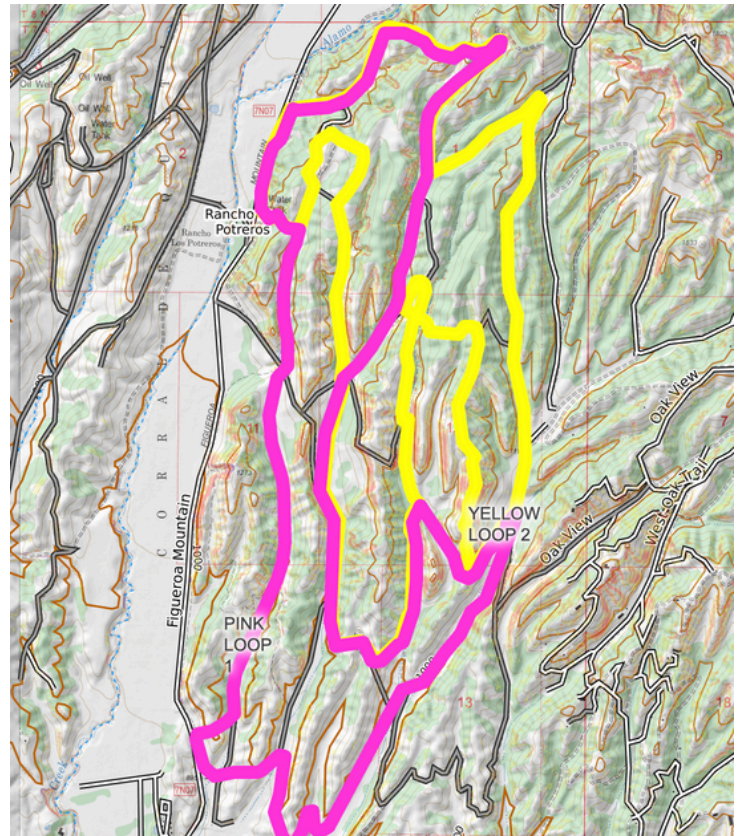
The course is made up of 100% dirt ranch roads and singletrack trails, designed as two unique 10-mile loops.

Map: <https://caltopo.com/m/6POR7>

- Two 10-mile loops:
 - Loop 1: +1000 ft gain, pink ribbons
 - Loop 2: +1400 ft gain, yellow ribbons
 - Striped ribbons = turns;
 - blue = wrong way
- Self-crew at your car every 10 miles

LOOP INFORMATION

- **Loop 1:** ~10 miles, +1000 ft elevation gain, marked with pink ribbons
- **Loop 2:** ~10 miles, +1400 ft elevation gain, marked with yellow ribbons
- Striped ribbons indicate turns; blue ribbons mark incorrect paths—do not follow these
- Runners pass their vehicle and camp every 10 miles for self-crew opportunities



WATER STATIONS - CUPLESS EVENT

- Located approximately every 5 miles
- Minimally staffed with minimal support
- Stocked with water and packaged Hammer Nutrition products only
- No cooked food will be provided

AID STATION INFORMATION

MAIN CAMP AID STATION

- Located at Mile 0 and Mile 10 on the course
- Open 24 hours per day, beginning Wednesday at 12:00pm through Sunday at 12:00pm
- Stocked with water, ice, fruit, Hammer Nutrition, hot water, instant meals, coffee, cocoa, tea, candy, and packaged snacks
- No cooked meals will be provided—please plan accordingly
- Black coffee available 24/7 (bring your own cup, sweetener, and creamer)

SUPPORT FOR 3DAY AND 4DAY RUNNERS

- 24-hour access to all Aid and Water Stations
- Runners may park and camp near the trail
- Personal vehicles and camps may be used for aid
- The course passes your camp every 10 miles
- Volunteers will assist with personal meals when available



TIMING & RESULTS

TIMING & RESULTS

Professional chip timing is provided for all events by **Ultralive Runner Tracking**.

