



# SPONSORSHIP OPPORTUNITY OVERVIEW





X**TERRA**



## TEAM Unlimited

TEAM Unlimited is a Hawaii-based television, events and marketing company founded in 1988. TEAM Unlimited owns the XTERRA brand and produces its race series.

In 2010, TEAM Unlimited will host more than 100 off-road triathlon races and 60 XTERRA Trail Running races in 14 countries worldwide. XTERRA events deliver an audience of over 160,000 people, including more than 35,000 competitors, from all 50 states and over 40 countries. Additionally, TEAM TV has produced 300 adventure television shows in the past 20 years resulting in three Emmy's and 42 Telly Awards for production excellence.

## XTERRA

XTERRA produces the world's leading off-road triathlon series, manages a 60-race worldwide trail running series, and has its own line of branded products ranging from wetsuits to fitness equipment to tech wear and apparel. XTERRA also produces eight to 10 new TV shows each year, has an Eco Team that helps preserve and protect race venues and a Foundation designed to provide educational opportunities for at-risk youth.

In 1996, the first XTERRA off-road triathlon was "born on the beach" in Maui. Since then, XTERRA has grown into a global phenomenon as the leading off-road triathlon series with more than 175 events in 14 countries.

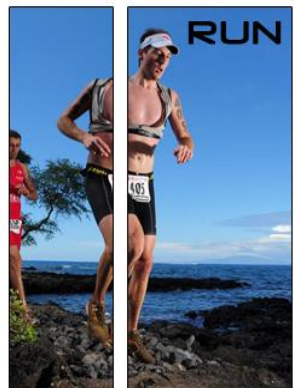
XTERRA is the first race to blend the laid-back style of mountain biking and trail running with the hard-core training and avid dedication associated with the triathlon. Today's typical XTERRA race is comprised of a 1.5K swim, a 30K mountain bike race and an 11K trail run.

XTERRA races attract elite endurance athletes from around the world. Amateurs and professionals compete for some of the richest pro-purses in multisports; overall about half a million dollars in prize money is awarded. Each tour utilizes a points system allowing competitors to qualify for spots in the XTERRA USA National Championship and the XTERRA World Cup. Each year the XTERRA World Cup is held in Maui, Hawaii during the month of October. Currently, the USA National Championship is held in Ogden/Snowbasin, Utah.

# PROPERTY OVERVIEW



XTEERRA



## About General Sports Alliances

General Sports Alliances (GSA) is the exclusive sponsorship agency of TEAM Unlimited and its property XTERRA. GSA's main role is to build new partners for XTERRA, and all assets associated with the XTERRA brand including television, destinations and all levels of sponsorship.



## XTERRA Television Overview



In addition to the programming created by TEAM TV that airs 24/7 on XTERRA.tv, TEAM TV has produced nearly 300 television shows resulting in three regional Emmy's and 42 Telly Awards for production excellence. In 2009, TEAM TV produced 8 new shows that helped activate sponsor messages to large audiences across the country via national syndication. Each show contains advertising spots, billboards and editorial content for clients. The following highlights the 2009 TV delivery:

### XTERRA World Championship (60-minute show)

- National syndication January – December 2010
- 243 airings and min. 65% U.S. households reached (est.)
- Plus resort distribution



### XTERRA USA Championship (60-minute show)

- National syndication from December 2009 – December 2010
- 258 airings and min. 65% U.S. households reached (est.)
- Plus resort distribution



### XTERRA Adventure Series (6, 30-minute shows)

- National syndication from May 2009 – December 2010
- 796 airings (final syndication report pending – airings expected to increase)
- Plus resort distribution



### Eco Adventures (3, 60-minute shows)

- National syndication July 2009 – June 2010
- 203 airings
- Plus resort distribution



### Land Rover G4 Challenge Nevada Passage (60-minute show)

- National syndication July 2009 – June 2010
- 52 airings and min. 65% U.S. households reached
- Plus resort distribution



