



## PEAK TO BREW SPONSORSHIP & ADVERTISING OPPORTUNITIES

The Peak to Brew Relay is a unique and challenging overnight Team base running relay race. At 230+ miles in distance, the Peak to Brew Relay is the Northeast's longest most scenic overnight relay. From an epic Start at the summit of Whiteface Mountain Veterans Memorial Hwy to an unforgettable finish and celebration at the historic Saranac Brewery, the Peak to Brew Relay is one of the most unique and challenging events in the country.

## TRADITIONAL RACE SPONSORSHIP

The Peak to Brew Relay offers businesses the opportunity to be involved in this unique event and one of the most epic and memorable road races in the country.

Depending on sponsor level companies may receive free race entries, expo space, race day signage, and much more.

Sponsors may use the Peak to Brew logo (subject to approval) on letterhead etc. to proclaim their Peak to Brew participation.

Many of our larger sponsors 'own' specific aspects of the Peak to Brew Relay.

Please see official sponsorship packet for more details or contact the Peak to Brew Team at:

Contact: Tim Skjellerup

Phone: (315)-272-6890

Email: TSkjellerup@P2Brelay.com

## VIRTUAL GOODY BAG

We have embraced a more "GREEN" philosophy that will, hopefully, bring more green to your organization. Our virtual goody bag is email blasted to all registered participants in the Peak to Brew Relay as well as all of our Volunteers.

With Peak to Brew registration done exclusively online. *You are given access to all participants.*

The bag 'opens' prior to the event and 'closes' a few weeks after the Peak to Brew Relay.

Vendors set the expiration date of the coupon.

*Provides extremely focused, time-sensitive sales.*

## PRICING:

TYPE	PRICE	MAX ALLOWED
Premium	\$200	6
Standard	\$100	30



## EXPO/VENDOR LOCATIONS

The Peak to Brew Vendor Booth Venues are held on Friday and Saturday of the Peak to Brew event weekend. Vendor booth locations offer an opportunity for local organization and business to interact on a personal level with runners and visitors at four locations along the 230+ mile Peak to Brew Course.

## LOCATIONS INCLUDE:

- Packet Pickup/Start Area  
*(Whiteface Mt. Ski Center, Wilmington NY)*
- Major Exchange #6  
*(Olympic Jumping Complex, Lake Placid NY)*
- Half Relay Start/Major Exchange #24 Venue  
*(McCauley Mt. Ski Center, Old Forge NY)*
- Finish Line/Peak to Brew Fest Venue  
*(Saranac Brewery, Utica NY)*

We welcome vendors who wish to sell their products.

Expo/Vendor Booth locations are on a first come first serve basis.

## BOOTH FEES: (Per Location)

TYPE	PRICE	SIZE
NON-SELLING	\$200	8' X 10'
NON-SELLING DOUBLE	\$350	8' X 20'
SELLING	\$400	8' X 10'
SELLING DOUBLE	\$550	8' X 20'

## BREW BOOK AD SPACE

The 'Brew Book' is a full-color Race Guide for the Peak to Brew Relay. This publication is the main go to resource for all participants prior to and during the event. The 'Brew Book' provides Teams with all the needed information and course maps to complete the Peak to Brew Relay. It is available to all participants and viewers in digital (PDF) form on the P2Brelay.com website and each Team is provided hard copies to use on race day.

Your ad can be strategically placed in the 'Brew Book' so participants see it when they are in your geographic location.

## PRICING:

TYPE	PRICE
Full Page	\$325
3/4 Page	\$250
Half Page	\$175
1/4 Page	\$100

*NOTE: Limited space available*

