



2024 START LINE


TRANSROCKIES™
RACE SERIES





FIND OUT WHAT'S INSIDE... OUTSIDE

For the past two decades, thousands of TransRockies event participants have created unforgettable memories crossing iconic finish lines in some of the most beautiful and wild places in North America.

The community and connections made between the racers and the brands aligned with TransRockies events are equally special. Now the premiere event series in North America, TransRockies enters its third decade furthering its role as a pioneer in endurance races, and in 2024, will raise the bar once again.

Our partners reach an engaged core audience of road, gravel and mountain cyclists and trail runners.

Our event experiences are customizable for our sponsorship opportunities by region (U.S., Canada or global) and audience (road, mountain, gravel or trail running).

TransRockies sponsors receive outstanding exposure, audience growth and engagement for their brands while also acquiring incredible visual brand assets and audience growth. Our suite of events and sponsorship opportunities will be thoughtfully expanded in the years to come, focussing on signature multi-day running and cycling events in spectacular locations in the United States and Canada.



TransRockies Race Series

- Take place in iconic and rugged locations
- Offer the highest standard of participant support
- Celebrate the culture of endurance and trail sports
- Represent authentic “difficult but doable” mountain challenges
- Provide enriching social opportunities
- Help our participants achieve their objectives of becoming a “finisher”

TRANSROCKIES EVENTS:
MOAB RUN THE ROCKS (UTAH)
MOAB ROCKS (UTAH)
MOAB FONDO FEST (UTAH)
GOLDEN RUSH (GOLDEN, BC)
TRANSROCKIES SINGLETRACK 6 (BC & ALBERTA)
TRANSROCKIES RUN (COLORADO)
TRANSROCKIES GRAVEL ROYALE (BC)
GOLDEN ULTRA (GOLDEN, BC)
TRANSELKIRKS RUN (REVELSTOKE, BC)

2024 EVENT DATES



CYCLING EVENTS



MOAB ROCKS
APRIL 6-8, 2024
MOAB, UTAH



NEW! TRANSROCKIES
MOAB FONDO FEST
FONDO - MAY 4, 2024
GRAVEL FONDO - MAY 5, 2024
MOAB, UTAH



UPDATED! GOLDEN RUSH
JUNE 16-18, 2024
GOLDEN, BRITISH COLUMBIA



GRAN FONDO
BADLANDS
JULY 6, 2024
DRUMHELLER, AB



TRANSROCKIES
SINGLETRACK 6
JULY 11-16, 2024
WEST KOOTENAYS! CASTLEGAR, NELSON,
KASLO, NEW DENVER AND NAKUSP



TRANSROCKIES
GRAVEL ROYALE
AUGUST 23-26, 2024
NIPIKA MOUNTAIN RESORT, BC

RUNNING EVENTS



MOAB RUN THE ROCKS
MARCH 8-10, 2024
MOAB, UTAH



TRANSROCKIES RUN
AUGUST 12-17, 2024
BUENA VISTA - LEADVILLE -
BEAVER CREEK, CO, USA



GOLDEN ULTRA
SEPTEMBER 13-15, 2024
GOLDEN, BRITISH COLUMBIA



TRANSELKIRKS RUN
AUGUST 23-25, 2024
REVELSTOKE, BRITISH COLUMBIA

ROAD BIKE
MOUNTAIN BIKE
GRAVEL BIKE
TRAIL RUNNING





AUDIENCE

- 2024 Projected Participation: 4,600 participants, 12,250 participant days
- Descriptors: Affluent, Passionate, International
- Average Age: 46
- Target Markets: Alberta, British Columbia, Colorado, Utah, Western States, International
- Median Household Income: Over \$150,000

	UNIQUE PARTICIPANTS	PARTICIPANT DAYS
Moab Run the Rocks	650	1,950
Moab Rocks	350	1,050
Moab Fondo Fest	500	600
Golden Rush	600	600
Gran Fondo Badlands	900	900
Singletrack 6	300	1,800
TransRockies Run	400	2,400
TransRockies Gravel Royale	250	1,000
TranSelkirks Run	150	450
Golden Ultra	600	1,800
TOTAL	4,700	12,550

WEBSITES AVERAGE MONTHLY TRAFFIC

SITE	UNIQUE VISITORS	VISITS	PAGE VIEWS
transrockies.com	5.2 k	7.1 k	10.0 k
transrockies-run.com	3.4 k	5.0 k	10.5 k
singletrack6.com	1.8 k	2.8 k	6.8 k
goldenultra.com	2.2 k	3.0 k	5.3 k
transelkirks.com	1.1 k	1.4 k	2.5 k
transrockiesgravelroyale.com	1.8 k	2.4 k	4.6 k
moabruntherocks.com	1.6 k	2.3 k	4.4 k
moab-rocks.com	1.1 k	1.8 k	3.3 k
TOTAL	18.1 k	25.7 k	47.4 k

