

SPONSORSHIP BROCHURE 2024

PENINSULA ADVENTURE SPORTS, PORT ANGELES, WA



**ENDURANCE
RACING**

**BRING ATHLETES TO
CONTRIBUTE TO THE
LOCAL ECONOMY**

**EVENTS CONTRIBUTE TO
LOCAL NON-PROFIT
TRAIL & YOUTH GROUPS**

ABOUT US

Peninsula Adventure Sports was created to showcase the Olympic Peninsula as one of the premier outdoor recreation destinations in the country.

With each event, race directors aim to create healthy and fun events at reasonable prices that also benefit the community by creating partnerships, enhancing tourism and the local economy, and providing charitable donations to groups that maintain recreational assets on the North Olympic Peninsula.

PeninsulaAdventureSports.com

GIVING BACK

As a way of giving back, a portion of event registrations is donated to local non-profit organizations, with a focus on groups that construct and maintain recreational assets or encourage youth to be active in the outdoors. New organizations are being added all the time, but a few include Peninsula Trails Coalition, Back Country Horsemen, North Olympic Rowing Association, Junior ROTC, Sequim High School Cross Country, and Worthington Park.

We also take on our own stewardship work. Peninsula Adventure Sports adopts a section of the Adventure Trail and takes care of trail maintenance for that section.



MEET THE TEAM



Lorrie Mittmann, Race Director

Lorrie Mittmann grew up in Wisconsin. After 8 years as a seasonal employee for the National Park Service, she fell in love with the Olympic Peninsula and decided to stay in beautiful Port Angeles. For 5 years, Lorrie worked for Clallam County as the Volunteer Coordinator for the Olympic Discovery Trail, and led trail construction of the then-new Adventure Trail. She was the Stewardship Director at North Olympic Land Trust for 12 years, and during that time founded Peninsula Adventure Sports. She has a passion for trails and outdoor recreation, which leads her to promote racing and perform volunteer trail work.



Buck Giles, Race Director

Buck Giles is a Grays Harbor-born outdoor enthusiast. Raised on bicycles and swimming in the Humptulips River, Buck is happiest in the outdoors and doubly so when it is his own backyard the Olympic Peninsula. Buck is the proud owner of LaVogue Cyclery, full-service bike shop located in Hoquiam, WA. When Buck isn't racing cyclocross, gravel, or his mountain bike on the weekends, he can be found on the waves in front of Seabrook with his paddleboard. He is graciously cheered on by Carly, his wife of ten years, and their three boys.



Carmen Geyer, Rain Bear Running Club

Coach Carmen is a certified running coach through Road Runners Club of America (RRCA) and she loves running in a pack. Running should be fun. Rain Bear Running Club is made up of non-competitive runners who like to set goals, get moving, support one another, and laugh! Carment says "Help me on my mission to get as many people running on the Olympic Peninsula as possible. We are so lucky to live in such a beautiful region, let's explore, get outside and have some fun! All bodies and abilities welcome! I can't wait to run with you! If you don't want to run, "Just come out for a walk..." 🤗



Brittany Shrout, Race Director

Brittany grew up in North Carolina and graduated from Shenandoah University with her BSN in nursing. In 2013, finding her own health becoming less of a priority and rapidly declining, she knew she wanted to make a change. What started as a walk/run with a stroller between mailboxes introduced her to the running community and allowed her to begin creating healthier habits. Fast forward to 2022, Brittany and her family took a leap of faith and joined the great Olympic Peninsula and decided to call it home. Brittany has come to love and feel most at peace hiking, running, and she is a firm believer that health and wellness has no favorites and that ANYONE is capable of making a change, one day at a time; one goal at a time.



TIM TUCKER

Title Minister of Fun



SCOTT TUCKER

Big Hurt Team - Mountain
Bike Lead



TOM MICHOWSKI

Big Hurt Team - Transition
Zone Lead



BRUCE MUNRO

Big Hurt Team - Kayak
Team



DAVID MITTMANN

Race Timing



SHANNON COSGROVE

Frosty Moss Team - Party
Lead



VICKI HECKMAN

BigHurt Team



MEGHAN VENTURA

Little Hurt Team



MICHELL GENTRY

Frosty Moss Team -
Volunteer Coordinator,
Little Hurt Team



STEVE BENTLEY

Norpoint Medical - Safety
and Medical



EMILY JOHNSTON

Little Hurt



MEL NORDSTROM

Secret Weapon



TOM ST. AMAND

Frosty Moss Team



JACK WAKNITZ

Website Consultant



MIKE VANDOREN

Big Hurt Team - Road Bike
Lead

Our events couldn't happen without an amazing team of volunteers. Hats off to all of our local citizens who are out there on the course with you all day!





