

BE PART OF CANADA'S TOUGHEST CROSS TRIATHLON

DODGE CITY X OFF-ROAD TRIATHLON

ONLY IN CUMBERLAND, BRITISH COLUMBIA



**A NEW
LEGEND
IS BORN**

09.09.18



WELCOME TO DODGE CITY CUMBERLAND, BC

To wannabe travel writers, it's the Village in the Forest. To locals, it's an eclectic and wildly unpredictable community of free-spirited individuals - where the ghosts of Ginger Goodwin and countless forgotten coal miners share the rough streets with a new generation of fiercely independent Islanders and stoke-chasing urban refugees.

But to those of us who crave the mud beneath our shoes, or the intoxicating rush of shredding dirt trails carved from the rainforested slopes of some of the Pacific Rim's most inviting wilderness, it's nothing short of legendary.

This is Cumberland, BC. Welcome to Dodge City.

THE CONCEPT

Dodge City X is, quite simply, the toughest off-road (cross) triathlon ever held in Canada. This September, 100 to 150 of the region's most dedicated amateur endurance athletes will race by hand, by bike and by foot as they battle for bragging rights, personal pride and local glory.

Our Standard Course features:

- A 1.5 k swim in the glacier-fed waters of Comox Lake
- A 23 k mountain bike over some of Vancouver Island's gnarliest singletrack
- A 9.5 k, glute-busting trail climb that will separate the truly committed from the woefully unprepared

A roughly half-distance Sprint Course and a relay option are also available.

Proceeds from Dodge City X will benefit the United Riders of Cumberland (UROC), which maintains and manages access to Cumberland's trail network.

WHAT HAPPENS IN THE FOREST WON'T STAY IN THE FOREST

Dodge City X isn't just a race. It's a celebration, both of athletic pursuit and of the camaraderie of an enviably close-knit community.

Following the race, athletes will join their supporters at Race Central, in the heart of Cumberland, where the good vibes will pulse throughout the afternoon. Race Central will feature music, sponsor kiosks and a well-stocked athlete's area, and we're working on a few other ways to create a festive, jovial atmosphere.

Post-race festivities will include award presentations, door prizes and countless tales from the trails as great memories are solidified and sweat-forged friendships are born.

**ARE YOU READY
TO GET DIRTY?**



WHY GET INVOLVED IN THE DODGE CITY X CROSS TRIATHLON?

BECAUSE IT'S CHILL

Cross triathlon attracts dedicated endurance athletes, but it's also known for its unpretentious, fun and supportive community.

BECAUSE IT'S NEW

For years, endurance athletes have known about Cumberland's trail network. Until a recent land-use agreement, however, the 80+ kilometres of world-class singletrack were required to remain a Cumberland state secret. But now the secret is out.

BECAUSE IT'S HUGE

Born in Maui in 1996, cross triathlon has evolved in lockstep with athletes' growing appetite for new challenges. There are now more than 350 cross triathlon races held every year worldwide.

BECAUSE IT'S OURS

Dodge City X was born – and will remain – right here in the Comox Valley. This is a grassroots initiative fuelled by both our love of sport and our unapologetic, flag-waving pride in our community.

BECAUSE IT'S YOURS

This isn't just our race. It's your race. And it's your opportunity to get in on the ground floor of the next evolution of Comox Valley endurance sport.

THE OPPORTUNITY

Dodge City X represents a unique opportunity to become part of a bold new endurance event that's riding the crest of two growing trends:

- Cross triathlon is the fastest-growing form of triathlon in the world, growing 12% over the past three years.
- Cumberland, formerly BC's best-kept secret, has become the bona fide epicentre of Vancouver Island mountain biking. With a formal land use agreement now in place, stakeholders are finally able to promote Cumberland as the world-class mountain biking and trail running destination that it is.

THE COMOX VALLEY IS PRIMED FOR CROSS TRIATHLON

- Three Comox Valley cross triathletes competed in the 2017 XTERRA World Championships in Maui, considered the pinnacle of the sport.
- Four local athletes represented Canada at the 2017 ITU World Cross Triathlon Championships in Penticton, with one earning a podium spot.
- Comox Valley athletes owned the podium at the 2016 Canadian Cross Triathlon Championships. We finished first, second and third in the M30-34 category, first in the F30-34 category and second in the M40-44 division.