Total Television Viewership/Impressions: **36,569,088**



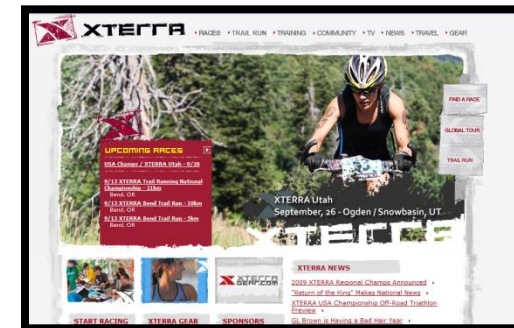
## XTERRA Internet Overview



XTERRA manages two web properties, XTERRAplanet.com and XTERRA.TV. Both media outlets are used as powerful tools to stay connected with XTERRA fans and participants. The following highlights each outlet:

### XTERRAplanet.com

XTERRAplanet.com is the home site for all topics related to XTERRA. XTERRAplanet.com provides athletes and fans with information about XTERRA, XTERRA events, training tips and tools, community networks, travel guides, gear and more. XTERRAplanet.com receives 10 million page views annually.



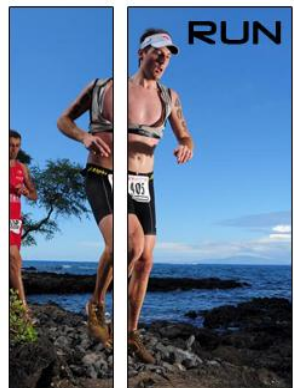
### XTERRA.tv

XTERRA.tv is the digital media hub for the XTERRA and its events. Participants and fans can access all of the XTERRA based programming 24/7. XTERRA.tv receives 200,000 page views annually.





**XTERRA**



## XTERRA Advertising

Each year XTERRA runs an umbrella print campaign that is supported with regional print advertising and targeted local market print and broadcast media. The 1.6 million dollar advertising campaign creates 63,679,000 annual impressions.

### Advertising Overview:

- Number of XTERRA Off-Road Triathlon print ads: 86
- Number of XTERRA Trail Run print ads: 33
- Number of XTERRA Off-Road Triathlon broadcast spots and promos: 349
- Number of XTERRA Trail Run broadcast spots and promos – 70
- XTERRA Off-Road Triathlon advertising impressions: 26,419,000
- XTERRA Trail Run advertising impressions: 23,255,000

## XTERRA Publicity

In addition to the advertising campaign that XTERRA runs each year, a publicity campaign is executed which includes components such as e-releases, media days, video news releases to local market TV stations, press releases, home-town heroes campaign and the password protected site, [xterraphotos.com](http://xterraphotos.com). The publicity campaign delivers 215,479,612 annual impressions. The following outlines the breakdown of each event's publicity impressions:

EVENT	AMERICA TOUR	TRAIL RUNNING
PRINT/RADIO	103,912,000	31,099,500
TELEVISION	15,978,612	655,000
ONLINE	22,490,000	7,281,000
<b>TOTALS</b>	<b>142,380,612</b>	<b>39,035,500</b>
EVENT	MAUI WORLD CHAMPS	
PRINT/RADIO	15,620,000	
TELEVISION	480,000	
ONLINE	3,535,000	
<b>TOTALS</b>	<b>19,635,000</b>	



## XTERRA Demographics

XTERRA is at the heart of a \$275 billion outdoor recreation industry and boasts over 125,000 spectators and 35,000 active participants annually. XTERRA participants are serious athletes who understand that strenuous athletic activity has a significant impact on their bodies. They are always looking to improve their performance and are on the continuous search to find a competitive advantage. As part of their rigorous training regimen, these extreme athletes set goals as they prepare for that next challenge.

The following is a snapshot of the demographics that XTERRA and its events attract:

### AGE

- 20-44
- Average age 30.5

### GENDER

- 50% male
- 50% female

### INCOME

- 89% over \$50,000
- 67% over \$75,000
- 29% over \$120,000

### ONLINE PURCHASING

- 89% frequently shop online
- 63% purchase travel online
- 53% purchase books online
- 63% purchase financial services online

### PROFESSION

- Professional 28%
- Management/Executive 25%
- Technical/Scientific 10%
- Business Owner 8%
- Military/Government 7%
- Sales/Retail 6%

The following is a more specific look at the average XTERRA athlete:

### 2009 ATHLETE

- Primarily aged 24-39
- 75% male, 25% female
- 84% hold college degree
- 67% income \$75,000+

### 2009 World Champion Competitors

- Average age 37.8
- 73% male, 27% female
- Originated from 24 countries and 35 states
- 51% were from the USA



**XTERRA®**

**SPONSORSHIP BENEFITS**





## The Opportunity

GSA is presenting your company with the opportunity to partner alongside XTERRA. By aligning itself with XTERRA, your company would gain instant credibility throughout the active lifestyle market, and more specifically, it could focus its marketing efforts on the most extreme endurance sport on the globe. The XTERRA series not only provides your company with national and global exposure, but also with grassroots marketing programs.

XTERRA offers a tremendous vehicle to launch a comprehensive seeding program through the XTERRA Team Ambassadors. The Team Ambassadors are knowledgeable and passionate endurance athletes who promote the XTERRA series and associated sponsors through a grass-roots outreach program. This outlet provides local marketing tools to build brand awareness. Additionally, XTERRA can offer access to top-tier, influential endurance athletes for promotional and testimonial purposes.

Your company could streamline its marketing, TV, print and web initiatives through a partnership with XTERRA. XTERRA can provide a highly targeted, comprehensive and integrated benefits package. In addition to the above, you will benefit from an association with XTERRA through the following:

- Category exclusivity
- Product integration at more than 100 events worldwide
- Inclusion in over 300 million annual impressions (events, media, TV, editorial, etc.)
- Strong ownership position throughout each event
- Year-round access to key demographic of active, affluent global audience
- Significant product sales

The following pages highlight some of the sponsorship platforms available via a partnership with XTERRA. While these lists of benefits provide an outline of the inventory available, each should be considered a non-exhaustive list as XTERRA is a flexible property with the ability to create targeted and customized promotions to fit your company's needs and initiatives.



## Title Sponsorship

The Title Sponsorship platform provides the valuable opportunity to assert a strong ownership position at over 100 XTERRA events across the U.S. and around the globe. The following is a non-exhaustive list of the benefits that would be provided to the Title Sponsor of XTERRA's race series:

- Category exclusivity
- Bonus Presenting Sponsor position, allowing your company to award the position to a major retail partner, or to brand the series to a specific product from your company
- Recognition as the Title Sponsor throughout all syndicated television broadcasts (20,000,000+ viewers)
- Title Sponsor recognition in all media promotion and coverage of the series (30,000,00+ media impressions)
- Title Sponsor recognition throughout all live webcasts of all major events (60,000,000+ impressions)
- Opportunity for on-site product demonstrations and promotions at all tour events
- Development of special TV and web programming highlighting your product and your involvement with the series
- Prominent recognition as the Title Sponsor in all promotional mailings (print and electronic)
- Prominent recognition on all XTERRA tour collateral materials
- Logo inclusion and recognition as the Title Sponsor in all XTERRA promotional advertising (print, broadcast, web, etc.)
- Prominent placement on all XTERRA web properties including [xterraplanet.com](http://xterraplanet.com), [xterra.tv](http://xterra.tv) and all sub pages
- Opportunity to distribute promotional coupons and materials at all tour events
- Access to promotional images and footage from the XTERRA series for use in promotional materials
- Special customized cross-promotional and on-site activation opportunities



## Presenting Sponsorship

As the Presenting Sponsor of the XTERRA American Tour and the XTERRA World Tour, your company will receive direct access to the top extreme endurance athletes in the world. Additionally, your brand would receive the following benefits:

- Recognition as the Presenting Sponsor throughout all syndicated television broadcasts (20,000,000+ viewers)
- Presenting Sponsor recognition in all media promotion and coverage of the series (30,000,00+ media impressions)
- Inclusion in on-site signage at all tour events, including key areas such as the finish line and winner's podium
- Opportunity for on-site product demonstrations and promotions at all tour events
- Recognition as Presenting Sponsor in all promotional mailings (print and electronic)
- Presence and sponsorship recognition on all tour collateral and marketing materials
- Recognition and presence on all XTERRA web properties including xterraplanet.com, xterra.tv and all sub pages
- Logo inclusion and recognition as a Presenting Sponsor in all XTERRA promotional advertising (print, broadcast, web, etc.)
- Opportunity to distribute promotional coupons and materials at all tour events
- Access to promotional images and footage from the XTERRA series for use in promotional materials