SOCIAL MEDIA & EMAIL AUDIENCE

CHANNEL	Facebook	FB Group	Instagram	YouTube
TransRockies Race Series	9.0 k		7.4 k	494 subscribers 13.4 K annual views
TransRockies Bike	13.0 k	0.8 k	8.0 k	
TransRockies Running	15.0k	5.0k	12.6 k	
Golden Ultra	3.0 k	0.9 k		
TranSelkirks Run	3.0 k	0.8 k	26.2 k	
TransRockies Gravel Royale	1.4 k		2.4 k	
Gran Fondo Moab	1.0 k			
Gran Fondo Badlands	1.4 k		3.2 k	
TOTAL	46.8 k	7.4 k	59.8 k	494 subscribers

EMAIL AUDIENCE

TOTAL 21.6 k subscribers, segmented by event/interest



PROVEN SUCCESS

TransRockies Race Series strives to build long lasting and fruitful relationships with a diverse portfolio of partners large and small.

How We Compete

- Integrated services
- Established relationships
- Media distribution
- Creative / scientific balance
- Fresh, new content
- Venue selection
- Experienced team





PARTNERSHIP OPPORTUNITIES

Visibility and Benefits

Exact benefits vary according to partnership level. The following are just a few of examples of the visibility available:

- Visibility on our strong Social Media channels and unique content
- Category Exclusivity
- Logo on website and e-news
- Logo on Start and Finish Arches
- On-Site Announcements
- Logo on Event Signs on Route
- Logo on Bike Numbers Plates & Runner Bibs
- Banners in start/finish/transitions
- Inflatable Rights at Start/Finish
- Logo on all event collateral
- On site Sampling/Sales
- Expo Space
- Logo on Leaders Jerseys
- Logo on Souvenir Jerseys
- Logo on event advertising
- Complimentary Entries

Opportunities

TransRockies partners enjoy a powerful association with globally recognized and respected events. Those that accept the challenge, and our growing international online audience, represent the active outdoor lifestyle that is at the core of the TransRockies brand.

This brand delivers international media exposure, professional event direction and impeccable sponsor fulfillment that guarantees maximum return on investment for interested partners.

Whether you're looking to increase brand loyalty, introduce new products or position your brand at the forefront of the active outdoor lifestyle market, flexible partner opportunities are available.

Whether you're looking for local, regional, national or international promotional opportunities, these unique events have it all. Customized rights packages are available to suit all budgets, depending on category availability. Partnerships may be paid in cash or qualifying value-in-kind.

Series Sponsorships: Sponsor our entire race series, or a portion of our series to best suit your objectives.

Event Sponsorships: Sponsor individual events most closely matching your audience and objectives.

Naming Rights: Title and Presenting Sponsorship packages let you own the day and stand out to our audience. Stage and Sub-Event Title packages are also available to meet most budgets.

Product Sponsorship: Opportunities to pay for your partnership with Value-In-Kind (VIK) product varies by partnership level, but can be a great way to support the participants and crew.

Category Exclusivity: Available at most levels, this is the ability to be the exclusive sponsor in your category.



