

— PARTNERSHIP OPPORTUNITIES

2027 ROO BACKYARD ULTRA

JUNE 25-26, 2027 / CLANCY, MONTANA

THE WEST WAS NEVER EASY.

— 01 / OUR WHY

BUILT FOR THE LONG HAUL.

Buckaroo Run Club and the ROO Race Series exist to build something bigger than a finish line. We create experiences that test limits, strengthen community, and celebrate the spirit of the West.

NOT JUST RACES.
A MOVEMENT. A COMMUNITY. A LEGACY.

Private ranchland near Clancy, Montana
surrounded by the Elkhorn Mountains

— 02 / THE FORMAT

EVERY HOUR. ON THE HOUR. UNTIL ONE REMAINS.

4.17 MILES

One loop, started every hour, on the hour.

NO SET FINISH

The race can continue well beyond 24 hours.

LAST ONE STANDING

It's not about speed. It's about refusing to quit.

— 03 / 2026 INAUGURAL EVENT

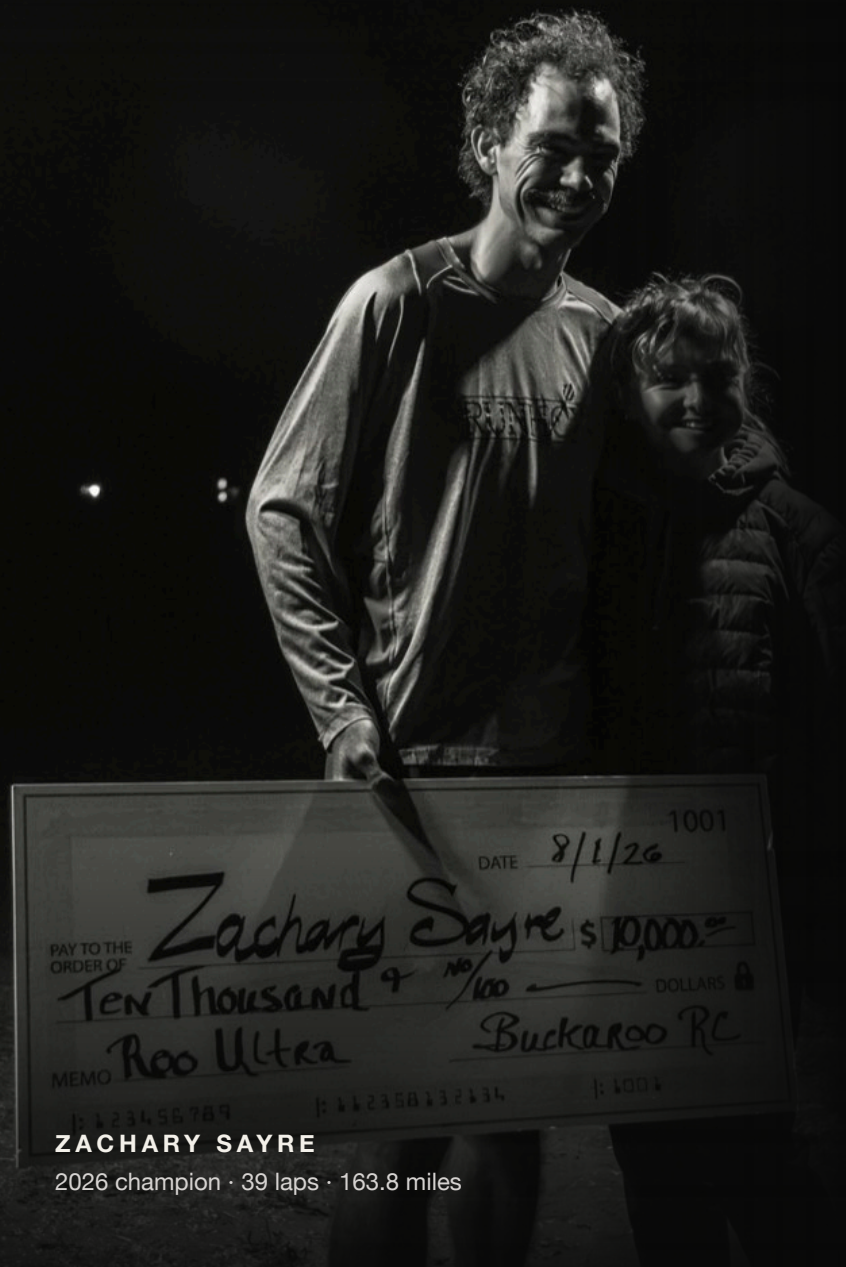
THE FIRST ROO. A STORY PEOPLE REMEMBERED.

In 2026, we brought a group of runners to a private ranch in the Montana mountains to find out what would happen if we built a race differently. These brands chose to show up for the first edition.



CAN+T





04 / 2026 BY THE NUMBERS

ONE WEEKEND. ONE REMAINED.

