



Team BOR

Request for Sponsorship

Table of Contents

I.	Executive Summary	2
	Mission Statement	
II.	Description and History of the Team	2
	Location & Hours of Operation	
	Products and Services	
	Sponsors	
III.	Marketing	3
	Market Segmentation	
	Competition	
	Schedule	

Executive Summary

Team BOR is requesting support from your company in the form of product and or funding. We will place your company's brand logo on our jerseys, our equipment, or your provided equipment, and company links on our websites. Your brand logo will be displayed by Team BOR during many annual events expanding your brand market. We believe that with your support we can provide assistance to new adventure racing prospects, raise awareness of the sport and your company's support of the sport. We believe you will gain new customers and business opportunities.

Mission Statement

Team BOR strives to raise the achievement level of each of our members and introduce new individuals to adventure racing to grow the sport.

Description and History of the Team

Late in 2011, Paul Frisbee, David Cortivo, and Scott Shaw raced together in the Castlewood 8. In early 2012, we formed Balls Out Racing. The meaning of "Balls Out Racing" is to have the courage to push yourself to your physical, mental, and spiritual limitations and then go far beyond your own expectations. BOR also stands for our core disciplines, which is to "Bike, Orienteer, and Run." We started training in SLOC orienteering events and later became members.

Later that year, Kevin Minton joined and we officially raced our first adventure race as BOR in the 2012 Bonk Hard Castlewood 8. In early 2013, Neil Dickhaus joined and we raced two 12 hour races, two 8 hour races, one biathlon, one mountain bike race, and a few runs and orienteering events. Other teams started referring to us as "Boar," so we updated our name to Team BOR. In late 2013, John Naas and Amanda Miller joined and completed the 2013 Castlewood 8. In 2014 we continued our race schedule and finished our first 24 hour race at the Thunder Rolls and qualified for Nationals. Erika Naas also joined as a runner. In 2015 Amanda Lappe, Stephan Mickey Boianoff, David Beattie, Jula Veerapong, Robert and Cassie Bart, Larry Lazo, Tim Johanns, and Amy Crews joined TeamBOR. We also added three new members to our road bike team. In 2016, we grew to a team of 25 and raced many races including USARA Nationals.

Location & Hours of Operation

Team BOR will train between the areas of St Louis Missouri, Rolla Missouri, and southwestern Illinois. We will race primarily in Missouri, Kansas, Illinois, and Kentucky, but will take sponsor ideas into consideration. Team BOR members are not professional athletes and are required by necessity to have careers. Therefore we reserve the right to dictate schedule and hours of training and events. We train and race at all times of day and night and in all types of weather, but the team reserves the right to cancel our event participation due to schedule, or weather, for financial and safety reasons.

Products and Services

Team BOR will wear sponsor supplied jerseys and use sponsor supplied gear to advertise our sponsors to grow their brand image and market. This will also be communicated on our websites. Products must meet race requirements and our needs for speed, accuracy, and safety.

TeamBOR.com reaches an estimated 18555 page views and a 6800 unique visitors per year.

TeamBOR Facebook has 250 likes.

TeamBOR Instagram has 184 followers.

TeamBOR Blog reaches an estimated audience of 10,136.

TeamBOR Youtube reaches and estimated audience of 1004.

TeamBOR has won the Castlewood 8 award for most teams for four years running.

TeamBOR Roster is available upon request. Approximately 30 members currently.

Sponsors

BOR will reserve the right to advertise your company information in this portion of our proposal so new sponsors can see who they will be advertising with. Team BOR promises to maintain your company's logo to the best of our abilities but cannot promise against acts of nature, God, nor human interference. Team BOR promises to keep your company logo up to date to the best of our abilities.

