



**SUNDAY - AUGUST 26, 2012**

**SANDRA DOEBLER**

SPECIAL EVENTS COORDINATOR

CITY OF ASPEN - SPECIAL EVENTS

PH: (970-) 429-2093

SANDRA.DOEBLER@CI.ASPEN.CO.US

WWW.ASPENBACKCOUNTRYMARATHON.COM

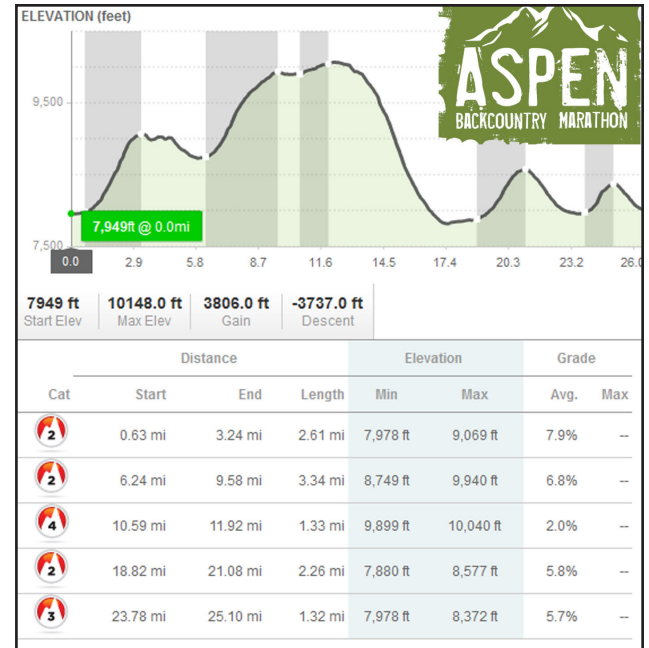
**2012  
SPONSOR  
KIT**

# THE EVENT

Utilizing the **BEAUTIFUL TRAILS** that surround Aspen, this full marathon is run almost exclusively on dirt trails. The diversity of terrain, **CHALLENGING ASCENTS & DESCENTS** and overall elevation gain will challenge even the most well trained athletes. With **SPECTACULAR VIEWS OF THE ELK MOUNTAINS** above and the city of Aspen below, this is one race you'll be sure to remember!

# THE COURSE

- Start & finish in downtown Aspen @ Wagner Park
- From Wagner Park, up Smuggler Mountain to the intersection next to the Smuggler Overlook
- Up Smuggler Loop Trail to the Hunter Creek Cutoff Trail
- Down to the Hunter Creek Connector Trail to the Iowa Shaft Trail
- Iowa Shaft Trail down to the Hunter Creek Valley floor, turn left and head back downvalley on the south side of Hunter Creek to the 10th Mountain Bridge
- Head across the 10th Mtn. Bridge to the north side of the creek and head up valley past the ghost town to the Sunnyside / Plunge Trail
- Head up the Sunnyside / Plunge Trail to the Hunter Creek Rd., turn right.
- Bear right at the first “y” intersection towards Van Horn Park
- After ¼ mile, bear right onto the Hunter Creek Rim single track trail
- Turn left, up into Van Horn Park once the Hunter Creek Rim Trail intersects with dirt road
- At the high point in Van Horn Park, turn right and follow the Hobbit Trail to 4 Corners
- Run straight through 4 Corners to the Sunnyside Trail, follow the Sunnyside Trail to the Rio Grande Trail and Stein Park
- Up Cemetery Lane, around the Aspen Golf Course via Silver King Road and then Homestake Road
- Down into the Maroon Creek Valley and underneath the Maroon Creek / Highway 82 Bridge and across the Bob Helm Bridge
- Climb out of the Maroon Creek Valley underneath the Terral / Wade Bridge to Tiehack
- Turn left on the Government Trail and follow the Govt. Trail up Buttermilk to the Sterner’s Catwalk on Main Buttermilk
- Turn Right on Sterner’s and follow it until it intersects with the Summer Road on Main Buttermilk
- Turn right and drop back down the Summer Rd. to the Oregon Trail and back down to the base of Tiehack
- Cross the Terral / Wade Bridge and turn left on singletrack onto the Moore Open Space
- Cross the Maroon Creek Pedestrian Bridge, around the Aspen Chapel to the Marolt Open Space
- Cross the Marolt Open Space, past the Community Garden to the Marolt Pedestrian Bridge to W. Hopkins Ave.
- Turn right on W. Hopkins Avenue to the Midland Trail
- Climb up the Little Cloud trail until it intersects with the Aspen Mountain Summer Road, turn left..
- Drop down the Aspen Mountain Summer Road until you get to a 3 way intersection. Turn left and follow the Lift 1A Road until it intersects with the Ajax Trail, turn left onto the Ajax Trail.
- Follow the Ajax Trail down across Aspen Mountain to Koch Lumber Park.
- Run through Koch Park and turn right onto Cooper St and follow it straight into Wagner Park to the finish.



