



RAGNAR
RELAY SERIES®



WHAT IS RAGNAR RELAY?



- Adventurous, innovative, challenging, free-spirited and social running experiences – unlike any other event on the planet!
- National event series taking place across some of the most scenic terrain on earth with 60,000+ annual participants
- Teams of twelve run an average of 190 miles over a non-stop (and overnight) 24-36 hour period
- Each team member runs 3 relay “legs” (out of 36) ranging between 3-8 miles, switching each leg
- Remaining team members support runner in branded vans creating a rolling party and life changing adventure



STRONG & RAPID GROWTH



- Rapid national growth and participation makes Ragnar the worldwide leader in mass participation relays

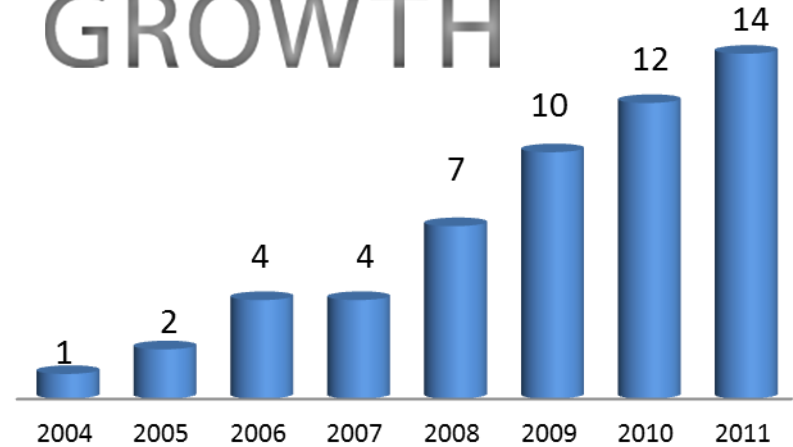
2004

- 264 participants
- 1 event
- 1% relay market share

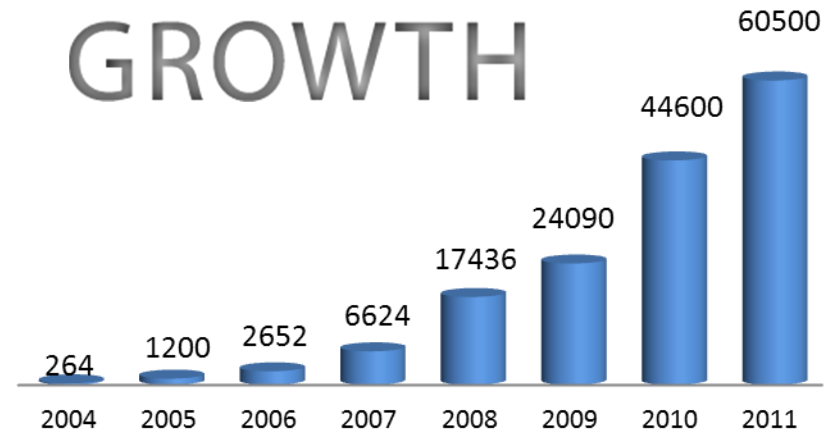
2011

- 60,000+ participants
- 14 events (15 in 2012)
- 51% relay market share

RELAY EVENT GROWTH



PARTICIPATION GROWTH



WHERE'S THE PARTY AT?



- 15 free-spirited inspirational adventures from coast to coast, providing local and destination events for all runners and national exposure for corporate partners



2012 EVENT SCHEDULE (SUBJECT TO CHANGE)



EVENT	DATES	START	FINISH
Florida Keys	Jan 6-7	Miami, FL	Key West, FL
Del Sol	Feb 24-25	Wickenburg, AZ	Tempe, AZ
SoCal	Apr 20-21	Huntington Beach, CA	Coronado Island, CA
Cape Cod	May 11-12	Sharon, MA	Provincetown, MA
Chicago	Jun 8-9	Madison, WI	Chicago, IL
Wasatch Back	Jun 15-16	Logan, UT	Park City, UT
Northwest Passage	Jul 20-21	Blaine, WA	Whidbey Island, WA
Colorado	Jul 27-28	Aspen, CO	Breckenridge, CO
Great River	Aug 17-18	Winona, MN	Minneapolis, MN
Napa Valley	Sept 14-15	San Francisco, CA	Calistoga, CA
Washington D.C.	Sept 21-22	Cumberland, MD	Washington D.C.
Adirondacks	Sept 28-29	Saratoga Springs, NY	Lake Placid, NY
Pennsylvania	Oct 5-6	Lancaster, PA	Mt. Pocono, PA
Las Vegas	Oct 19-20	Lake Mead, NV	Las Vegas, NV
Tennessee	Nov 2-3	Chattanooga, TN	Nashville, TN

WHAT DO WE LOOK LIKE?



Highly desirable demos range from elite athletes to 1st time running event participants

- 56% / 44% participant split women to men
- 72% 25-44 years old (average age 34)
- Well educated: 94% college educated or higher
- Average HHI = \$91,500 (30% \$125,000+)
- Healthy, active outdoor enthusiasts
- Brand advocates and quality conscious

- Deeply loyal to Ragnar brand - 72% team retention rate year to year
- 93% indicate primary reason to participate in a Ragnar is to have fun
- 83% run a Ragnar to socialize/bond with friends and teammates
- Active and vocal viral participants: blogs, tweets, YouTube, Facebook, etc.
- Team Captains are social leaders with credibility and influence among peers



WHAT WE CAN OFFER PARTNERS



Total control of our event elements and a passionate participant base allows Ragnar to provide brands with fully customized partnerships focused on their objectives

- Full calendar of national exposure and activity, delivering tremendous value
- 24 hour “at event” access to participants in totally immersive environments
- Pre and post-race social messaging and engagement through our “tribal” networks
- Grassroots access with a national footprint and structure

Wide range of assets include, but are not limited to:

- 1:1 engagement at multiple experiential touch points
- Route signage (start/finish, exchanges, etc)
- Product placement and participant usage
- Entitlement of signature elements
- Integration into marketing efforts (radio, print, viral, out-of-home, etc)
- Custom retail programs
- Interactive elements on ragnarrelay.com



FOR MORE INFORMATION:

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