

CALL FOR SPONSORS



2ND ANNUAL ROUTE 66 ULTRA RUN

Route66UltraRun.com

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SPONSORSHIP OVERVIEW

Race Directors (RDs) Heather and Marshall Ulrich are excited to offer a wide range of sponsorship options for their unique ultrarunning race along 140 miles of Historic Route 66 in Arizona so you can find the one that fits your needs and budget. The RDs fell in love with the Route in 2022: the long and varied history, the stories both old and new, the people that continue to fight to keep the Route alive, the beauty of the place, and the variety of terrain and ecosystems. They were thrilled with the response of all participants for the inaugural race later that year and look forward to the 2nd Annual Route 66 UltraRun this year, again in 2024, and for additional races for many, many years to come. Here is an overview of the Sponsorship Opportunities they are happy to present to you. Details are provided on Pages 8-12.

Thank you for helping to share this invaluable piece of Americana with as many people as possible.

Title Sponsor

\$10,000 Platinum

Exclusive event name sponsorship for a unique race

"Your Company" Route 66 UltraRun

Benefit from exposure and goodwill by being associated with:

- preserving the history of Route 66
- sustaining small towns and people that strive to keep the Route alive
- supporting nonprofit organizations

Awards Banquet Sponsor

\$5,000 Gold

Exclusive sponsorship of the best Awards Banquet in ultrarunning

"Your Company" Presents the Route 66 UltraRun Awards Banquet

Benefit from exposure and goodwill by being associated with:

- supporting a key local business, Topock66 Colorado River
- creating lasting memories for runners/teams, crew, and volunteers
- being known for helping everyone get their Kicks on Route 66!

Swag Sponsor

\$2,500 Silver

Nonexclusive sponsorship

Benefit from exposure and goodwill by being associated with:

- providing the best participant and unique finishers shirts
- presenting collectable pins to participants and volunteers
- acknowledging race volunteers with thank you gifts

Awards Sponsor

\$1,000 Bronze

Nonexclusive sponsorship

Benefit from exposure of being associated with:

- supporting the one-of-a kind traveling Andy Payne Cup
- presenting unique Route 66 buckles to 140-mile finishers
- honoring all finishers with medals/necklace or keychain charm

Additional Opportunities

Various Copper

Product Sponsorship

Sponsor a Runner or Relay Team

Sponsor Our Media Professional

Sponsor Our Artist



ROUTE 66 ULTRARUN OVERVIEW

Following a portion of the 1928 Bunion Derby races that saw a racial and social mix of athletes run across the US along Route 66, the Route 66 UltraRun is similarly “A Race for Everyone” that will find ultra runners and adventurers from around the world running along one of the most scenic and beautiful stretches of America’s iconic Route 66. Your RDs look forward to introducing even more people to the beauty and history of the Route – and welcoming back folks from last year – for the 2nd annual event in 2023, 3rd annual race in 2024, and for many years to come.

The race honors the history of the Route, from the Bunion Derbies, ‘Oakies’ during the dust bowl, use of the Route during WWII, the heyday of the family road trips after the war, to the decline of the Route after construction of the interstates, to people like Angel Delgadillo who worked for Historic designation and everyone that continues working to keep the spirit of the Mother Road alive.



The race will host up to 50 runners and 25 relay teams who will meet in Seligman, AZ and race 140-miles on foot to the finish line in Topock, AZ. Runners can cover the entire distance themselves, with the support of at least two crew people, or in relay teams of 4, 5, or 6 people taking turns running, crewing, and resting. With a 60 hour time limit and no intermediate cutoffs, even slower runners/teams should be able to complete the Route. Race management will have time stations and medical personnel along the Route to track and ensure the health of participants.

The event is sanctioned and insured by USA Track and Field, the governing body for the sports track and field, cross country, road racing, and race walking.



Route 66 UR Schedule

The race always starts on November 11, no matter the day of the week, as November 11, 1926, is the date the Route was commissioned. November 11 is also Veterans Day in the U.S. and, serendipitously, it is also the birthday of the inspiration for the race, Mark ‘Mace’ Macy (see Pages 6 and 7). How could the race start on any other day?

November 10

Runners, crew, and volunteers arrive in Seligman, AZ to check-in and attend the pre-race meeting. The RDs encourage everyone to dress up in their favorite 50's or 60's threads, have a theme for their team and vehicles, and most of all to ***have fun on Route 66.***



November 11

Everyone – individual runners, team members, crew, volunteers, and members of the public – start the race at 7AM. Last year 95 year old Angel Delgadillo (see Pages 7 and 8) started the race, and the plan is for him to start the race again for as long as possible. Everyone is paced – together – by the local fire department and cool cars the first mile through Seligman.

