

PENINSULA ADVENTURE SPORTS SPONSORSHIP BROCHURE 2025

OLYMPIC PENINSULA, WASHINGTON



**ENDURANCE
RACING ON THE
OLYMPIC PENINSULA**

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

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

ABOUT US

Peninsula Adventure Sports (PAS) 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 boosting the local economy.

Our races are a community effort. Peninsula Adventure Sports partners with local small businesses, tribes, government agencies, tourism bureaus, local non-profit and service organizations, and youth groups. An average of 50 or more volunteers are needed for each event (Big Hurt has over 100 volunteers!), and we don't have trouble filling those spots. Our volunteers, racers, and sponsors return year after year. All of this community support means that these people feel that investing time and money into these events benefits our quality of life, health and economy here on the Peninsula.



GIVING BACK

As a way of giving back, a portion of event registrations is given to support local non-profit organizations, with a focus on groups that construct and maintain recreational assets or encourage youth to be active in the outdoors. We also take on our own stewardship work. PAS adopts a section of the Olympic Adventure Trail and takes care of trail maintenance for that section.

PeninsulaAdventureSports.com



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 Olympic 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.



Rain Bear Running Club

The Rain Bear Running Club fosters an inclusive, non-competitive community where every runner can thrive regardless of experience or pace. Guided by our RRCA-certified coaches, Carmen Geyer, Greg Geyer, and Amy German, alongside RRCA-certified Run Leaders Kasey Asplund and Chrissy Brown, we support runners across the Olympic Peninsula in achieving their personal goals. Through collaboration with Peninsula Adventure Sports, we're proud to bring you the epic Salt Creek 24 Race, inspiring endurance, camaraderie, and the joy of running in the heart of the Pacific Northwest.



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



KIRSTY MASSINGHAM

Big Hurt Team - Road Bike Lead



TOM ST. AMAND

Frosty Moss Team



MICHELL GENTRY

Frosty Moss Team - Volunteer Coordinator, Little Hurt Team



STEVE BENTLEY

Norpoint Medical - Safety and Medical



EMILY JOHNSTON

Little Hurt



SHANNON COSGROVE

Frosty Moss Team - Party Lead



VICKI HECKMAN

BigHurt Team



MEGHAN VENTURA

Little Hurt Team



JACK WAKNITZ

Website Consultant

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!





FROSTY MOSS RELAY - MARCH 15, 2025 - PORT ANGELES, WA

Winter is the green season on the Olympic Peninsula and we aim to spotlight the beauty and year-round outdoor recreation opportunities.

Frosty Moss Relay is an 80-mile relay run that consists of 15 legs in a mix of distances, with teams of 3-5 runners. Frosty Moss Relay runners follow the Olympic Discovery Trail (paved multiuse path) and Olympic Adventure Route (singletrack trail) from west to east, beginning at the Camp Creek Trailhead near the Sol Duc River and finishing in Blyn at the Jamestown S'Klallam Tribe facilities.

Mini Moss Relay is a 30-mile relay run that has 8 legs, with teams of 2-4 runners, which follows the Olympic Discovery Trail between Ediz Hook and Blyn. There is a solo option for the Mini Moss which is a 50K ultramarathon distance.

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: 2024

Overall Attendance:
440 (racers and guests)

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

20% Olympic Peninsula residents / 80% from greater than 50 miles away including 15 states and 2 countries





OAT RUN - APRIL 12, 2025 - 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 food, bonfires, beverages and door prizes at Extreme Sports Park.

This race started in 2013

2024 Participation:

Overall attendance: 535 (racers & their guests)

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

20% Olympic Peninsula residents / 80% from greater than 50 miles away including 15 states and 2 countries





GRAVEL UNRAVEL

JUNE 14, 2025 - BON JON PASS OUT - QUILCENE, WA

JULY 19, 2025 - WHY-NOT-CHEE - WYNOOCHEE LAKE, WA

Gravel Unravel is made of two endurance bicycle races / rides that takes riders into beautiful and remote areas of Olympic National Forest. Bon Jon Pass Out is based out of Quilcene, Washington and summits Bon Jon Pass. Why-Not-Chee takes place in the amazing Wynoochee Lake area on the south side of the Olympic Peninsula.

Participants in either of the 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.