GENERAL PARTNERSHIP RIGHTS BY LEVEL

SPONSORSHIP PRICING



CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER	CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER
PROPRIETARY COMPONENTS	Title Event Logo Integration	✓	x	x	x	x	MOAB RUN THE ROCKS (AMOUNTS IN USD)	Quantity:	1	2	3	3	15
	Presenting Event Logo Integration	x	✓	x	x	x		Price (Cash & VIK):	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000
	Major Sub Event Title Component	x	x	✓	x	x		Minimum Cash:	60%	50%	40%	30%	20%
	Stage Title or other Proprietary Component	x	x	x	✓	x							
PROMOTIONAL RIGHTS	Category Exclusivity	✓	✓	✓	✓	✓	MOAB ROCKS (AMOUNTS IN USD)	Quantity:	1	2	3	3	15
	Rights to Use Event Logo	✓	✓	✓	✓	✓		Price (Cash & VIK):	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000
	Pass through rights to another category (negotiable)	✓	✓	✓	✓	x		Minimum Cash:	60%	50%	40%	30%	20%
MEDIA RIGHTS	Name Mentions in Earned Media	✓	✓	x	x	x	GOLDEN RUSH (AMOUNTS IN CAD)	Quantity:	1	2	3	7	15
	Logo Inclusion in Daily Web Videos	✓	✓	✓	x	x		Price (Cash & VIK):	\$10,000	\$7,000	\$5,000	\$3,000	\$1,500
	Logo association on all event advertising	✓	✓	✓	✓	x	GRAN FONDO BADLANDS (AMOUNTS IN CAD)	Minimum Cash:	60%	50%	40%	30%	20%
	Right to Create a contest or promotion around event	✓	✓	✓	✓	✓		Quantity:	1	2	3	7	15
	Social Media Contest on our channels	✓	✓	✓	✓	✓	Price (Cash & VIK):	\$15,000	\$10,000	\$5,000	\$3,000	\$1,500	
	Use of Event for Product Launch	✓	✓	✓	✓	x	Minimum Cash:	60%	50%	40%	30%	20%	
	Opportunity to Provide Branded Content for Website	✓	✓	✓	✓	✓	x						
ON-SITE VISIBILITY	Logo on Start/Finish Arch	✓	✓	✓	✓	x	MOAB FONDO FEST (AMOUNTS IN USD)	Quantity:	1	2	3	7	15
	Announcer Mentions	✓	✓	✓	✓	✓		Price (Cash & VIK):	\$10,000	\$7,000	\$5,000	\$3,000	\$1,500
	Logo on Awards/Interview Backdrop	✓	✓	✓	✓	x	TRANSROCKIES RUN (AMOUNTS IN USD)	Minimum Cash:	60%	50%	40%	30%	20%
	Logo on Start Numbers	✓	✓	✓	✓	✓		Quantity:	1	2	3	6	15
	Banner Placement on Start/Finish Chute Fence	✓	✓	✓	✓	✓	Price (Cash & VIK):	\$90,000	\$50,000	\$30,000	\$15,000	\$8,000	
	Placement of your Inflatable	✓	✓	✓	✓	x	Minimum Cash:	60%	50%	40%	30%	20%	
Logo on all event vehicles	✓	✓	x	x	x								
Opportunity to Supply Daily Awards	✓	✓	✓	✓	✓	✓	TRANSSELKIRKS RUN (AMOUNTS IN CAD)	Quantity:	1	2	3	4	15
COLLATERAL	Logo on EventProgram/Map Books - partners page	✓	✓	✓	✓	✓	TRANSROCKIES GRAVEL ROYALE (AMOUNTS IN CAD)	Price (Cash & VIK):	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000
	Logo on EventProgram/Map Books - cover	✓	✓	✓	✓	✓		Minimum Cash:	60%	50%	40%	30%	20%
	Logo on Event Posters	✓	✓	✓	✓	✓	TRANSROCKIES SINGLETRACK 6 (AMOUNTS IN CAD)	Quantity:	1	2	3	6	15
	Logo on athlete certificates	✓	✓	✓	✓	x		Price (Cash & VIK):	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000
	Logo on results lists	✓	✓	✓	✓	x	Minimum Cash:	60%	50%	40%	30%	20%	
	Logo on e-mail newsletters	✓	✓	✓	✓	✓	GOLDEN ULTRA (AMOUNTS IN CAD)	Quantity:	1	2	3	3	15
	Logo on event website - partners page	✓	✓	✓	✓	✓		Price (Cash & VIK):	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000
	Logo on Leaders Jerseys	✓	✓	x	x	x	Minimum Cash:	60%	50%	40%	30%	20%	
1 sponsored content article in the e-newsletter	✓	✓	✓	✓	✓								
Logo on event t-shirts	✓	✓	x	x	x								
DISPLAY/ SAMPLING/ SALES	Opportunity for award presentation by your rep.	✓	✓	✓	✓	x	CYCLING SERIES SPONSOR (AMOUNTS IN CAD) ACROSS 6 EVENTS, 17 DAYS	Quantity:	1	2	3	8	15
	Sampling in the Racer & Crew kits	✓	✓	✓	✓	✓		Price (Cash & VIK):	\$70,000	\$50,000	\$35,000	\$20,000	\$10,000
TICKETS AND HOSPITALITY	Sampling on site at all venues	✓	✓	✓	✓	✓	RUNNING SERIES SPONSOR (AMOUNTS IN USD) ACROSS 4 EVENTS, 15 DAYS	Minimum Cash:	60%	50%	40%	30%	20%
	Opportunity for sales promotions to participants	✓	✓	✓	✓	✓		Quantity:	1	2	3	8	15
	Expo space (varies by level)	✓	✓	✓	✓	✓	Price (Cash & VIK):	\$115,000	\$65,000	\$40,000	\$25,000	\$15,000	
SPONSOR SERVICES	VIP credentials including meals (varies by level)	✓	✓	✓	✓	✓		Minimum Cash:	60%	50%	40%	30%	20%
	Race Entries Complimentary (varies by level)	✓	✓	✓	✓	✓							
	Race Entries 50% Discount (varies by level)	✓	✓	✓	✓	✓							
	Final event summary	✓	✓	✓	✓	x							
Access to Video B-Roll	✓	✓	✓	✓	x								
Access to Photo Library	✓	✓	✓	✓	✓								
Discounts for Mult-Year contracts	✓	✓	✓	✓	✓								
First Right of Refusal for Renewal	✓	✓	✓	✓	✓								