39_{HRS}

UNTIL ONE REMAINED

494

LAPS COMPLETED

11

STATES REPRESENTED

163.8_{MI}

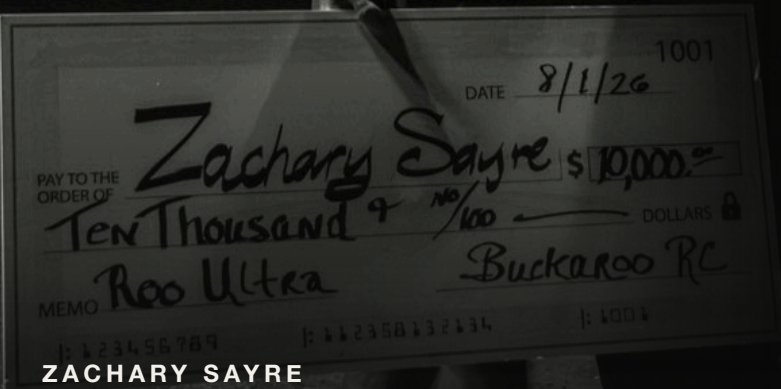
WINNING DISTANCE

321.09_{MI}

FINAL TWO, COMBINED

\$10K

WINNER'S PRIZE



ZACHARY SAYRE

2026 champion · 39 laps · 163.8 miles

— 05 / MEDIA & STORYTELLING

THE RACE IS ONLY HALF THE STORY.

ROO is documented from the first yard to the last — photography, athlete stories, and social content built around the people in the race. In 2027, that includes an official race recap video.

500K+

ORGANIC WEEKEND VIEWS
2026 INAUGURAL EVENT

— 06 / WHY PARTNER WITH ROO

IT'S MORE THAN BRAND EXPOSURE.

A backyard ultra has no set finish. Runners, crews, and spectators return to the same start corral again and again — so partners on site get repeated, face-to-face engagement for as long as the race lasts.

The best partnerships aren't logos on a banner. They're built into experiences people remember.



— 07 / REPEATED BRAND ENGAGEMENT

IN 2026, THE FIELD CAME BACK TO THE START LINE 39 TIMES.



YARD 1

BEYOND 24 HOURS

YARD 39

ATHLETES

Every hour, every runner returns to the same start corral before heading back onto the course.

CREWS

Crews aren't chasing aid stations across town. They're part of every lap, every decision, and every hour.

SPECTATORS

Families and spectators stay together on the ranch, watching the field narrow until only one athlete remains.

— 08 / ON-SITE ACTIVATION

SHOW UP FOR THE WHOLE WEEKEND.



01

ON-COURSE PRESENCE

Put your brand inside the race experience — from the start corral to the final yard.



02

COMMUNITY + ACTIVATION

Your own booth or tent, with real-world touchpoints for runners, crews, families, and spectators.



03

PRODUCT INTEGRATION

Sampling that puts your product directly into the hands of the people who will actually use it.



04

CONTENT + STORYTELLING

Become part of the photography, athlete stories, and social content created around the race.

Activation spaces are subject to venue layout, availability, and event coordination. Booths, tents, and materials are sponsor-provided unless otherwise negotiated.

— 09 / THE 2027 EVENT

JUNE 25–26, 2027

CLANCY, MONTANA

Private ranchland in the Elkhorn Mountains

BACKYARD ULTRA

4.17 miles, every hour, until one remains

YEAR TWO

The ROO Backyard Ultra returns

FULL WEEKEND

Partners on site for the whole race

10 / 2027 PACKAGES & PRICING

FIND YOUR PLACE.

01 TITLE PARTNER \$20,000 1 AVAILABLE The lead partnership of the 2027 ROO Backyard Ultra.	02 PREMIER PARTNER \$10,000 2 AVAILABLE Priority placement on site, on the bib, and in race media.	03 PRESENTING PARTNER \$5,000 4 AVAILABLE A full-weekend presence with dedicated social content.	04 SUPPORTING PARTNER \$2,500 OPEN On-site activation and a logo on every race bib.	05 FRIEND OF THE ROO \$1,000 OPEN The most accessible way to be on site for race weekend.
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INCLUDED IN EVERY CASH PACKAGE

Logo on official race bibs, scaled by tier	Sponsor recognition on the ROO website	Space to operate your own booth or tent	Product sampling + runner and crew engagement	Full-weekend activation access
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Packages apply to the 2027 ROO Backyard Ultra only, not the full ROO Race Series. **Contributing product, gear, or services? See Product & Gear Partnerships, page 18.**

— PACKAGE 01

TITLE PARTNER

\$20,000

1 AVAILABLE

ON SITE

- Premium activation location
- Primary event signage
- Largest sponsor logo on race bibs
- Premium logo placement on race shirts
- Selective “Presented by” recognition

MEDIA

- 3 dedicated Instagram posts or Reels
- 6 Instagram Story frames
- Featured integration in the official 2027 race recap video
- Relevant sponsor tagging
- Access to curated event photography

ROO Backyard Ultra remains the primary event brand; “Presented by” appears on selected signage, banners, and media. Category exclusivity is negotiable, not guaranteed, and requires written agreement. Buckaroo Endurance retains its own branding, product, sampling, sales, and promotional rights. Plus everything included at every level.