Then runners/teams are off to the races!



November 13

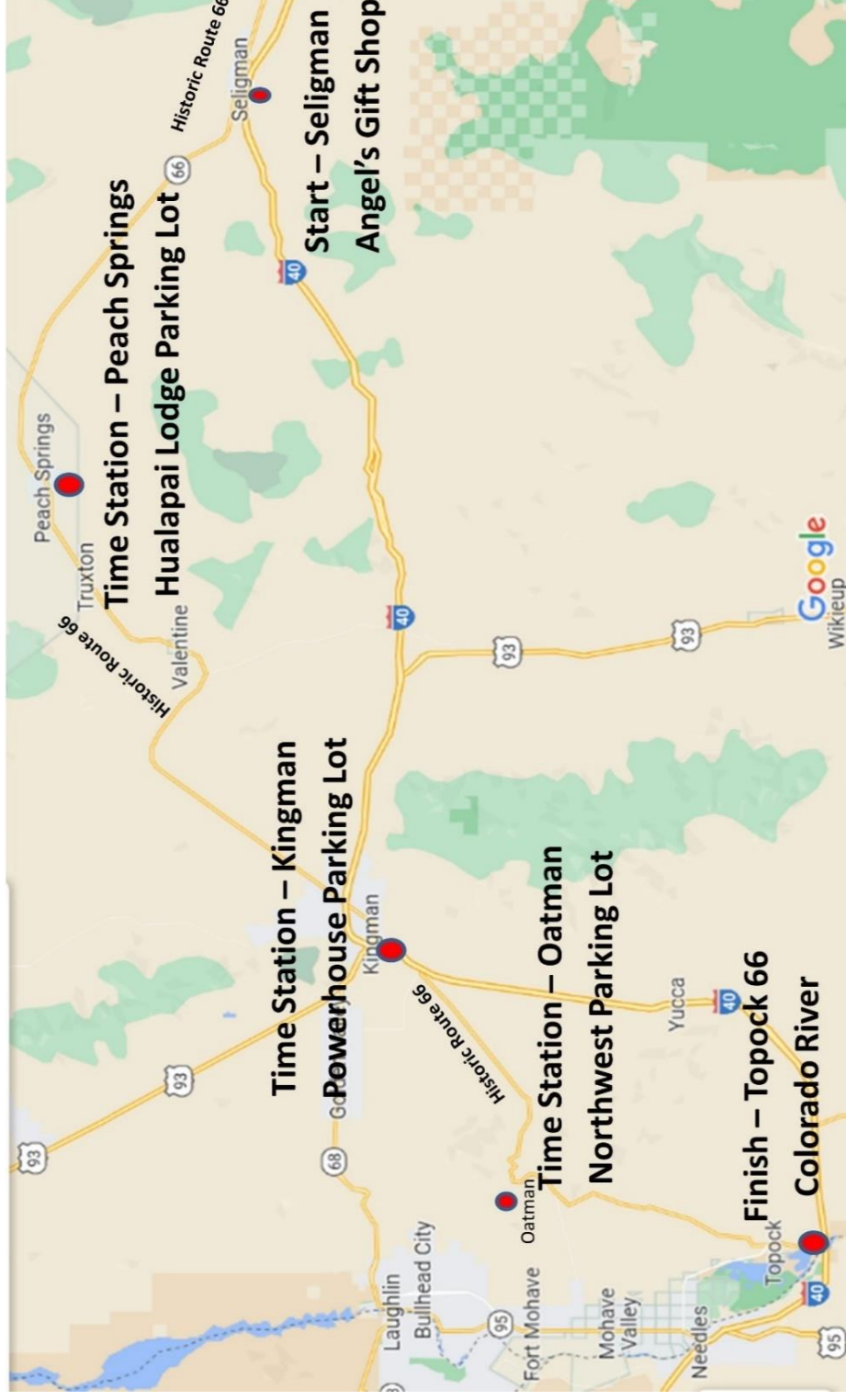
A mere 140 miles and up to 60 hours later, at 7PM, the race ends at Topock66 Colorado River.

Everyone will want to stay for the amazing Awards BANQUET!