MOAB RUN THE ROCKS



Moab Run the Rocks lets you pick your poison, so you have the best chance of achieving your goals on some of the most sought-after singletrack on the planet.

Moab Run the Rocks lets you pick your poison so you have the best chance of achieving your goals on some of the most sought-after singletrack on the planet. Choose between two stage race lengths—*The Full Pint* or *The Half Pint*—each consisting of three stages held over three days.

For runners looking to fill their cup, *The Full Pint* offers a spectacular route totaling 53.6 miles (85.6km) and 4,480 ft (1,356m) of vertical gain. And for those interested in a shorter challenge that doesn't hold back on thrilling terrain, *The Half Pint* delivers a route totaling 33.1 miles (53.1km) and 2,670 ft (811m) of vertical gain.

No matter which length you choose, fun is sure to be had by all during this unique stage race and spring trail running festival.

Sold out in 3 days!

Moab Run the Rocks Details

- Date: March 8-10, 2024
- Moab, Utah
- Field Limit: 650 runners
- Three-day trail running stage race, or single stage
- *The Full Pint*: 53.6 miles (85.6km),
The Half Pint: 33.1 miles (53.1km)



CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER
MOAB RUN THE ROCKS (AMOUNTS IN USD)	Quantity: Price (Cash & VIK): Minimum Cash:	1 \$20,000 60%	2 \$15,000 50%	3 \$10,000 40%	3 \$5,000 30%	15 \$3,000 20%



MOAB ROCKS



Epic stage racing in Utah's mountain biking mecca.

Moab has long been known as one of the world's most iconic mountain biking destinations. Since the birth of the sport, riders have come from far and wide to experience its many famous trails. In recent years, Moab's biking and trail communities have made a huge volunteer investment in building new, purpose built mountain bike trails, strengthening the town's reputation as a Mountain Biking Mecca.

Moab Rocks takes some of the regions best classic and new routes and combines them into a 3-day xc masterpiece in a fully supported format.

All this wrapped up in a fun and friendly atmosphere, combining camaraderie and competition. TransRockies Events pioneered Mountain Bike Stage Racing in North America with the TransRockies Challenge in 2002, and the 3-day race format with the TR3 starting in 2009. TransRockies, in partnership with the World famous Poison Spider Bicycles, Moab's leading bike shop, brings its expertise in stage race management to Moab Rocks.

Moab Rocks will present not only the best in Moab riding, but also the best in Moab culture, with a beer garden. Moab Rocks works in partnership with the Moab Trails Alliance, Trail Mix, and under permit from the Bureau of Land Management.

Be a part of this legend in the making!

Moab Rocks Details

- Date: April 6-8, 2024
- Moab, Utah
- Solo Age Group and Pro Categories
- Field Limit: 300
- 80+ miles, 10,000+ feet of elevation gain
- Partner Expo



CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER
MOAB ROCKS (AMOUNTS IN USD)	Quantity: Price (Cash & VIK): Minimum Cash:	1 \$20,000 60%	2 \$15,000 50%	3 \$10,000 40%	3 \$5,000 30%	15 \$3,000 20%



MOAB FONDO FEST

NEW FOR 2024!



Welcome to the TransRockies Moab Fondo Fest - where two days of epic riding await!

Get ready for an extraordinary weekend of cycling like never before! Join us on Saturday, May 4th, and Sunday, May 5th, 2024, for an unforgettable journey through the stunning landscapes of Moab, Utah.

At the TransRockies Moab Fondo Fest, we're bringing you two incredible events, and the choice is yours - the Gran Fondo on Saturday or the Gravel Fondo on Sunday. Or, for the ultimate challenge, tackle both events back-to-back!



TransRockies Gran Fondo Moab - Saturday, May 4

This scenic journey will take you along the La Sal Mountain Loop Road, unveiling a breathtaking tapestry of canyon country landscapes. The 60-mile (100 km) route traces the graceful curves of the Colorado River, then ascends into the La Sal Mountains, passing through the picturesque Castle Valley.