XTERRA



## Official Partner Sponsorship

With an Official Partner Sponsorship, your company would be recognized as an “Official” partner within its brand category. With this designation, your company will be able to introduce and place its product directly in front of its target consumer audience, the extreme athlete. The following highlights the benefits that your company would receive with its Official Partner status:

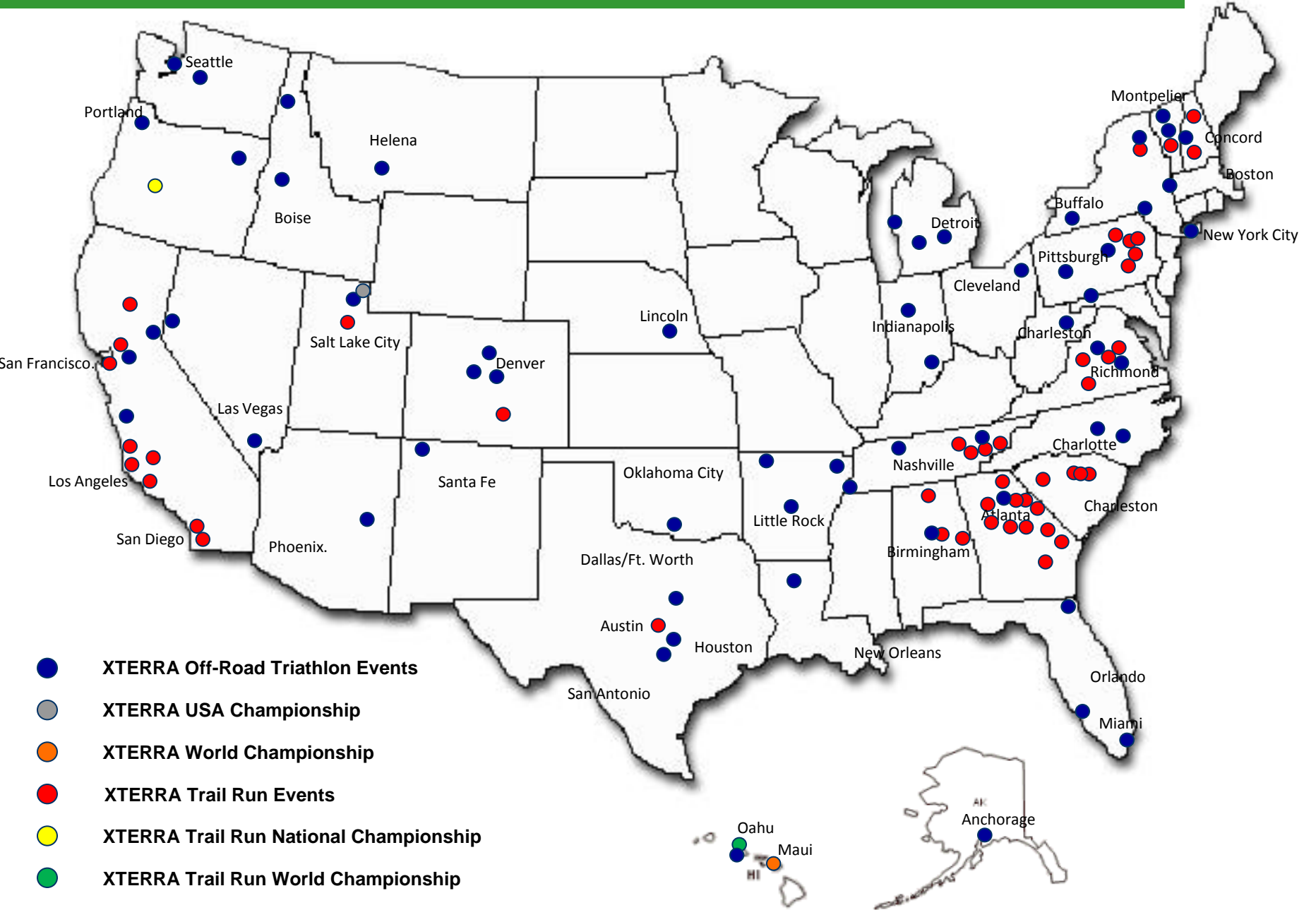
- Logo inclusion in on-site signage at all tour events
- Opportunity for on-site product demonstrations and promotions at select tour events
- Opportunity to distribute promotional coupons and materials at select tour events
- Recognition as an Official Sponsor during syndicated television broadcasts (20,000.000+ viewers)
- Recognition as an Official Sponsor on all XTERRA web properties including [xterraplanet.com](http://xterraplanet.com), [xterra.tv](http://xterra.tv) and all sub pages
- Access to promotional images and footage from the XTERRA series for use in promotional material