Route 66 UR Course

The Route 66 UltraRun proceeds east to west on 140 miles of Historic Route 66 in Arizona. The race starts in Seligman and finishes on private property at Topock66 Colorado River. There are no aid stations, as each runner/team has a support vehicle/crew. There are Time Stations at Hualapai Lodge, Peach Springs; Powerhouse, Kingman; and Oatman north parking lot.



The race passes through:

- Seligman
- Grand Canyon Caverns
- Peach Springs/Hualapai Reservation
- Hackberry General Store
- Antares home of Giganticus Headicus
- Kingman
- Cool Springs
- Oatman
- Topock66 Colorado River

RACE MANAGEMENT AND MEDIA

Endurance duo Heather and Marshall Ulrich created the Route 66 UltraRun in 2022 after “The Walk”: 6 marathons in 6 days on this longest remaining stretch of Historic Route 66 as a fundraiser for the Alzheimer’s Association. They were inspired by Mark ‘Mace’ Macy who was diagnosed with early onset Alzheimer’s in 2018, and were supported by Mace’s wife Pam and Dr. Bob Haugh. They pondered:

***“Why hasn’t anyone put together a race out here?”
Since no one had, they did!***



Marshall Ulrich | Ultra Athlete, Author, Speaker



Legendary ultra-endurance athlete Marshall Ulrich is dubbed the “Endurance King” by *Outside* magazine for his decades-long position at the top of the world of ultra distance racing. He has reached the top of all Seven Summits and was the subject of the documentary *Running America* about his record-setting + 3,000-mile transcontinental (US) run. He holds the record for finishing the Badwater 146 in Death Valley more times than anyone else and set numerous other records. He is a founding member of Team Stray Dogs along with Mace and Dr. Bob, and is one of only two people in the world to compete in all 10 Eco-Challenge Adventure Races. He is the author of two books and is an experienced public speaker.

Heather Ulrich | Ultra Event Logistics Champion

A bona fide veteran support team member and Marshall’s logistics lead on numerous global adventures, Heather brings a wealth of firsthand wisdom and experience on the front lines of ultra-endurance events across the globe. With a degree in Environmental Journalism, she worked in marketing in the environmental, consulting, and high tech sectors before becoming the “Endurance Queen” for her tireless efforts to champion the sport of ultra-racing.



She also coordinates Marshall’s engagements and edits his books. As a crucial part of the R66 UR, she raises awareness and funds for the Alzheimer’s Association in honor of Mace and the Historic Route 66 Association of AZ in honor of Angel. Heather is particularly honored to introduce Route 66 to as many people as she can through the race, and beyond.

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Mace | Honorary Chairman

An ultra-endurance legend and father to Travis Macy, Mark ‘Mace’ Macy has been best friends and teammates with Marshall and Dr. Bob since co-founding Team Stray Dogs in 1995. Diagnosed in 2018 with early onset Alzheimer’s at age 64, he is fighting the battle of his life as he races against the debilitating disease until treatments improve, and a cure can be found.



Dr. Bob Haugh | Medical Lead



Dr. Bob Haugh is a veteran of numerous grueling global adventures and events including several Eco-Challenge races as a part of Team Stray Dogs, and has supported Marshall and The Dogs as a crew support person for other adventure races, in Death Valley, and in life. Dr. Bob will serve as the Medical Lead, bringing his extensive medical experience, calm and kind demeanor, and understanding of the needs of athletes and their support teams to the race.

Rick Baraff | Media Lead

Rick is an internationally recognized film and documentary director and producer who met Marsh at Eco-Challenge Borneo in 2001, Eco New Zealand 2002, and Eco-Fiji 2002. In 2008 Rick documented Running America, filming Marsh as the athlete that completed the transcon. He has worked with Marsh in Death Valley, including the Badwater race and a self-supported circumnavigation of the national park in 2012, and served as *the* key member of the media team for the R66 UR in 2022.

Rick is an expert script and features writer who attended graduate school for copywriting/advertising and worked in both the agency and PR worlds. He has been commissioned to write scripts, has won awards for his screenwriting, and has had his stories published in numerous magazines. His forte is outside-the-box, audience-focused, change-making storytelling and media creation.