Gran Fondo Moab welcomes cyclists of all levels, featuring a mass start with overall and professionally timed results.

TransRockies Gravel Fondo Moab - Sunday, May 5

The ride begins along the rugged Gemini Bridges Road, where red rock formations and endless vistas will surround you. As you pedal past the iconic Gooney Bird rock, you'll know you're in the heart of Moab, and while making your way up the Gemini Bridges climb to Highway 313; panoramic views of the majestic Canyonlands surround you. You'll ride along Dubinky Well Road, where every pedal stroke rewards you with stunning desert views. This path meanders south along the base of Mill Canyon, bringing you full circle as you return to Bar M.

Whether you're exploring the desert gravel for the first time or you're a seasoned rider seeking the next challenge, the Gravel Fondo Moab promises to etch an unforgettable memory into your cycling journey.

Moab Fondo Fest Details

- Date: May 4-5, 2024
- Moab, Utah
- 500 riders
- Age group awards
- Riders from Colorado and Utah primarily

CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER
MOAB FONDO FEST (AMOUNTS IN USD)	Quantity: Price (Cash & VIK): Minimum Cash:	1 \$10,000 60%	2 \$7,000 50%	3 \$5,000 40%	7 \$3,000 30%	15 \$1,500 20%



GOLDEN RUSH

UPDATED FOR 2024!



Introducing the Golden Rush: A new era of mountain biking endurance

Hold onto your handlebars, because the iconic TransRockies Golden 24 has been re-vamped with a thrilling twist!

We're excited to announce the launch of the Golden Rush, an exhilarating 8-hour and 12-hour mountain bike race that promises bigger thrills, a wilder party atmosphere, and endless adventure.



What's New?

The Golden Rush isn't just a race; it's a mountain biking experience like no other. We're turning up the volume with a lively ChillVille tent that's destined to be the heart of the party. Expect live music, tasty food trucks, refreshing beverages, and a festive vibe that will keep your spirits high throughout the event.

Stay and Camp!

Don't rush home after the race! We're inviting all participants and fans to savor the experience by staying and camping in the beautiful mountain surroundings. Share stories around the campfire, make new friends, and immerse yourself in the rugged charm of Golden, BC.

Sunday Morning Ride

But wait, there's more! If you're not quite ready to hang up your helmet, join us for a fun and relaxed Sunday morning bike ride. Explore the stunning trails, recover with like-minded riders, and soak up the breathtaking scenery at a more leisurely pace... e-bike are welcome for this ride!

Golden Rush Details

- Date: June 14-16, 2024
- Golden, British Columbia
- Race Village at Keith King Memorial Park
- 9 AM to 9 PM Race Time
- 14.5 km loop
- 12 Hour Categories: Solo, 2 person team, 4-6 person team
- 8 Hour Categories: Solo 2-person
- Field Limit: 600 Riders
- Youth and Kids Races
- Roomy and accessible campsites
- Partner Expo and Market
- Awards



CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER
GOLDEN RUSH (AMOUNTS IN CAD)	Quantity:	1	2	3	7	15
	Price (Cash & VIK): Minimum Cash:	\$10,000 60%	\$7,000 50%	\$5,000 40%	\$3,000 30%	\$1,500 20%



GRAN FONDO BADLANDS



An opportunity to ride and explore the incredible hoodoos of Alberta!

The Drumheller Valley is one with a rich and unique heritage. The dinosaur capital of the world, and some of the most iconic landscapes you will ever encounter. Located a little NE of Calgary, the Gran Fondo Badlands travels 162 km, 100 km, 75 km, or 50 km through the heart of the stunning hoodoos and mighty Red Deer River.

You're going to have a truly epic experience, passing through prehistoric and picturesque hoodoos and through the lush river valley.

Gran Fondo Badlands offers a rewarding challenge for the weekend warrior, hardcore roadie, triathlete-in-training, or anyone who simply wants to ride their bike along this scenic route. Riders of all abilities (e-bikes are welcome!) will appreciate the opportunity to ride one of our four distances at their own pace while enjoying first-class support along the way.

Gran Fondo Badlands Details

- Date: July 6, 2024
- Start and finish in Drumheller, AB
- Projected participants: 900
- 162 km, 100 km, 75 km, or 50 km
- A ferry boat ride!
- Complimentary breakfast on race morning
- A delicious catered post-race lunch



CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER
GRAN FONDO BADLANDS (AMOUNTS IN CAD)	Quantity: Price (Cash & VIK): Minimum Cash:	1 \$15,000 60%	2 \$10,000 50%	3 \$5,000 40%	7 \$3,000 30%	15 \$1,500 20%



TRANSROCKIES SINGLETRACK 6



100 proof mountain biking, West Kootenays edition.



