PARTNERSHIP OPPORTUNITIES

ROO RACE SERIES 2027

JUNE 25–26, 2027 / CLANCY, MONTANA

THE WEST WAS NEVER EASY.

01 / THE EVENT

FIVE RACES. TWO DAYS. ONE WEEKEND.

Friday belongs to the trail races. Saturday belongs to the ROO Backyard Ultra. Every partnership supports the full race weekend in Clancy, Montana.

FRI / JUNE 25

50K

Trail race
6:30 AM start

FRI / JUNE 25

25K

Trail race
8:00 AM start

FRI / JUNE 25

10K

Trail race
10:00 AM start

FRI / JUNE 25

LITTLE ROO MILE

Ages 12 & under
12:00 PM start

SAT / JUNE 26

BACKYARD ULTRA

4.17 miles every hour until one remains.
$10,000 grand prize.

02 / WHY ROO

BUILT FOR THE LONG HAUL.

RUGGED BY DESIGN

Mountain ranchland in the Elkhorns — terrain that tests every runner who shows up.

NO SET FINISH

In the Backyard Ultra, the field returns to the same start corral every hour, so partners on site get repeated, face-to-face engagement.

A WHOLE-WEEKEND COMMUNITY

Runners, crews, families, and spectators stay on site together — not just at the finish line.

Private ranchland near Clancy, Montana, surrounded by the Elkhorn Mountains

03 / PROVEN MOMENTUM

THE FIRST ROO. A STORY PEOPLE REMEMBERED.

2026 BACKYARD ULTRA / RESULTS

494 LAPS COMPLETED	**39 HRS** UNTIL ONE REMAINED	**11** STATES REPRESENTED
163.8 MI WINNING DISTANCE	**500K+** ORGANIC WEEKEND VIEWS	**$10K** WINNER'S PRIZE

2027 / WHAT'S PLANNED

- **Five races** across two days: 50K, 25K, 10K, Little ROO Mile, and Backyard Ultra.
- **Year two** of the ROO Backyard Ultra.
- **$10,000** Backyard Ultra grand prize.
- **YouTube livestream** of race weekend coverage.

PREMIUM / 01

TITLE PARTNER

$10,000

1 EXCLUSIVE

Premier event-wide recognition, directly associated with the $10,000 Backyard Ultra grand prize.

RECOGNITION

- Sole title designation and highest-priority event recognition; ROO branding remains primary
- Exclusive ROO + Title Partner logo pairing on participant race bibs
- Custom co-branded $10,000 winner check and prize presentation

ON SITE + CONTENT

- Prominent venue and website placement
- Registration presence, optional tent, and approved gear bag inserts
- One on-site representative interview, edited with race footage into a collaborative social post

SEPARATE EXCLUSIVITY

Title recognition is event-wide. Exclusive livestream presenting rights belong to the Official Media Partner.

PREMIUM / 02

OFFICIAL MEDIA PARTNER

$5,000

1 EXCLUSIVE

Presents the race weekend coverage, including the YouTube livestream and digital spectator experience.

LIVESTREAM

- Exclusive “Livestream brought to you by [Partner]” designation throughout the YouTube broadcast
- Branded livestream overlay
- Presenting recognition on the live results / coverage page

DIGITAL + ON SITE

- Clickable company links on the ROO website and in the YouTube description
- Optional event booth and promotional material distribution
- One on-site representative interview, edited with race B-roll into a collaborative social post

EXCLUSIVITY

Covers livestream presenting rights — not every brand visible during coverage.

OFFICIAL PARTNERS

VENUE & GEAR.

OFFICIAL VENUE PARTNER

$3,500 1 EXCLUSIVE

The event grounds and weekend venue experience for athletes, crews, volunteers, and spectators.

- Exclusive Official Venue Partner designation
- Prominent banners and signage in high-visibility areas
- Logo on the website and race bibs (secondary to the Title Partner)
- Optional booth; one representative interview + collaborative social post

OFFICIAL GEAR PARTNER

$2,000 or in-kind 1 EXCLUSIVE

Official participant gear: shirts, hats, shorts, packs, or another mutually agreed item.

- Exclusive co-branded participant gear, mutually approved design
- **Cash route:** ROO sources and produces the agreed gear
- **In-kind route:** partner supplies an agreed quantity of branded product at no cost to ROO
- Website recognition and optional on-site presence

Product type, quantity, and specifications are mutually agreed.

FUEL THE FIELD

AID STATION PARTNERS.

PREMIER AID STATION PARTNER

$2,500 1 EXCLUSIVE

The main aid station in the Crew Corral, visible throughout the weekend.