**ХТЕГГА®**  
**ADDENDUM**



# ADDENDUM: XTERRA EVENT LOCATIONS



# ADDENDUM: TOUR SCHEDULE



## XTERRA 2010 Tour Schedule

Date	Race	Location
03.13.2010	XTERRA Saipan	Saipan
03.27.2010	XTERRA Guam	Piti, GU
03.28.2010	XTERRA Miami	N. Miami, FL
03.28.2010	XTERRA REAL	Granite Bay, CA
04.18.2010	XTERRA Muleshoe	Spicewood, TX
04.18.2010	XTERRA Caloosahatchee	Ft Myers, FL
04.24.2010	XTERRA Fort Yargo	Winder, GA
04.25.2010	<b>XTERRA West Championship</b>	<b>Las Vegas, NV</b>
05.01.2010	XTERRA Epic	Ruston, LA
05.02.2010	XTERRA Gator Terra	Ruston, LA
05.02.2010	XTERRA Uwharrie	Uwharrie, NC
05.08.2010	XTERRA Del Valle	Livermore, CA
05.16.2010	XTERRA King Of The Hill	Lebanon, NJ
05.16.2010	XTERRA Red River	Ardmore, OK
05.23.2010	<b>XTERRA South Central Championship</b>	<b>Waco, TX</b>
05.23.2010	XTERRA ACE Big Canyon	Oak Hill, WV
05.23.2010	XTERRA Last Stand	Augusta, MI
05.30.2010	XTERRA Smith Lake	Fort Bragg, NC
06.05.2010	XTERRA Four Corners	Farmington, NM
06.05.2010	XTERRA Tsali	Btyson City, NC
06.06.2010	XTERRA Deuces Wild	Show Low, AZ
06.12.2010	XTERRA Farragut	Athol, ID
06.12.2010	XTERRA Eureka Springs	Eureka Springs, AR
06.13.2010	<b>XTERRA Southeast Championship</b>	<b>Pelham, AL</b>
06.19.2010	XTERRA Solstice	La Grande, OR
06.20.2010	<b>XTERRA East Championship</b>	<b>Richmond, VA</b>
06.20.2010	XTERRA Torn Shirt	Brighton, MI

# ADDENDUM: TOUR SCHEDULE



## XTERRA 2010 Tour Schedule

Date	Race	Location
06.26.2010	XTERRA Pipestem Creek	Jamestown, ND
06.26.2010	XTERRA YMCA Scales Lake	Boonville, IN
06.26.2010	XTERRA Tahoe City	Tahoe City, CA
06.27.2010	XTERRA Dawg Dayz	N. Little Rock
07.11.2010	XTERRA EX2	Flintstone, MD
07.11.2010	XTERRA ONE	Ravenna, OH
07.11.2010	XTERRA Vashon Island	Vashon Island, WA
07.17.2010	<b>XTERRA Mountain Championship</b>	<b>Avon, CO</b>
07.17.2010	XTERRA Hammerman	Anchorage, AK
07.17.2010	XTERRA Lock 4 Blast	Gallatin, TN
07.18.2010	XTERRA Sky High	Grafton, NY
07.24.2010	XTERRA DINO Versailles	Versailles, IN
07.25.2010	XTERRA First Coast	Jacksonville, FL
07.25.2010	XTERRA Wild Horse Creek	Bozeman, MT
08.01.2010	XTERRA Race at the Rez	Essex, VT
08.01.2010	XTERRA Appalachia	Indiana, PA
08.01.2010	XTERRA Sugar Bottom	North Liberty, IA
08.01.2010	XTERRA Snow Valley	Running Springs, CA
08.01.2010	XTERRA Forest Drive	Aberdeen, SD
08.01.2010	XTERRA Panther Creek	Morristown, TN
08.01.2010	XTERRA Black Diamond	Black Diamond, WA
08.08.2010	XTERRA STOAKED	Hanover, NH
08.08.2010	XTERRA Iron Will	Jonesboro, AR
08.08.2010	XTERRA Indian Peaks	Nederland, CO
08.14.2010	XTERRA DINO Logansport	Logansport, IN
08.14.2010	XTERRA B.O.L.T.	Raymond, NE
08.14.2010	XTERRA Portland	Forest Grove, OR