Rick specializes in campaigns for a wealth of impact-making organizations and outlets including:

BottleRock Music Fest . Channel Off (BRA) . Destination Races . Earthx
Eco-Challenge and Primal Quest Adventure Races . Globo TV Brazil . Napa Valley Film Festival
Nehst Studios (now DigiNext Films) . PBS . Planet Experts . Quantcast (SF tech co)
Rush HD Network . and many, many more

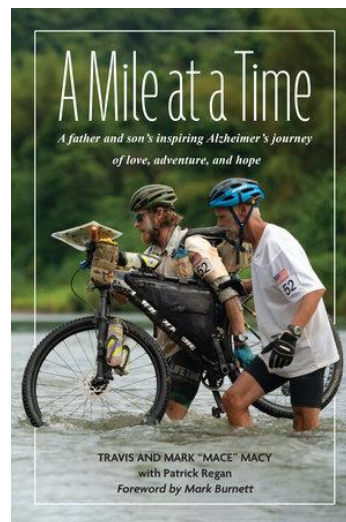


BENEFICIARIES

This race works to benefit both the Alzheimer's Association in honor of always and forever Stray Dog Mark 'Mace' Macy and the Historic Route 66 Association of Arizona in honor of Angel Delgadillo, the original founder of the association and lifelong champion of the legacy of this iconic part of Americana. A portion of race registrations fees are donated to both Associations, and the RDs encourage runners to make donations personally and/or do their own fundraising for one of the Associations.

Alzheimer's Association – In Honor of Mace

In recognition of Mace, best friend and longtime teammate of Marsh and Dr. Bob, the R66 UR supports the Alzheimer's Association. Mace has competed in nine Eco-Challenges and the Primal Quest expedition adventure race along with numerous endurance events over several decades. After his Alzheimer's diagnosis, Mace still tackled The World's Toughest Race: Eco-Challenge Fiji on Team Endure with his son Travis in 2019. His participation was especially poignant and inspiring because Mace had just donated one of his kidneys to a complete stranger in May of 2018. With Mace out on the Route during the race as our Honorary Chairman, the race will be imbued with his strength of spirit, gentle yet rugged character, and his unwavering love of life and exploration.



Historic Route 66 Association of Arizona – In Honor of Angel



Local legend Angel Delgadillo was born and raised in Seligman, AZ where he became an active conservationist when “the future” tried to bypass the iconic Route to make way for bigger, more modern freeways. Knowing it was truly part of the heart and soul of America, Angel helped found the Historic Route 66 Association of AZ and has kept the spirit and viability of the fabled Route alive ever since. The Association gained the critical ‘Historic’ designation for The Mother Road and

set the shining example for other states to follow. Because of these folks we can still travel through rolling grasslands dotted with Burma Shave signs, wide open valleys where cows graze lazily, and freight trains carry America's commerce. The race travels through pinyon pine, juniper forests, sun-kissed deserts with long stretches of cacti, and marshland protecting waterfowl and migrating birds. Thanks to people like Angel, all of us can enjoy a collective true American Main Street.

SPONSORSHIP DETAILS

Here are details on our multiple options for your company to sponsor, and benefit from, the race.

Title Sponsor | \$10,000 | Platinum

Did you know that less than half of the people that visit Historic Route 66 are from the U.S.? Want to have your company associated with preserving the history of Route 66 by getting more people out onto the Route to experience it in a way that few have? One step at a time. Just as the participants in the Bunion Derby did in 1928. There is no better way to learn about a place than traveling through it slowly, seeing every landmark, noticing the different environments, breathing in the crisp air, and talking to people along the way.



Become our Title Sponsor and be recognized as introducing the Route to as many people as possible, helping people learn about the history, and play a part in preserving the small town values and folks along the Route that strive every day to keep it alive. People like Amy, the owner of the Hackberry General Store, who stayed open until midnight to offer facilities to runners and crew, and heat up soup on her wood stove.



Have big plans to benefit from the exposure and goodwill of being associated with philanthropy to two non-profit organizations: the Alzheimer's Association and the Historic Route 66 Association of AZ? We offer you the opportunity to be associated with not only these amazing organizations, but with two incredible individuals, Mace and Angel, and a unique event honoring their legacies.



As our Title Sponsor, we will grant you full rights to use still photography and video assets from the event in your PR, advertising, and social media efforts for one year for the enhancement of your image and the pride of association with the R66 UR and its beneficiaries. You will also receive the following.