- Exclusive main aid station branding: canopy and/or high-visibility signage
- Website recognition and optional representatives
- Approved product distribution and sampling to runners

Potential take-home custom canopy top, subject to production cost and frame compatibility.

AID STATION PARTNER

$1,500 each 2 AVAILABLE

Runner nutrition and hydration: gels, electrolytes, carbohydrates, bars, and snacks.

- Dedicated branding at one assigned aid station, 10 × 10 or 12 × 12 canopy option
- Website recognition and optional representatives
- Approved product distribution

A custom canopy top may be provided for the partner to keep, subject to final pricing and compatibility.

LOCAL SUPPORT

COMMUNITY PARTNERS.

Accessible support for local businesses and smaller contributors. Open availability.

COMMUNITY PARTNER

$500 OPEN

- Website logo
- Approved promotional inserts
- Shared event banner placement where appropriate

COMMUNITY SUPPORTER

$250 OPEN

- Website recognition
- Approved promotional inserts

VENDORS & IN-KIND SUPPORT

FEED IT. POWER IT. SUPPORT IT.

VENDOR FEE — NOT A SPONSORSHIP

FOOD & BEVERAGE VENDOR

$1,000 each 2 AVAILABLE

On-site food and beverage service for athletes, crews, and spectators.

- Assigned vending space for a food truck, coffee trailer, beverage vehicle, or similar
- Sell directly to attendees and keep your sales revenue
- Official vendor listing on the ROO website

Applicable permits and operating requirements apply.

IN-KIND PARTNER

STAFF MEAL PARTNER

In-kind meals MULTIPLE

Prepared meals for the ROO event team during race weekend.

- Flexible single- or multi-meal contributions: breakfast burritos, pizza, catered meals
- Website acknowledgment
- Social thank-you featuring the meal and restaurant

IN-KIND PARTNER

EVENT SUPPORT PARTNER

In-kind / loan OPEN

Consumables, gear, and event infrastructure supplied without a cash fee.

- Donated gels, hydration, beverages, snacks, or other consumables
- Donated apparel or gear for runners, volunteers, or staff
- Loaned lights, gates, generators, or similar equipment, returned after the event
- Website and appropriate social acknowledgment

Contribution details are negotiated; additional visibility may be negotiated for larger contributions.

In-kind contributions do not automatically grant exclusive sponsorship rights. Other product contributions may be considered through a custom arrangement.

BRAND VISIBILITY

WHERE YOUR BRAND SHOWS UP.

OPPORTUNITY	RACE BIB	WEBSITE	VENUE SIGNAGE	LIVESTREAM	ON-SITE PRESENCE	PRODUCT	CONTENT
TITLE $10,000	**Exclusive pairing**	Prominent	Prominent	—	Registration + optional tent	Gear bag inserts	Interview + collab post
MEDIA $5,000	—	Clickable links	—	**Exclusive presenting**	Optional booth	Optional promo materials	Interview + collab post
VENUE $3,500	Secondary logo	Logo	Prominent	—	Optional booth	—	Interview + collab post
GEAR $2,000 / in-kind	—	Recognition	—	—	Optional	**Co-branded gear**	—
PREMIER AID STATION $2,500	—	Recognition	Main aid station	—	Optional reps	Sampling	—
AID STATION $1,500 each	—	Recognition	Assigned station	—	Optional reps	Distribution	—
COMMUNITY PARTNER $500	—	Logo	Shared banner*	—	—	Promo inserts	—
COMMUNITY SUPPORTER $250	—	Recognition	—	—	—	Promo inserts	—
F&B VENDOR $1,000 each · vendor fee	—	Vendor listing	—	—	Vending space	Direct sales	—
STAFF MEAL In-kind	—	Acknowledgment	—	—	—	—	Social thank-you
EVENT SUPPORT In-kind / loan	—	Acknowledgment	—	—	—	—	Social acknowledgment

*Where appropriate. Benefits apply only as listed for each opportunity. Bib placements are subject to artwork and production deadlines; on-site spaces are subject to venue layout and coordination.

PARTNER WITH ROO

BUILD SOMETHING THAT LASTS.

Tell us which opportunity you're considering — or what your brand wants to accomplish — and we'll follow up on availability.

CONTACT

partnerships@rooraceseries.com

WEBSITE

rooraceseries.com/partners

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- Booths, tents, and promotional materials are partner-provided unless otherwise negotiated.
- No impressions, views, or photo quantities are guaranteed. ROO retains creative and editorial control.