



EXPANDING YOUR BUSINESS TO A COMMUNITY THAT VALUES EXCELLENCE.

Tens of millions of people participate in endurance events annually and after a turbulent few years, the trend seems to be shifting from recovery to growth. Although they participate for many reasons, athletes all have families, homes, cars and pets, just like the rest of us... they have health needs and gifts to buy, they enjoy a night out or some ono grindz, and they tell their friends when they come across a great find. Sponsoring an Aloha Racing event puts you in direct contact with people from all walks of life, locals and visitors alike.

Endurance athletes are predominantly affluent and college educated, with a slightly higher female to male presence at 55:45%, and include consumers of all ages:

~ 17 & Under	18.8%
~ 18 - 29	14.8%
~ 30 - 49	38.7%
~ 50 - 69	21.6%
~ 70 & Over	6.1%



NO CASH REQUIRED

From gift certificates and volunteer support to in-kind contributions, sponsoring an Aloha Racing event can be made to fit any budget.

‘Exceptional Events from Start to Finish Line’
isn't just a tag line, it's a promise.

www.aloharacing.com | events@aloharacing.com



SPONSOR PACKAGES

Base packages are per event and offered as follows, but we're happy to consider any adjustments or creative ideas that might suit your specific objectives:

Platinum (P)	*	\$2,500
Gold (G)	*	\$1,000
Silver (S)	**	\$500
Bronze (B)	**	\$250



* Full cash contribution required. | Gift certificate, volunteer and in-kind contributions do not apply.

** All cash, gift certificate, volunteer and in-kind contributions will be considered.

PACKAGE BENEFITS

Benefit	P	G	S	B
Exclusivity Official and exclusive representation from within your specific industry.	X			
Featured on Website Logo / link at the top of the sponsor section on the event page of our website.	X			
Featured on Social Media Listed first and tagged in one 'thank you' post.	X			
Featured at the Start / Finish Line Space to display two banners along the finish chute.	X			
Featured on Race Shirts (<i>minimum package participation of 2 required</i>) Logo shown first and foremost at the top of all sponsors on the event shirt.	X			
Featured in Athlete Emails Logo / link at the top of the sponsor section of all mass emails.	X	X		
Featured in Expo Expo space at 10 x 20' or space enough for one branded/wrapped vehicle.	X	X		
Highlighted on Social Media Listed early in one 'thank you' post.		X		
Highlighted at the Start / Finish Line Space to display one banner along the finish chute.		X		
Highlighted on Race Shirts (<i>minimum package participation of 5 required</i>) Logo shown early in the layout of sponsors on the event shirt.		X		
Highlighted on Website Logo / link near the top of the sponsor section on the event page of our website.		X	X	
Included on Social Media Included in one 'thank you' post.			X	
Included in Athlete Emails Logo / link included in the sponsor section of all mass emails.			X	
Included in Expo Expo space at 10 x 10'.			X	X
Included on Website Included in the sponsor section on the event page of our website.				X
Race Day Announcements Announced as a sponsor via PA system on race day.	X	X	X	X



Please be sure to locate your high-resolution company logo (JPG, PNG, PSD or PDF) and have your URL ready to submit upon request. All packages require written agreement, and until that fully executed agreement is received, Aloha Racing reserves the right to negotiate competing arrangements. Arrangements made are for space only. Please plan to bring all necessary branding and equipment with you on race day. Confirmation of details will be required no later than the Friday that is one week prior to the event for space to be utilized.

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