# PARTICIPANTS & CATEGORIES

This race is limited to 250 participants.

Men, Women, and limited age divisions (must be 18 or older).

75% of participants from out of the Roaring Fork Valley - 25% within Roaring Fork Valley (Glenwood Springs to Aspen)

# SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR // PLEASE CONTACT US!

**YOUR COMPANY'S OR ORGANIZATION'S NAME HERE:**

YOUR COMPANY'S

ASPEN BACKCOUNTRY MARATHON

- The name & logo of your company or organization showcased at the Aspen Backcountry Marathon.
- All the privileges of a Platinum Sponsor

## PLATINUM SPONSOR | GIFTS OR IN-KIND DONATION OF \$5,000

- Top billing with co-Platinum Sponsors (above all other sponsors), excluding Title Sponsor, of name & logo on all printed materials, website & participants' t-shirts
- Opportunity to provide athletes with a logo-imprinted item
- Opportunity to set up a sponsor-provided booth or table at a high-traffic location to promote products or services
- Opportunity to display a sponsor-provided banner
- Live acknowledgement of sponsorship during race officials' announcements
- Mention in all news releases & promotional materials
- Knowledge that you were a major benefactor of a local charity

## GOLD SPONSOR | GIFTS OR IN-KIND DONATION OF \$4,999 - \$2,500

- Premier placement of name & logo on all printed materials, website & participants' t-shirts
- Opportunity to provide athletes with a logo-imprinted item
- Opportunity to set up a sponsor-provided booth or table at the event to promote products or services
- Opportunity to display a sponsor-provided banner
- Opportunity to insert product samples in race materials distributed to all participants
- Live acknowledgement of sponsorship during race officials' announcements
- Mention in all news releases & promotional materials
- Knowledge that you were a major benefactor of a local charity

## SILVER SPONSOR | GIFTS OR IN-KIND DONATION OF \$1,000 - \$2499

- Name & logo on all printed materials & website
- Opportunity to provide athletes with a logo-imprinted item
- Opportunity to set up a sponsor-provided booth or table at the event to promote products or services
- Opportunity to display a sponsor-provided banner
- Opportunity to insert product samples in race materials distributed to all participants
- Mention in all news releases and promotional materials

## BRONZE SPONSOR | GIFTS OR IN-KIND DONATION OF \$750 - \$999

- Logo on website
- Opportunity to provide athletes with a logo-imprinted item
- Opportunity to set up a sponsor-provided booth or table at the event to promote products or services
- Opportunity to display a sponsor-provided banner
- Opportunity to insert product samples in race materials distributed to all participants
- Mention in all news releases and promotional materials

## COPPER SPONSOR | GIFTS OR IN-KIND DONATION \$150 - \$749

- Logo on website
  - Opportunity to provide athletes with a logo-imprinted item
  - Opportunity to insert product samples in race materials distributed to all participants
- Contributor | Gifts or In-Kind Donation up to \$149
- Name on website