- Exclusive to one sponsor only
- Name the event: "NAME OF SPONSOR" presents the Route 66 UltraRun
- Event name featured prominently in our PR, advertising, and social media
- Premier placement on race website as "NAME OF SPONSOR" presents
- Prominent display of your banner(s) at pre- and post-race events, and start and finish lines
- Premier placement of logo and link to company website on sponsor page of the race website
- Five race shirts (to include sponsor logo if there is sufficient time)
- Five comped tickets to our Awards Banquet (November 13 at 7PM)
- Five framed and signed definitive race photos
- Exclusive in-person keynote/inspirational presentation by RD, Marshall Ulrich
- A branded one-minute sizzle video compilation of the race and event

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Awards Banquet Sponsor | \$5,000 | Gold

The Route 66 UltraRun truly offers a post-race Awards **Banquet**. No cold pizza in a gym or community center to celebrate the Race for Everyone to honor 140 Miles of History. Instead, our finish line is at the one-of-a-kind destination that draws people throughout the world to come and enjoy the last mile of Historic Route 66 in Arizona: Topock66, Colorado River.



With an outdoor patio and pool area and incredible NOT “just bar” food, all of our runners, crew, and volunteers were blown away with the quality of our celebration in 2022! Smoked prime rib and chicken, pasta primavera, delicious sides and vegetables, dessert, and two drink coupons for everyone: we do it up right! Topock66 is *the* place to make lasting memories of the race and to get their Kicks on Route 66. We encourage everyone to wear their favorite 1950s or 60s threads to add to the fun and, of course, do so ourselves.

As our Awards Banquet/Gold Sponsor you will receive the following.

- Exclusive to one sponsor only
- Sponsor of the Awards Banquet featured prominently in our PR, advertising, and social media
- Premier placement on race website as “NAME OF SPONSOR” presents the Route 66 UltraRun Awards Banquet
- Prominent display of your banner(s) at pre- and post-race events, and start and finish lines
- Premier placement of logo and link to company website on sponsor page of race website
- Four race shirts (to include sponsor logo if there is sufficient time)
- Four comped tickets to YOUR Awards Banquet (November 13 at 7PM)
- Four framed and signed definitive race photos
- Opportunity to have famed ultra-athlete and RD, Marshall Ulrich, provide a keynote /inspirational presentation (expenses paid by sponsor)
- A branded one-minute sizzle video compilation of the race and event



Swag Sponsor | \$2,500 | Silver

The Route 66 UltraRun strives to provide some of the best participant swag in our race bags in the running community, as well as similar bags and thank you gifts to our invaluable volunteers. While a portion of the race budget is dedicated to these all important parts of the race, with your sponsorship we can continue to provide:

- the best participant race shirts for every runner
- unique finishers shirts each year featuring custom artwork
- collectable pins each year to participants and volunteers
- acknowledging our volunteers with thank you gifts

These items, especially the unique finishers shirt and collectable pins each year, truly help to set our race apart from any other in the ultrarunning community.

With your sponsorship support we will also be able to thank and honor our volunteers for their dedication, commitment, and hard work supporting the race through special thank you gifts.



In addition to cash sponsorship, you may also wish to provide your best product(s) or other logoed swag and marketing materials to be included in the race bags for additional exposure.

As our Swag/Silver Sponsor you will also receive the following.

- Nonexclusive sponsorship
- Top level tiered placement of logo and link on sponsor page of race website
- Display of your banner(s) at pre- and post-race events, and start and finish lines
- Three race shirts (to include sponsor logo if there is sufficient time)
- Three comped tickets to the Awards Banquet (November 13 at 7PM)
- Three framed and signed definitive race photos
- Opportunity to have famed ultra-athlete and RD, Marshall Ulrich, provide a keynote/inspirational presentation (all expenses paid by sponsor)

Call for Sponsors



Awards Sponsor | \$1,000 | Bronze

The Route 66 UltraRun is the only event to award the top place finisher with a Cup they can only keep for one year. We were inspired by the Stanley Cup: a Cup that no one person or team ‘owns’ in any manner. Instead, they only have the honor to keep the Cup for one year until someone wins the race the next year. We searched high and low for the perfect Cup and finally found a +100 year old cup that bears an uncanny resemblance to Lord Stanley’s Cup.



The winner of the 1928 Bunion Derby, run on the very portion of Route 66 our runners cover, was a young Cherokee from Oklahoma, Andy Payne. In honor of him, the race awards the first place finisher:

The Andy Payne Cup

Grant Maughan won the 2022 race in 28:36 and can only keep the cup for another year if he returns to win the race again.