Realtime online tracking will be available throughout the event at www.ultralive.net, so friends and family can follow along.

Final results will be posted following the event at:

- www.ultralive.net
- www.allwedoisrun.com

Runners must check in at the timing booth at the end of each loop. Failure to check in will result in no recorded time or disqualification.

Timing Manager: Ted Knudsen

✉ info@ultralive.net

☎ 415-747-4418



AWARDS & NEW BUCKLE

AWARDS

- Special awards presented to the top overall male and female finisher in each distance.
- Trophy buckles awarded to all 100 and 200 mile finishers.
- Finisher medals presented to all runners who complete their registered distance.

100 AND 200 MILE TROPHY BUCKLES

Complete 100 or 200 miles and earn this stunning, commemorative buckle—crafted to honor your endurance and spirit.

Eligible Events:

- ✓ 4-Day
- ✓ 3-Day
- ✓ 100-Mile

Push your limits.

Take home the buckle.



FOOD, CAMPING & MEDICAL

EMERGENCY MEDICAL

- First Aid services are available at Main Camp.
- **Nearest emergency room:** Santa Ynez Valley Cottage Hospital – 2050 Viborg Rd, Solvang, CA – (805) 688-6431.

LOST & FOUND

- There is no official lost and found.
- Items will not be mailed post-event, so please do not bring anything you can't afford to lose.

FOOD & COFFEE

- A food truck will be available onsite Thursday through Sunday (Cash Only).
- Dietary accommodations are not guaranteed—please bring your own food if you have specific needs.

CAMPING INFO

- Camping fees are included in registration (Ranch Fees are paid upon arrival):
- 4-Day registration has camping included from Wednesday – Sunday
- 3-Day registration has camping included from Thursday – Sunday
- 100 mile registration has camping included from Friday – Sunday.
- 30, 20, and 10 mile registration has camping included from Saturday – Sunday.
- If you wish to extend your stay, additional days can be purchased at Runner Check In for \$35 per person.
- Primitive, dry camping.
- RVs, tents, trailers, and car camping are all welcome.
- There are no assigned campsites; locations will be directed upon arrival.
- Rental trailer delivery is permitted starting Tuesday, May 14 at 8:00am and must be picked up by Sunday, May 19 prior to 1:00pm.



FEES & PAYMENT INFORMATION

RANCH DUES

- \$10.00 per person, per day (cash only)
- Includes ranch access and event activities
- Applies to registered runners, guests, and anyone entering the property
- Payable upon arrival at Runner Check In

GUEST PASS / CAMP FEES / ADDITIONAL DAYS ON RANCH

- \$35.00 per person per day register online or at Check In (cash only at Check In)
- Required if staying beyond the days included in your registration
- Payable at Runner Check In

FOOD & COFFEE

- Onsite food truck (cash only) – Thursday through Sunday
- No guarantees for dietary restrictions – bring your own food if needed

TRAILER DELIVERIES

- Allowed beginning Tuesday, May 14 at 8:00am
- Must be picked up by Sunday, May 19 at 1:00pm

SUGGESTED EXTRAS

- Bring cash for event merch, tipping volunteers, and contributing firewood or wine
- Optional donation: bottle of Pinot Noir, Chardonnay, or GSM at Runner Check In
- Cowboy hats available for purchase at Main Camp



EVENT RULES & FAQs

- This is a **cupless event**—bring your own reusable bottle or cup.
- You must start and finish the distance for which you are **registered**.
- Bib numbers must be worn on the **front** of your body and **clearly visible** at all times.
- Dogs are **not** allowed on the race course.
- Drop bags are permitted for 4DAY, 3DAY, and 100M runners **only**.
 - Clearly label them with your name and bib number.
- Drop bags will be returned Sunday morning.
 - Please do **not** include valuables.
- Pacers are allowed for 4DAY, 3DAY, and 100M runners.
 - All pacers must be **registered** guests.
- Trekking poles are allowed.
- You may receive aid and crew support from your personal vehicle or camp setup.
- No motor vehicles or bicycles are allowed on the course.
- Be prepared for **livestock, wildlife, poison oak, and rattlesnakes** on the course.
- Cell phone reception is **unreliable** on the ranch.
- There is **no running water** available.
- Portable toilets are provided—**please bring your own toilet paper**.
- **Follow Leave No Trace principles, especially for waste disposal.**