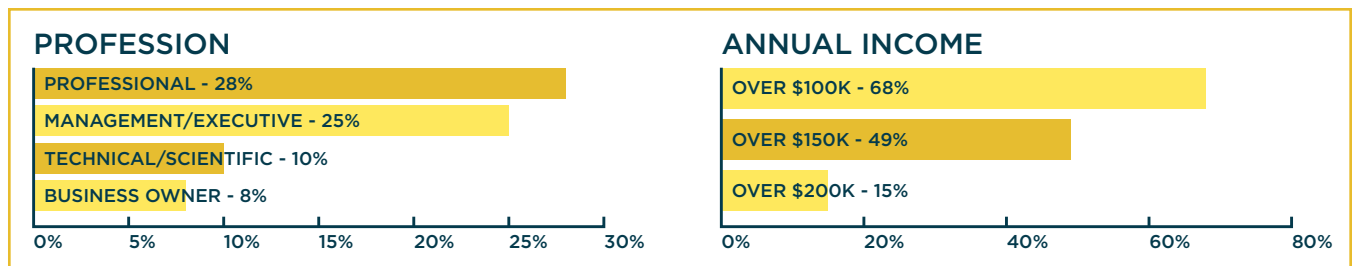
The Comox Valley is a hotbed of high performance cross triathletes. Now that we have a race of our own, our local athletes are ready to defend their home turf. Bring it on.

THE DEMOGRAPHICS

Triathletes tend to be highly educated, highly driven competitors with annual incomes well above average. They're also more than willing to spend their money in order to achieve the results they crave.

Because Dodge City X is being promoted as a cross triathlon for experienced mountain bikers, it's going to attract those dedicated athletes who aren't shy about investing in their performance or enjoyment of the sport.

GLOBAL CROSS TRIATHLON DEMOGRAPHICS



Courtesy XTERRA, 2018

CUMBERLAND TRAIL USERS

A 2016 Cumberland trail user study found that:

- On average, 8,757 people used the trails every month (292 per day)
- Most (67.5%) were in the key demographic of 30-49 years old.
- Most held at least a technical or college diploma
- More than half of trail users had a household income of at least \$80,000

PARTNERING WITH DODGE CITY X

We know that we need to earn your engagement. We believe that the best way to do that is by hosting a kick-ass event that will deliver huge exposure and a solid return for your brand.

That's why, for the inaugural Dodge City X, we're only asking for a single-year commitment. Partner with us in 2018, though, and you'll have the first opportunity to lock in your engagement for future years.

TITLE SPONSOR

ONE OPPORTUNITY

› YOU'RE EVERYWHERE. YOU ARE DODGE CITY X!

- Name association with Dodge City X in all media & promotion
- Logo on all posters, rack cards and shirts
- Logo on athlete swim caps
- Spot for banners/flags/display at Race Central & start
- Spot for kiosk at Race Central
- "Shout-outs" throughout event
- Opportunity to place items in swag bags
- Logo/link on all pages of DodgeCityX.ca
- Opportunity to present post-race awards on podium
- Social media exposure up to and including race day
- 2 free race entries

Cost:
\$1,500

SWIM, BIKE OR RUN SPONSOR

THREE OPPORTUNITIES

› OWN AN ENTIRE SEGMENT OF DODGE CITY X.

- Name association with one leg of the race (e.g. “the RP Copywriting Bike Course”)
- Logo on all posters, rack cards and shirts
- Spot for banners/flags/display at Race Central
- Spot for kiosk at Race Central
- “Shout-outs” throughout event
- Opportunity to place items in swag bags
- Logo/link on all pages of DodgeCityX.ca
- Social media exposure up to and including race day
- 1 free race entry

Cost:
\$750



PARTNERING CON'T

COMMUNITY PARTNER

SEVERAL OPPORTUNITIES

› YOU SCRATCH OUR BACK; WE'LL SCRATCH YOURS.

- Logo on all posters, rack cards and athlete shirts
- “Shout-outs” throughout event
- Opportunity to place items in swag bags
- Logo/link on Sponsors page of DodgeCityX.ca
- Social media mentions

Cost:

CASH OR IN-KIND DONATION OF \$500 OR GREATER

COMMUNITY SUPPORTER

SEVERAL OPPORTUNITIES

› BE PART OF THE DODGE CITY X ATHLETE EXPERIENCE.

- Name on all posters and shirts
- ‘Shout-outs’ throughout event
- Opportunity to place items in swag bags
- Logo/link on Sponsors page of DodgeCityX.ca
- Social media mentions

Cost:

CASH OR IN-KIND DONATION OF UNDER \$500

SPECIAL OPPORTUNITIES ASK FOR DETAILS!

ACCOMMODATIONS PARTNER

ONE OPPORTUNITY

› LET'S PUT SOME HEADS
IN YOUR BEDS!

FOOD PARTNER

ONE OPPORTUNITY

› NOURISH OUR ATHLETES;
STRENGTHEN YOUR BRAND

NUTRITION SPONSOR

ONE OPPORTUNITY

› BE THE OFFICIAL RACE
DRINK & NUTRITION

MEDIA PARTNER

TWO OPPORTUNITIES; DISTINCT MARKETS

› HELP BRING DODGE CITY X
TO THE WORLD

PARTNER UP WITH THE MOST EXCITING THING TO HIT
CUMBERLAND SINCE CRUISER BIKES AND CRAFT BEER.

Contact Ryan at ryan@rpcopywriting.com or 250.702.1103
to become a part of Dodge City X!

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