Singletrack 6 is a 6-day mountain bike adventure showcasing the best riding in a variety of authentic mountain bike communities in Western Canada. Six stages, a new route every year and the perfect brew of cross country rides, panoramic vistas and enduro descents.

Born from the desire to showcase premiere mountain bike communities, Singletrack 6 features a rider-built and maintained route that changes annually.

Riders will experience an exceptionally varied six consecutive days of mountain biking as they navigate singletrack that climbs to the high alpine, flows through old growth forest, and town-square finishes. Singletrack 6 curates the best trails within the host regions to offer the most singletrack riding of any mountain bike stage race, and supports the local cycling and trail organizations along the way!

Partnership Packages are now available for the 2024 Singletrack 6. Be a part of the Singletrack 6 story and Ride the West!

Singletrack 6 Details

- Date: July 11-16, 2024
- Six stages in Castlegar, Nelson, Kaslo, New Denver and Nakusp British Columbia
- Field Limit: 300 riders
- Over 20 countries represented
- Highly affluent and passionate athletes
- 70% Male, 30% Female
- Average age: 46
- Partner Expo
- Daily awards and social



CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER
TRANSROCKIES SINGLETRACK 6 (AMOUNTS IN CAD)	Quantity: Price (Cash & VIK): Minimum Cash:	1 \$30,000 60%	2 \$20,000 50%	3 \$15,000 40%	6 \$10,000 30%	15 \$5,000 20%



TRANSROCKIES RUN



Summer camp for big kids.

The TransRockies Run returns to its legendary Buena Vista to Beaver Creek route. Runners will make their way over 120 miles and 20,000 vertical feet through the most rugged and majestic terrain the Colorado Rockies have to offer. Participants have the luxury of focusing on the challenge and joy of the run. While the high mountain passes can break down the body, it renews and rejuvenates the mind and soul.

The TransRockies Run is for these people who want to pursue a challenge without distractions, have a vacation that makes them stronger, and celebrate running in the mountains. Recognized as perhaps the best supported endurance running event in the world, we consistently achieve participant satisfaction ratings above 99%.



The TransRockies Run is a unique opportunity to authentically connect with a core running audience. Partnership Packages are now available for the 2024 TransRockies Run.

Be a part of the of North America's premiere stage running race!

TransRockies Run Details

- Date: August 12-17, 2024
- Three or six stages from Buena Vista to Beaver Creek
- Field Projection: 400 runners
- Over 20 countries represented
- Highly affluent and passionate athletes
- 50% Male, 50% Female
- Average age: 42
- Partner Expo
- Daily awards, dinner and slideshow



CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER
TRANSROCKIES RUN (AMOUNTS IN USD)	Quantity: Price (Cash & VIK): Minimum Cash:	1 \$90,000 60%	2 \$50,000 50%	3 \$30,000 40%	6 \$15,000 30%	15 \$8,000 20%



TRANSROCKIES GRAVEL ROYALE



Aces wild in the Canadian Rockies.

Remote mountain passes, intimate tent villages, miles and miles of quiet forest roads. This is TransRockies Gravel Royale. The world famous TransRockies stage race is going gravel. It has 20 years since the first TransRockies Challenge mountain bike stage race first rolled out of Fernie, BC for an epic 7-day adventure taking riders over the Canadian Rockies to finish in Canmore, Alberta, helping to kick start the global mountain bike stage racing craze and the face of cycling in the Rockies. Cycling has changed a lot in 20 years. Bikes have improved and evolved and riders tastes have also changed over time. As mountain bikes have become more capable of steep and technical terrain, a

new breed of bikes built for gravel roads has emerged, spurring the growth of a new type of riding.

As gravel racing has started to snowball in popularity, the routes pioneered for the TransRockies Challenge start to look incredibly attractive for gravel cycling. With some careful modifications to the route, we have the makings of the world's finest gravel bike stage race.

New for 2024, riders will be welcomed on arrival day with a shakeout ride, followed by a 3-day stage race starting the next day. Two distances will be offered each stage – a “Full Pint” with a daily distance of 90-120 km (about 75 mi) and a “Half Pint” with a daily distance of 40-85 km (about 50 mi). Riders can compete for stage podiums and general classification in either the Full or Half Pint, or just jump into whichever ride distance suits them for a fully supported ride each day.