— PACKAGE 02

PREMIER PARTNER

\$10,000

2 AVAILABLE

ON SITE

- Priority activation location
- Prominent event signage
- Large sponsor logo on race bibs
- Secondary logo placement on race shirts

MEDIA

- 2 dedicated Instagram posts or Reels
- 4 Instagram Story frames
- Logo recognition in the official race recap video
- Relevant sponsor tagging
- Access to curated event photography

Plus everything included at every level: booth or tent space, product sampling, full-weekend activation access, and website recognition.

— PACKAGE 03

PRESENTING PARTNER

\$5,000

4 AVAILABLE

ON SITE

- Standard activation location
- Standard event signage
- Medium sponsor logo on race bibs
- Grouped logo placement on race shirts

MEDIA

- 1 dedicated Instagram post or Reel
- 2 Instagram Story frames
- Grouped logo recognition in the official race recap video
- Relevant sponsor tagging
- Access to curated event photography

Plus everything included at every level: booth or tent space, product sampling, full-weekend activation access, and website recognition.

— PACKAGE 04

SUPPORTING PARTNER

\$2,500

OPEN AVAILABILITY

ON SITE

- Standard activation space
- Smaller sponsor logo on race bibs
- Standard website recognition

MEDIA

- Inclusion in a grouped sponsor thank-you post or Story
- No race shirt logo
- No guaranteed dedicated social content

Plus everything included at every level: booth or tent space, product sampling, and full-weekend activation access.

— PACKAGE 05

FRIEND OF THE ROO

\$1,000

OPEN AVAILABILITY

ON SITE

- Standard activation space
- Small sponsor logo on race bibs
- Website recognition

MEDIA

- Inclusion in a grouped sponsor thank-you post or Story
- No race shirt logo
- No guaranteed dedicated social content

Plus everything included at every level: booth or tent space, product sampling, and full-weekend activation access.

11 / BENEFITS COMPARISON

	TITLE \$20,000	PREMIER \$10,000	PRESENTING \$5,000	SUPPORTING \$2,500	FRIEND OF THE ROO \$1,000
Availability	1	2	4	Open	Open
ON SITE					
Activation placement	Premium	Priority	Standard	Standard space	Standard space
Event signage	Primary	Prominent	Standard	—	—
Race bib logo	Largest	Large	Medium	Smaller	Small
Race shirt logo	Premium	Secondary	Grouped	—	—
“Presented by” recognition	Selective	—	—	—	—
MEDIA					
Dedicated Instagram posts or Reels	3	2	1	—	—
Instagram Story frames	6	4	2	—	—
Official race recap video	Featured integration	Logo recognition	Grouped logo	—	—
Grouped thank-you post or Story	—	—	—	■	■
Sponsor tagging + curated photography	■	■	■	—	—
EVERY PACKAGE					
Booth or tent, sampling, full-weekend access, website recognition	■	■	■	■	■

Media deliverables cover the full 2027 event campaign, not each race day. Category exclusivity (Title only) is negotiable, not guaranteed, and requires written agreement.

— 12 / IN-KIND CONTRIBUTIONS

CUSTOM PARTNERSHIP OPPORTUNITIES

PRODUCT & GEAR PARTNERSHIPS.

Support ROO Ultra with the products, equipment, or services that make race weekend possible. In return, partners can receive tailored brand exposure through on-site product placement, athlete engagement, event signage, digital recognition, and race media coverage.

WHAT WE'RE SEEKING

- Athlete nutrition and hydration
- Footwear and outdoor gear
- Aid station supplies
- Lighting and event equipment
- Staff and volunteer apparel
- Camping equipment
- Event infrastructure and services

A PARTNERSHIP CAN INCLUDE

- On-site gear demos and product experiences
- Athlete and crew product sampling
- Aid station and race operations equipment
- Staff and volunteer equipment or apparel
- On-site brand presence
- Event photography and social media opportunities
- Customized recognition for the contribution

Partnership benefits are customized based on contribution and event needs. Race bib or shirt placement, category exclusivity, official partner status, and cash-package benefits are not included automatically and are negotiated individually. Inquire: partnerships@rooraceseries.com

CUSTOM PARTNERSHIP

Tailored to the contribution and event needs

— READY TO PARTNER?

BUILD SOMETHING THAT LASTS.

START A CONVERSATION

partnerships@rooraceseries.com

Tell us which package you're considering, what product or gear you'd like to contribute, or what your brand is trying to accomplish — and we'll follow up on availability.

BUCKAROORUNCLUB.COM/PARTNERS

JUNE 25–26, 2027 / CLANCY, MONTANA

No impressions, views, or photo quantities are guaranteed. ROO retains creative and editorial control.

Race shirt and bib placements are subject to artwork and print deadlines.

On-site activations depend on venue coordination. Equipment and materials are sponsor-provided unless negotiated.

Buckaroo Endurance retains its own brand, product, sampling, sales, and promotional rights.