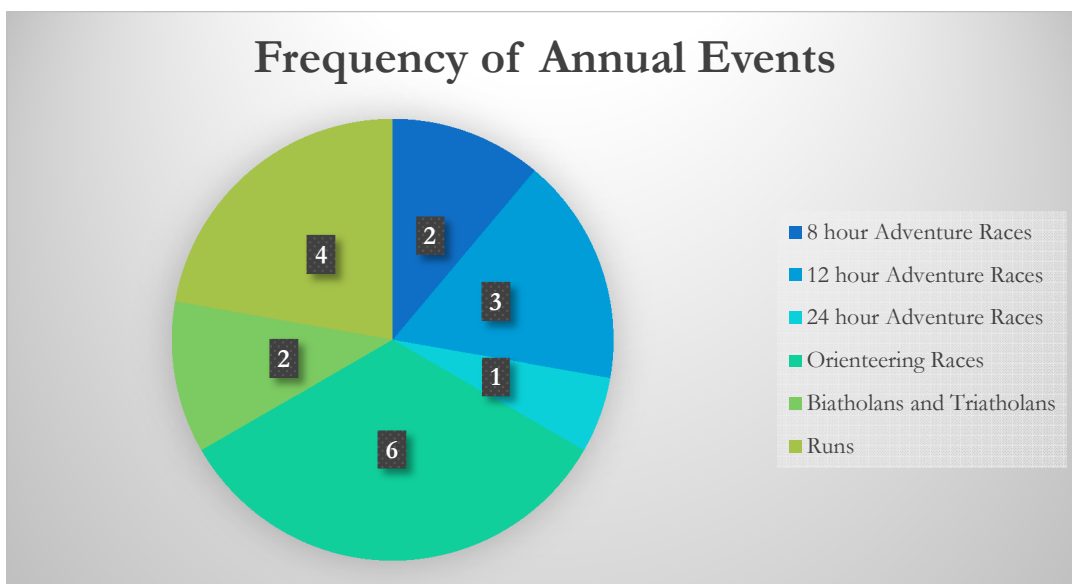
Current TeamBOR sponsors include Bar Mitts, Optimal Performance Center, Out There Packs, Larson's Medical Supply and Trailhead Bicycles.

Current TeamBOR partnerships include Fireball Whiskey.

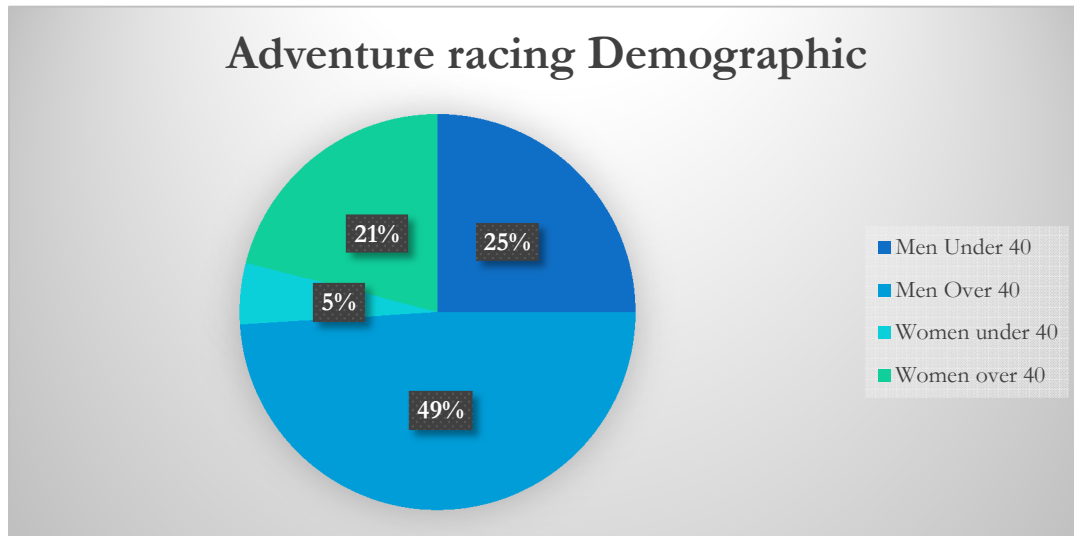
Marketing

Market Segmentation

Team BOR will be placing your logo and or equipment in several market segments. We will either train and or compete in adventure racing, which consists of multiple facets including but not restricted to mountain biking, off-road running, orienteering, canoeing, climbing and repelling. We will furthermore train and or compete in road cycling, road running, biathlons and triathlons, and orienteering events.



Adventure racers are comprised of 74% male, 26 % female with a median age of 40 years old. 84% of competitors are between the ages of 18 and 49. 97% of racers have college educations and 50% have earned a post-graduate degree. (Source Triathlete Magazine and USARA) This proves Adventure racers have disposable income for your products.



Competition

Bicycle companies, canoe companies, clothing retailers, vacation resorts, nutritional experts, and health care specialists all advertise to adventure racers, to name just a few.

Schedule

Please see website for updated schedule. TeamBOR.com

2019 schedule is in work.