In total, the full 3-day course (we like to call it the Royal Flush) extends approx. 300km and climbs over 5,500m for the full pint course. The Half pint option serves up around 200km and 3,500m of climbing. The majority of the route is gravel road with some sections of double track and narrower deactivated roads.

TransRockies Gravel Royale Details

- Date: August 23-26, 2024
- Nipika Mountain Resort, British Columbia
- Field Limit: 300 riders
- International audience
- 33% of spots reserved for female riders
- 4 nights of camping, 3 days of racing, shakeout ride on arrival day
- Daily breakfast, dinner, awards and pictures of the day



CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER
TRANSROCKIES GRAVEL ROYALE (AMOUNTS IN CAD)	Quantity: Price (Cash & VIK): Minimum Cash:	1 \$20,000 60%	2 \$15,000 50%	3 \$10,000 40%	4 \$5,000 30%	15 \$3,000 20%



TRANSELKIRKS RUN



Run wild in Canada.

2024 will mark the 7th running of the TranSelkirks Run in beautiful Revelstoke, British Columbia. Like its sister race, the TransRockies Run, the TSR aims to bring adventure seeking trail runners together as they traverse challenging mountain terrain. The difference? TSR offers up more vertical gain than any other North American Stage race.

If you like to climb and be rewarded with epic views, this is the race for you!

Also, unlike TransRockies Run, runners are rewarded at the end of each day with a stay at a comfortable host hotel. No tent city here!

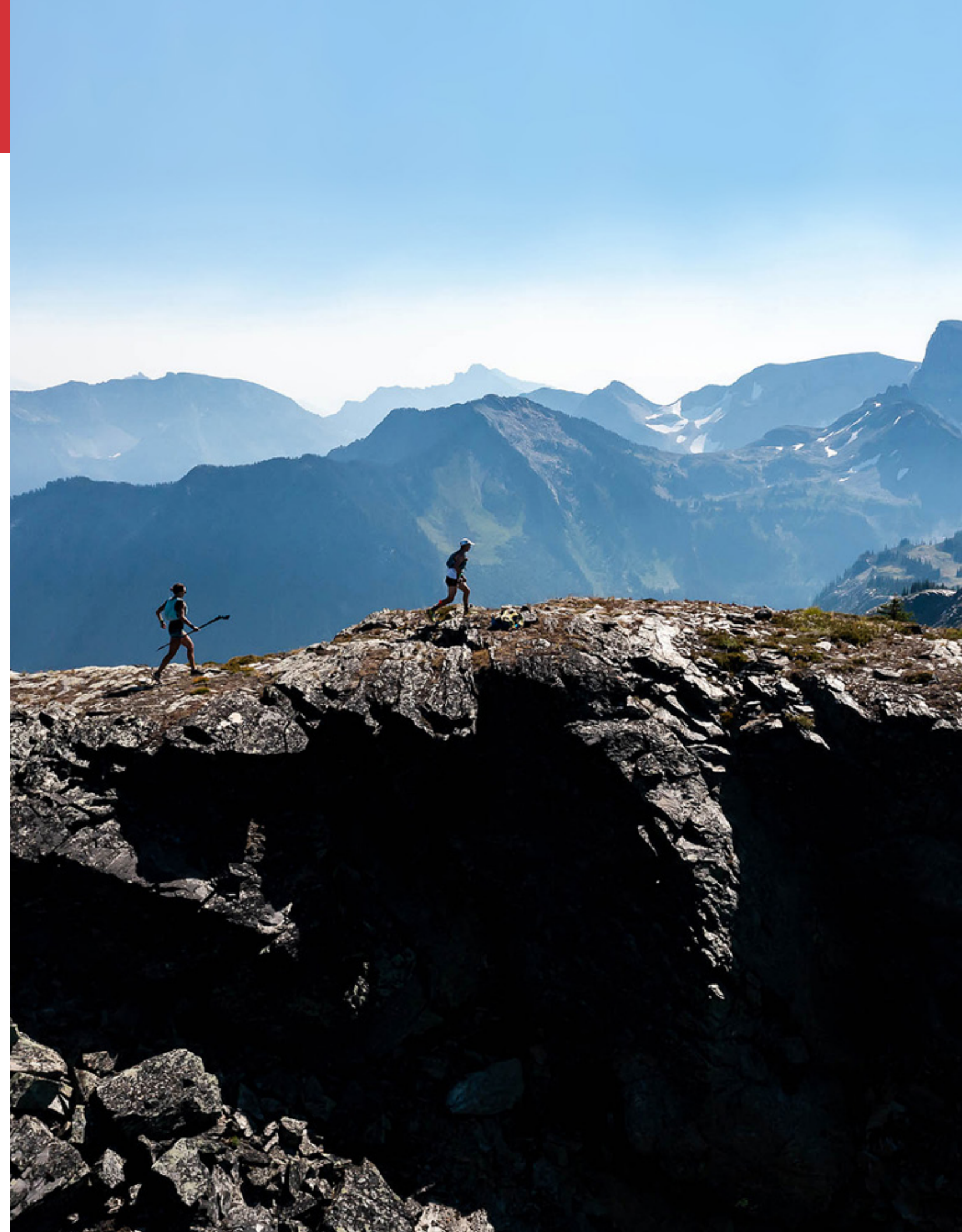
Join us in building a Canadian stage running legend! Reach trail runners from across North America, Europe and beyond.