TOP 12 THINGS TO BRING

1. **Cowboy hat** (required for some activities; available for purchase at Main Camp)
2. A bundle of **firewood** to contribute at the Main Stage
3. Printed and signed **Participant Waiver**
4. **Cash** (\$10 per person, per day for ranch dues)
5. **One gallon of water per person, per day**, plus enough personal **food**
6. Hydration **pack** or running **vest**
7. Refillable **water bottle** or cup (no disposable cups will be provided)
8. **Toilet paper and trash bags for your trash (please take your trash with you)**
9. Personal **first aid kit**
10. A bottle of **Pinot Noir, Chardonnay, or GSM** to donate at Runner Check In
11. A **flag** that represents you, your state, or your country
12. AN OPEN MIND AND OPEN HEART – **BE KIND.**



OPEN MIC

INTRODUCING BORN TO RUN OPEN MIC

3:00 – 4:00 PM | Wednesday – Saturday

 Main Stage

Absolutely anything goes—creativity (or not) takes the stage! Whether you're a poet, comedian, musician, exotic dancer, or just someone with a story to tell, the **BTR Open Mic** is your moment to shine.

Expect the unexpected:

Big laughs, wild performances, and a crowd that's all about good vibes and loud cheers. No judgment—just passion, talent, and a mic waiting for you.

Come perform—or just enjoy the show.

This will either be **super cool or super lame...**

Either way, it's happening **every day at 3:00 PM.**

Join me. Who's in?



TEMEZCAL OPPORTUNITY AT BORN TO RUN

Similar to what most may think of as a Sweat Lodge, in the Sierra Tarahumara it is called a Temezcal. A Temezcal offers an opportunity based on your personal preference. It can simply be a chance to sweat and detox your skin and body, or on the other end it can be a deep mind and body spiritual type of regeneration.

The tradition of the Temezcal is to reflect and honor nature, our ancestors and the children. Also, its symbolism is kind of a rebirth, a chance to let go forever or forgive anything and all that we are holding on to in our lives that is not helpful, and we come out fresh and without any of the past and only the present is a focus.

It's not 'easy', it can be a physical challenge with the heat. This is purposeful, a reminder that life brings challenges, but we find a way through, and it is through these challenges that gratitude is found. Not too different a metaphor from running long.

There will be five opportunities timewise to participate. We ask those that want to join, to please reserve as soon as possible to ensure your place and time. Additionally, if you have an old blanket (thicker the better) to donate that would be awesome. Please also bring a towel and some water for yourself after the session.

There is no cost to participate so everyone may join. If your resources allow, we would most kindly appreciate a donation to True Messages (a 501c3 all volunteer nonprofit). The donation will be assigned directly to support the travel and expenses of the team and athletes will be with us here at BTR from the Sierra Tarahumara (8-9 days total with 5 full days of travel to complete the journey).

TIMES

- **Thursday** 12:30 PM
- **Thursday** 5:30 PM
- **Friday** 10:30 AM
- **Friday** 5:30 PM
- **Saturday** 11:30 AM

RESERVE

Send an email with preferred time and day to:
temezcal@truemessages.org

SUPPORT/DONATE

<https://donate.stripe.com/eVaeXU3tw7HJcta7sx>

SPIRIT RUN / HIKE - SENDERISMO

Wednesday, May 14 – Thursday, May 15

Location: Born to Run Ranch | Main Stage

Opening Blessing & Spirit Run

- **7:00 PM** – Opening Blessing & Sunset Ceremony led by Rarámuri leader **Makawi**
- **8:00 PM** – Begin **Spirit Journey – Senderismo**: a guided nighttime hike/run
- **Sunset** – 7:54 PM

Join us for an informal, non-competitive trek led by Makawi. Participants may complete one 10-mile loop or continue throughout the night at their own pace. This is a chance to connect with the rhythm of the land, your body, and the spirit of the journey.