Gravel Unravel started in 2021

2024 Participation:

Overall attendance: 300 racers & guests at Bon Jon Pass Out, and 175 at Why-Not-Chee

Participants are majority men (75%) with a wide range of ages.

90% were from outside the Olympic Peninsula, including racers from 10 different state.





GOAT RUN - SEPTEMBER 6, 2025 - 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 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!



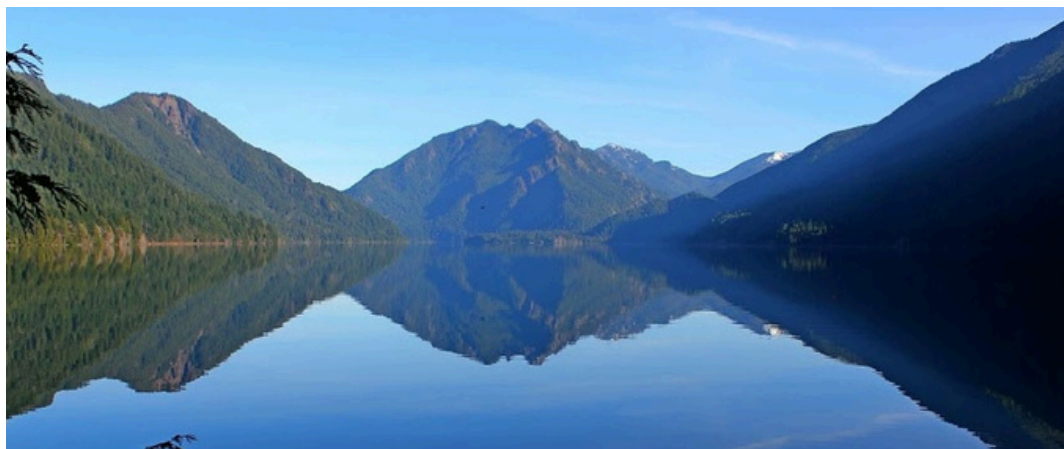
This race started in 2014

2024 Participation:

Overall attendance: 750 (racers & their guests)

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

20% Olympic Peninsula residents / 80% from greater than 50 miles away including 12 states and 2 countries





BIG HURT / LITTLE HURT - SEPTEMBER 27-28, 2024 - PORT ANGELES, WA

Big Hurt took originally took place in Port Angeles from 1997-2004, organized by the Olympic Peninsula Visitor Bureau. The current team resurrected the race in 2015.

2024 Participation:

Overall attendance:

700 (racers & their guests)

Participants are majority men (70%) with the primary age group being 30-49 years.

Big Hurt 33% Olympic Peninsula residents / 67% from greater than 50 miles away including 7 states and 2 countries

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 (solo) Division gather from far and wide to explore Port Angeles and its incredible surroundings via mountain bike, kayak, road bike, 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, who are instrumental in making the event happen.





Photo Credit: John Gusman

OCTOBER 25-26, 2025 - SALT CREEK 24

Salt Creek 24 is the first of its kind on the Olympic Peninsula! With three event options, this all-day, all-night event has so much opportunity to get people on their feet, challenge them, and provide scenery you won't find anywhere else!

Located at the Salt Creek Recreation Area in Port Angeles, Washington, runners and/or walkers will circle the park on a 1.3 mile route for 24 hours either solo or as part of a relay team. Or they can summit neighboring Striped Peak in the Last Runner Standing event. While racing, individuals will be treated to expansive views of the Strait of Juan de Fuca, towering evergreens, vivid green moss and ferns, along with a bit of World War II history!

Racers have the option to participate as a fundraiser. In 2023, our racers raised over \$7,000 for local and regional charities.



This race started in 2023
2023 Participant Profile:
Total attendance:
145 (runners & their guests)
Participants are majority women (71%) with the primary age group being 30-59 years.
32% Olympic Peninsula residents
68% from greater than 50 miles included 7 states and 2 countries
*We anticipate a 50% increase for 2024

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.



A promotional graphic for a "Trail Running 101 Workshop". It features a background image of a forest path. In the top left corner, there is a logo with a bear silhouette and mountains. The main text "TRAIL RUNNING 101 WORKSHOP" is in large, bold, white letters. To the right, a green box contains the date "Saturday, February 11", the time "10am - 1pm", and the location "Olympic Lodge Port Angeles". At the bottom, it lists "NUTRITION * YOGA * STRENGTH * INFO".

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.



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 pages, 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.