MARCH 16, 2024 - PORT ANGELES, WA

Frosty Moss Relay is an 80-mile relay run that consists of 15 legs in a mix of distances on pavement and trail. In 2020 we introduced the 30-mile Mini Moss that has 8-legs. Full Moss teams have 3 or 5 runners and the Mini Moss involves teams of 2-4 runners. February is the green season on the Olympic Peninsula and we aim to spotlight the beauty and year-round outdoor recreation opportunities.

Frosty Moss Relay runners follow the Olympic Discovery Trail (paved multiuse path) and Adventure Route (singletrack trail) from west to east, beginning at the Camp Creek Trailhead along the Sol Duc River and finishing in Blyn at the Jamestown S'Klallam Tribe facilities. The Mini Moss starts at Ediz Hook and ends also at Blyn.

The festivities are enhanced with creative team names, team theme contest, award for best transition zone, an Instagram hashtag contest, and an after-party with dinner, drinks, awards, and fun at 7 Cedars Resort.

Frosty Moss Relay started in 2019. Mini Moss was added in 2020, and the solo 50K was added in 2022.

Participant Profile: 2023

Total participants: 280

Total attendance: 350

Participants are approximately 50% gender split. The primary age group is 30-49 years. 25% Olym. Pen. residents / 75% from greater than 50 miles away





APRIL 13, 2024 - PORT ANGELES, WA



Olympic Adventure Trail (OAT) Run is a point-to-point 12K and half marathon and a 50K out-and-back trail race that traverses Kelly Ridge between the Olympic National Park and the Strait of Juan de Fuca. Upon finishing, runners enjoy a bonfire, beverages, and door prizes, at Extreme Sports Park.

This race started in 2013

2023 Participation:

Total participants: 413

Total attendance: 555 (runners & their guests)

Participants are majority women (60%) with the primary age group being 30-49 years.

27% Olym. Pen. residents / 73% from greater than 50 miles away including 15 states and 2 countries





JUNE 15, 2024 - BON JON PASS OUT - QUILCENE, WA JULY 20, 2024 - WHY-NOT-CHEE - WYNOOCHEE LAKE, WA

We are excited to bring back Bon Jon Pass Out and Why-Not-Chee again for 2024! While we are not offering our own 3rd race this year, we will still have our 3-race series, with Gamble Graveler (Port Gamble, WA) by Night Owl Cycling being the 3rd race and the first chance to earn points on April 20th.

This 3-race endurance bicycle series that takes riders on a full adventure tour of Olympic National Forest and Port Gamble Forest Heritage Park.

Participants in any of the three events can race for awards or can do the non-competitive Gran Fondo ride. After each event, riders are treated to hot food, beer garden, music, awards, camaraderie and fun.

Demographics:

In 2023, each race had around 200 race and Gran Fondo participants, plus any guests that came with them to the event.

Riders were 70% male, 58% over that age of 40. 90% were from outside the Olympic Peninsula.

We anticipate around 300 participants for 2024.





SEPTEMBER 7, 2024 - PORT ANGELES, WA



Great Olympic Adventure Trail (GOAT) Run is a point-to-point half marathon, marathon, and 50K trail race that traverses Kelly Ridge between the Olympic National Park and the Strait of Juan de Fuca. Participants finish at pristine Lake Crescent inside Olympic National Park for food and well-deserved beverages - and sometimes a cold dip!



This race started in 2014

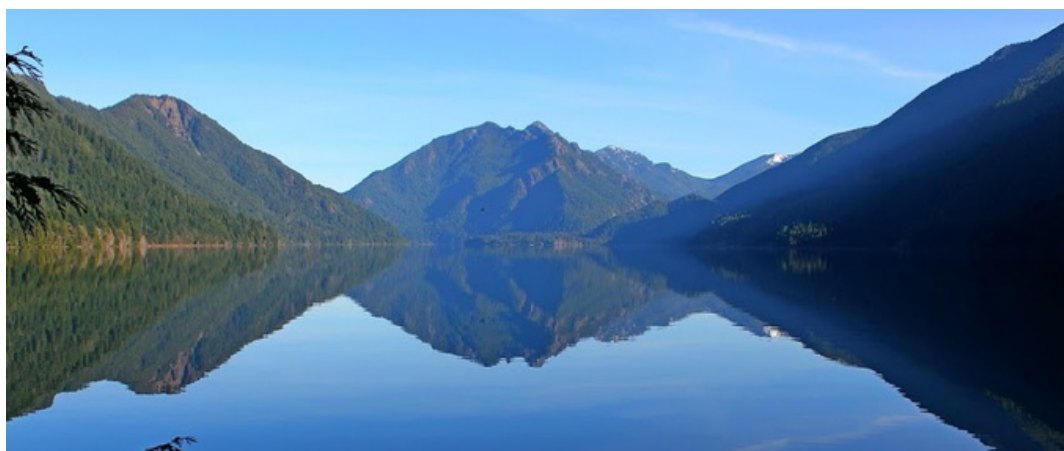
2023 Participant Profile:

Total participants: 336

Total attendance: 816 (runners & their guests)

Participants are majority women (56%) with the primary age group being 30-49 years.