TranSelkirks Run Details

- Date: August 23-25, 2024
- Revelstoke, BC
- 3 Stages with 2 distance options
- 1-day 50km Ultra option
- Field Limit: 200 runners
- Hotel accommodation
- Highly affluent and passionate athletes
- 50% Male, 50% Female
- Daily awards, dinner and slideshow



CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER
TRANSELKIRKS RUN (AMOUNTS IN CAD)	Quantity: Price (Cash & VIK): Minimum Cash:	1 \$20,000 60%	2 \$15,000 50%	3 \$10,000 40%	4 \$5,000 30%	15 \$3,000 20%



GOLDEN ULTRA



Three days of pure mountain bliss.



Golden Ultra is a 3-DAY Stage race and ultra-running trail race in Golden, BC. The Golden Ultra started in 2015 with 150 runners and a single event on each day of racing.

It now draws over 600 runners over two distance options. TransRockies has operated this event since 2022 and sold out in just days in 2023.

THE GOLDEN ULTRA: 85 KM STAGE RACE

The full Golden Ultra is 85 km of mountain bliss, spread over three days: Blood, Sweat and Tears.

THE HALF PINT: 45 KM STAGE RACE

The Half Pint was created due to popular demand and thrives because it's a perfect three days of some of the best trails Golden has to offer served up as: Climb, Conquer and Cruise.

Golden Ultra Details

- Date: September 13-15, 2024
- Golden, British Columbia
- 600 participants
- 50% female participation
- Partner Expo
- City centre start-finish and awards



CATEGORY	DESCRIPTION	TITLE	PRESENTING	MAJOR SUB-EVENT	STAGE TITLE OR SUPPORTING	SUPPLIER
GOLDEN ULTRA (AMOUNTS IN CAD)	Quantity:	1	2	3	3	15
	Price (Cash & VIK):	\$20,000	\$15,000	\$10,000	\$5,000	\$3,000
	Minimum Cash:	60%	50%	40%	30%	20%



THE TEAM



Aaron McConnell – *President and Chief Cycling Officer*

The consummate professional, Aaron has guided his TransRockies Race Series to great success and acclaim over the past decade. Now, rather than racing, he hosts the best outdoor events in North America!

aaron.mcconnell@transrockies.com
403-860-9884



Kevin McDonald – *Vice President and Chief Running Officer*

He's known by his nickname "Houda" and is the best friend of almost every TransRockies participant – he gives out his personal cell phone number at the pre race briefing which is pretty unique. He also completed his first Ironman Arizona in 2013.

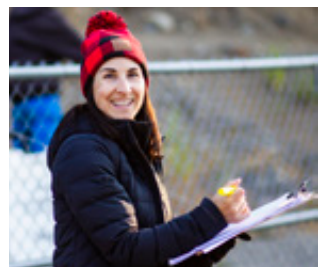
kevin.mcdonald@transrockies.com
403-483-9977



Ryan Blondia – *Operations Manager*

Ryan has worked for the TransRockies Race Series for over a decade! He began working at events on the start/finish team and from there moved on to course director. Today, Ryan works as the Operations Manager, where he has taken on a planning role as the Series expands its event offerings.

ryan.blondia@transrockies.com
403-688-6443



Jen Ashton – *Customer Service & Race Office Manager*

Newest member of the TransRockies team, Jen has taken over the responsibilities of longtime TransRockies team members Joanne Bragg and Emily Compton. She is the first point of contact for all participants for all Canadian and US events.

jen.ashton@transrockies.com
780-266-0767



Ryan Bell – *Marketing Manager (Operations Support)*

Ryan is responsible for all things marketing, including, systems, content, communications and media relations. In short, he tells our story in a way that helps our participants decide if our events are right for them.

ryan.bell@transrockies.com
403-617-1361