While it is a standard practice in ultrarunning for finishers to receive a belt buckle, our buckle is unique. First, it was inspired by a piece of “trash art” – if you will – purchased by the RDs at the Hackberry General Store in 2022. A smashed can, Saguaro cactus (a symbol of Arizona), and the Route 66 shield. Instead of a coyote, they used the dog from the Stray Dogs logo, created back in 1995. With an old-fashioned tinge, ULTRARUN added to the shield and, whala: the

perfect finishers buckle!



All runners, including members of Relay Teams, receive a finishers medal with a R66 UR charm that can be removed and used on a necklace or keychain. Deserving individuals – whether runner, crew, or volunteer – are also awarded the Mace Spirit Award and the Dr. Bob Suffering with Grace Award.

As our Awards/Bronze Sponsor you will receive the following:

- Nonexclusive sponsorship
- Mid-level tiered placement of logo and link to company website on sponsor page of race website
- Display of your banner(s) at pre- and post-race events, and start and finish lines
- Two race shirts (to include sponsor logo if there is sufficient time)
- Two comped tickets to the Awards Banquet (November 13 at 7PM)
- Two framed and signed definitive race photos
- Opportunity to have famed ultra-athlete and RD, Marshall Ulrich, provide a keynote/inspirational presentation (all expenses paid by sponsor)

Call for Sponsors



Additional Sponsorship Opportunities | Copper

The RDs understand that companies and individuals have varied interests and different financial situations to consider when deciding how to support an event such as the R66 UR. Thus, the following additional options are presented for your consideration, with the following guidelines and benefits.

- Nonexclusive sponsorship
- Display of logo and link to company website on sponsor page of race website
- Display of your banner(s) at pre- and post-race events, and start and finish lines
- One race shirt (to include sponsor logo if there is sufficient time)

Product Sponsorship

Donate items for each runners' race bag and/or larger items to raffle off at the Awards Banquet. Include marketing fliers and coupons in race bags for additional exposure.

Sponsor a Runner or Relay Team

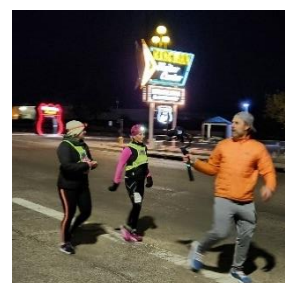


Last year we fully sponsored Eli Neztosie, a member of the Navajo Nation, as we strive to truly make this a “Race for Everyone.” Please consider sponsoring a runner or relay team from an underrepresented group such as:

- Native Americans, in honor of Cherokee runner Andy Payne
- Mexican Americans, in honor of Angel Delgadillo, a first-generation immigrant from Mexico who is “The Angel of the Route”
- Black, women, and low income runners

Sponsor Our Media Professional

While we strive to fairly compensate our talented media professional, Rick Baraff, the truth is we cover his expenses, and he mostly volunteers his time and talents. We know the quality of content he will provide for us, and for you. If you have any interest, we encourage you to provide any level of financial support to this hardworking, self-employed, and creative individual.



Sponsor Our Artist



The talented artist that created the unique art that is an important part of our branding is Karlee Iacino. She is in school to learn more about her passion, trade, and business. If you have an interest in supporting this incredible budding artist, we would love for you to provide any level of financial support to Karlee on her artistic journey.



CONTACT INFORMATION

If you feel, as we do, that the history and future of Route 66 are worth learning about and preserving, in part by providing the opportunity for people to slowly traverse through this place to absorb its essence, please feel free to be in touch directly. We would love to hear from you.

Marshall Ulrich

Marsh@MarshallUlrich.com

970-380-3769

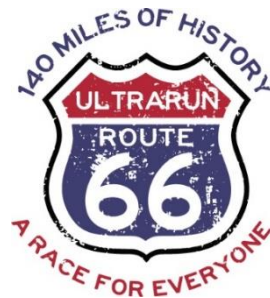


Heather Ulrich

Heather@MarshallUlrich.com

720-320-2613

Route66UltraRun.com



The Mother Road

Today Historic Route 66 in Arizona is dotted with small towns filled with mom-and-pop diners, vintage yet upgraded hotels, blazing neon signs, and classic roadside attractions.

From burros in Oatman, to a gigantic head that may have come from aliens in Antares, to a stone gas station that has been burned down, blown up in a Hollywood movie, and yet rose again from the ashes. As Roger Naylor wrote in his book Arizona Kicks on Route 66, "Quirky is the coin of the realm" – and so is resilience.

Please help us share the American story of Historic Route 66 in Arizona with as many people as possible in honor of the resilience and quirkiness of this unique place.

Call for Sponsors



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