Closing Blessing & Sunrise Ceremony

- **6:30 AM** – Closing Blessing at dawn, Thursday morning
- **Sunrise** – 6:56 AM

All are welcome – Running into the night is a sacred time for Rarámuli. They run in harmony with the spirits of the beings

of the night, guided by the Owirúame, the shamans of the community.

Rarámuli refer to nighttime as the Day of the Moon. The Goddess, Eyerúame looks down upon the earth

as her creatures arise: the lion, the coyote, owl, bats, songbirds of the night, the mapache (raccoon),

frogs, crickets and other insects of the night. Their senses are sharp, fully aware and completely calm,

connected with all beings. A night runner's senses can become the same.

Connectivity with the spirits of these animals strengthens connectivity with the Goddess, Eyerúame, and

brings harmony to Life on Earth, sensitivity to the flow of energy, strength, breath and security of stride

to the runner, liberation from suffering and acceptance of both pain and pleasure.

ABOUT MAKAWI

Martín Chávez Makawi is a Rarámuri (Tarahumara) poet, translator, musician, and cultural advocate from the Tarahumara community of Ipó, Chihuahua, Mexico. A dedicated voice for indigenous culture, Makawi blends language, music, and tradition to share the stories and wisdom of his people.

Highlights:

- Former Tarahumara-language editor for **Ukí** newspaper
- Published poet with works featured in public murals across the Sierra Tarahumara
- Performer and speaker in **Madrid, New York, Vienna, and Mexico City**
- Music producer and promoter of the traditional **chaparé** instrument
- Leader in the 2019 **International Festival of Literature in Indigenous Languages**
- Works at the **Chihuahua State Secretariat of Culture**

Makawi's presence at Born to Run brings a rare opportunity to experience deep cultural exchange and ceremonial tradition. Come run, reflect, and connect.



HIPPIE WELLNESS ZONE

Born to Run
tent of

Wellness
& fun

presented by

Dr. Sarah, Zoey, & Natasha

Friday and Saturday at the Ranch

~~10am - 6pm~~ morning - sometime

\$60 all-inclusive pass

20 minutes stretch + deep tissue

Wellness moon or chakra bracelet

Oracle and tarot card reading

Health shot

Fun shot

(subject to our terms & conditions)

A la carte

20 minutes stretch + deep tissue *\$30*

Wellness moon or chakra bracelet *\$20*

Oracle and tarot card reading *\$15*

Health shot *\$10*



FUTURE EVENTS & COMMUNITY

- **Coolest Ride & Tie** – June 7, 2025 – Cool, CA
- **Back On The Ranch** – October 3-4, 2025 – Los Olivos, CA
- **Copper Canyons Run** – October 20-27, 2025 – Cerocahui, Mexico
- **Tierra Redonda Run** – November 15, 2025 – Bradley, CA
- **La Cuesta Ranch Run** – January 24, 2026 – San Luis Obispo, CA
- **Santa Barbara Nine Trails** – March 14, 2026 – Santa Barbara, CA



STAY CONNECTED



ROAD DOG PODCAST

Support and listen to the **Road Dog Podcast**

<https://roaddogpodcast.com>

Casual conversations with interesting people from the global endurance community.

AllWeDolsRun Social Media

- Instagram: [@_allwedoisrun](#)
- Facebook: [AllWeDolsRun](#)
- Hashtags:
 - [#_allwedoisrun](#)
 - [#borntorunultras](#)
 - [#btr2025](#)
 - [#roaddogpodcast](#)

Questions & Suggestions

Luis Escobar

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