# ADDENDUM: TOUR SCHEDULE



## XTERRA 2010 Tour Schedule

Date	Race	Location
08.15.2010	XTERRA Dirty Grizzly	Macungie, PA
08.15.2010	XTERRA Camp Eagle	Rocksprings, TX
08.22.2010	XTERRA Lake Placid	Lake Placid, NY
08.22.2010	XTERRA Charlottesville	Charlottesville, VA
08.22.2010	XTERRA Austin	Austin, TX
08.22.2010	XTERRA Wild Ride	McCall, ID
08.28.2010	XTERRA Lake Tahoe	Incline Village, NV
08.29.2010	XTERRA Lory	Bellvue, CO
08.29.2010	XTERRA Schiff Scout	Wading River, NY
09.25.2010	XTERRA-Utah	Ogden, UT
09.25.2010	<b>XTERRA USA Championship</b>	<b>Ogden, UT</b>
10.24.2010	<b>XTERRA WORLD Championship</b>	<b>Makena, Maui, Hawaii</b>

BIKE



## XTERRA Trail Run 2010 Schedule

Date	Race	Location
01.09.2010	XTERRA Boney Mountain Xduro Trail Run	Newbury Park, CA
02.07.2010	XTERRA Mission Gorge Trail Run	San Diego, CA
02.20.2010	XTERRA South Africa Trail Run	Gabouw
02.27.2010	XTERRA Thrill in the Hills Xduro Trail Run	Winder, GA
02.28.2010	XTERRA Crystal Cove Trail Run	Newport, GA
03.07.2010	XTERRA Stillwell Trail Run	Syosset, NY
03.12.2010	XTERRA Sunset Trail Run	Saipan, CNMI
03.14.2010	XTERRA Oak Mountain Trail Run	Pelham, AL
03.14.2010	XTERRA Black Mountain Trail Run	San Diego, CA
03.27.2010	XTERRA Chanoko Xduro Trail Run	Granite Bay, CA
03.27.2010	XTERRA Sunken Meadow Trail Run	Kings Park, NY
04.02.2010	XTERRA Portugal Beach Run Challenge	Figueira da Foz
04.10.2010	XTERRA Rotorua Xduro	Rotorua
04.10.2010	XTERRA Bethpage Trail Run	Bethpage, NY
04.17.2010	XTERRA Muleshoe Trail Run	Spicewood, TX
04.17.2010	XTERRA Doug Harris memorial Trail Run	Clemson, SC
04.18.2010	XTERRA Redwood Peak Trail Run	Oakland, CA
04.24.2010	XTERRA Lake Las Vegas Xduro	Henderson, NV
04.24.2010	XTERRA Vulture's Knob Trail Run	Wooster, OH
05.05.2010	XTERRA Warwick Park Revenge Trail Run	Pottstown, PA
05.08.2010	XTERRA Malibu Creek Xduro Trail Run	Malibu, CA
05.19.2010	XTERRA Hibernia Park Blast Trail Run	Coatesville, PA
05.22.2010	XTERRA Deer Creek Trail Run	Mt. Sterling, OH
05.22.2010	XTERRA Waco Trail Run	Waco, TX
05.29.2010	XTERRA Paris Mountain 15km Trail Run	Greenville, SC
05.29.2010	XTERRA Italy Xduro	Sardinia
06.02.2010	XTERRA Warwick Park Ruckus Trail Run	Pottstown, PA