13% Olym. Pen. residents / 87% from greater than 50 miles away including 22 states and 2 countries





SEPTEMBER 28-29, 2024 - PORT ANGELES, WA

Big Hurt took originally took place in Port Angeles from 1997-2004, organized by the Visitor Bureau.

The current team resurrected the race in 2015.

2024 Participant Profile (Big Hurt/Little Hurt):

Total participants: 335

Total attendance: 564

Big Hurt 50% Olym. Pen. residents / 50% from greater than 50 miles away

A four-leg test of endurance, strength and tenacity intertwined with the beauty of the North Olympic Peninsula.

From the foothills of the Olympic Mountains to the shores of the Strait of Juan de Fuca, Relay Teams and individuals in the Iron Division gather from far and wide to explore Port Angeles in Washington State and its incredible surroundings via bike, kayak and foot.

In 2021 we created the **Little Hurt**. Taking place the day after Big Hurt, this is a multi-sport event for youth in 1st-8th grade. Each participant rides their bike, rows on rowing machines, and does a trail run, with distances adjusted by age. Little Hurt takes place at Peninsula College and is a non-profit race with proceeds to Olympic Peninsula Rowing Association and Port Angeles High School Key Club.



MORE FUN IN PARTNERSHIP

TRAIL RUNNING EXTRAVEGANZA! WITH RAIN BEAR RUNNING CLUB

We are excited to work with Rain Bear Running Club to support their **Trail Running Training Program**, given in advance of OAT Run. The 6-week training program caters to everyone and is customizable so that anyone can participate, regardless of fitness level or experience. The focus is on learning, practice, accountability, and fun! Contact Coach Carmen at rainbearrunning@gmail.com for more information.

Thank you to sponsor North Olympic Healthcare Network for sponsoring the program.



Peninsula Adventure Sports also sponsors Rain Bear Running Club's **Trail Running 101 Workshop**. A highlight of winter, trail runners or aspiring trail runners explore ways to get strong, care for their bodies, and fuel for adventure.



Last but not least, we are excited to partner once again with Peninsula College to bring to Port Angeles **The Trail Running Film Festival**, whose mission is...*to celebrate running as a universal practice to explore our collective and individual potential and pursue our wildest dreams. They accomplish this by documenting the culture of trail running, supporting filmmakers and creatives, and bringing the community together.*

**Showing April 19th, 6:30pm, Maier Performance Hall
Peninsula College, Port Angeles, Washington**



We work with Peninsula Trails Coalition to help produce the Tour de Lavender, an event that they recently acquired. It hosts around 1,000 riders every year in peak lavender season in the Sequim-Dungeness Valley. We are super excited about this new partnership and working on this unique and fun ride!



A GREAT SPONSORSHIP OPPORTUNITY

Peninsula Adventure Sports' events are enjoyed and made possible because of our sponsors.

Monetary donations as well as in-kind product or service donations serve as the backbone of these races. There are many opportunities at various levels available for you to consider, and please keep in mind that we are flexible and can design a custom sponsorship package individual to your business.

Sponsorships provide healthy, fun activities at affordable costs. They demonstrate to participants that you and your brand are committed to supporting athletic communities and to maintaining access to and preservation of the great outdoors and amazing recreational opportunities.

SPONSOR LEVELS

\$2,000 Title Sponsor

- Your logo (with link back to your website) on the Peninsula Adventure Sports sponsor page and race page, and your logo on t-shirt or swag, race numbers, and printed material
- Pre-race email feature (logo and link back, 150 word message)
- 4 pre-race social media posts and one post-race
- Inclusion of any of your promotional materials in the race swag package
- Placement for your banner along the start/finish chute
- Vendor booth or table at the race start/finish and/or party location
- 3 individual entries or 1 team race entry for brand ambassadors, employees, etc.
- Category Ownership

\$1,000 Presenting Sponsor

- Your logo (with link back to your website) on the Peninsula Adventure Sports sponsor page and race page, and your logo on t-shirt, and race numbers
- 2 pre-race social media posts and one post race
- Mention in pre-race email
- Inclusion of any of your promotional materials in the race swag package
- Placement for your banner along the start/finish chute
- Vendor booth or table at the race start/finish and/or party location
- 2 individual race entries or 75% off a team race entry for brand ambassadors, employees, etc.

\$500 Supporting Sponsor

- Your logo on race page
- 1 pre-race social media post and 1 post-race
- 1 individual entry or 50% off a team race entry for a brand ambassador, employee, etc.