# ADDENDUM: TOUR SCHEDULE



## XTERRA Trail Run 2010 Schedule

Date	Race	Location
06.05.2010	XTERRA Deep South Trail Run	Jackson, GA
06.12.2010	XTERRA Mud Run	Pelham, AL
06.12.2010	XTERRA Marin Headlands Xduro Trail Run	San Francisco, CA
06.16.2010	XTERRA Hibernia Park Challenge Trail Run	Coatesville, PA
06.19.2010	XTERRA Richmond Xduro	Richmond, VA
06.26.2010	XTERRA Chapin Forest Trail Run	Kirtland, OH
07.08.2010	<b>XTERRA Brazil Night Trail Run</b>	<b>Angra dos Reis</b>
07.18.2010	XTERRA Bear Creek Xduro Trail Run	Macungie, PA
07.18.2010	XTERRA Beech Mountain Trail Run	Beech Mountain, NC
07.24.2010	XTERRA A.W. Marion State Park Trail Run	Circleville, OH
07.31.2010	XTERRA Tsali Trail Run	Robbinsville, NC
08.07.2010	XTERRA STOKED Trail Run	Hanover, NH
08.14.2010	XTERRA Paris Mountain 7km Trail Run	Greenville, SC
08.21.2010	XTERRA Lake Placid Trail Run	Lake Placid, NY
08.21.2010	XTERRA Oak Hill Trail Run	Boston Township, OH
08.21.2010	XTERRA Austin Trail Run	Austin, TX
08.22.2010	XTERRA Colonel Francis Trail Run	Charlotte, NC
08.29.2010	<b>XTERRA Japan Xduro</b>	<b>Marunuma</b>
09.05.2010	XTERRA Fisher Farm Trail Run	Davidson, NC
09.18.2010	<b>XTERRA Trail Running National Championship</b>	<b>Bend, OR</b>
09.19.2010	XTERRA Cheaha State Park Trail Run	Delta, AL
09.25.2010	XTERRA Wheeler Canyon Xduro	Ogden, UT
09.25.2010	XTERRA Harbins Park Trail Run	Dacula, GA
09.26.2010	XTERRA Point Mugu Trail Run	Malibu, CA
10.02.2010	XTERRA Fall Fitness Trail Run	Buford, GA
10.09.2010	XTERRA Marathon of Trail Races	Colorado Springs, CO
10.23.2010	<b>XTERRA Makena Beach Trail Run</b>	<b>Makena, Maui, HI</b>

# ADDENDUM: TOUR SCHEDULE



## XTERRA Trail Run 2010 Schedule

10.24.2010	XTERRA Monte Sano Trail Run	Huntsville, AL
11.06.2010	XTERRA Paris Mountain 11km Trail Run	Greenville, SC
11.06.2010	XTERRA Battle at Big Creek Trail Run	Roswell, GA
11.25.2010	XTERRA Topanga Turkey Trot Trail Run	Los Angeles, CA
12.04.2010	XTERRA Victoria Bryant Trail Run	Royston, GA
<b>12.05.2010</b>	<b>XTERRA Trail Running World Championship</b>	<b>Oahu, HI</b>
12.12.2010	XTERRA Crystal Cove Trail Run	Laguna Beach, CA

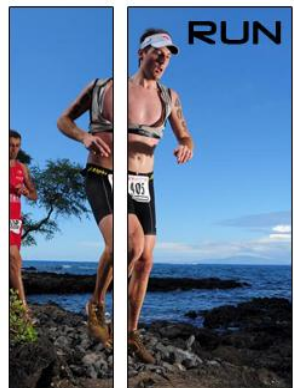


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# CONTACT INFORMATION



X T E R R A



For additional information, please contact:



**Chris Foy**  
**President**

General Sports Alliances, LLC  
4695 South Monaco Street  
Denver, CO 80237

Direct: (303) 713-8597  
Mobile: (303) 917-1859  
E-mail: [cfoy@gsalliances.com](mailto:cfoy@gsalliances.com)