

EVENT SPONSORSHIP PACKAGE

ABOUT RAID THE ROCKIES & ADVENTURE IMMERSION LAB

For this Second Edition, Adventure Immersion Lab is taking the race in the beautiful town of Grande Cache, AB. Offering participants the opportunity of a lifetime to test their skills and endurance in one of the world's most stunning natural environments. Teams of 2, 3, or 4 will embark on a multi-day journey filled with thrilling challenges, including mountain biking, trekking, packrafting and rafting all set against the backdrop of the breathtaking scenery of the Rockies. With no GPS allowed, teams must rely solely on maps and compasses to navigate their way through the rugged terrain, adding an extra element of adventure and skill to the race. Over the course of 3.5 days, participants will push themselves to their limits, racing for 9 to 14 hours each day, all while creating unforgettable memories and forging bonds that will last a lifetime. Spectators are warmly welcomed to join in the excitement, as this adventure race is spectator-friendly, and plenty of activities are available for family and friends to enjoy while cheering on the competitors.



ADVENTURE IMMERSION LAB EXPERIENCE IN ORGANIZING EVENTS

Adventure Immersion Lab organized Raid the Rockies in Abraham Lake area in June 2024.

- There were 74 racers registered (25 teams).
- Total Attendance of 138 people.
- Total out of region visitors (from 40km or greater) 138
- Overnight attendees staying in paid accommodation (%) 100
- Total overnight hotel stays 294
- Total overnight camping stays 189



Adventure Immersion Lab's social media platform had abroad reach:



In addition the daily videos were shared on the Adventure Racing World Series platforms who have more than **76K followers** worldwide. The race became part of the world series in 2024 and will be part of it in 2025 too.





RAID THE ROCKIES 2025

Grande Cache, AB – July 5–8th 2025



For this second edition, Raid The Rockies will take place around Grande Cache, AB, in the Canadian Rockies offering participants the opportunity of a lifetime to test their skills and endurance in one of the world's most stunning natural environments.

- Disciplines: Mountain Biking, Trekking, Packrafting, Rafting and some other surprise activities.
- Duration: 3.5 days (9–14h per day for the first 3 days and 1/2 day and award ceremony on the last day).
- Participants will be returning to HQ at the end of every day.
- Teams of 2, 3 or 4.
- Limited entry to 80 participants.

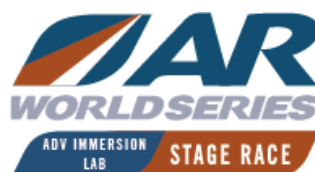


Teams of 2, 3, or 4 will embark on a multi-day race filled with thrilling challenges, including mountain biking, trekking, packrafting, rafting and orienteering, all set against the backdrop of the breathtaking scenery that surrounds Grande Cache.

With no GPS allowed, teams must rely solely on maps and compasses to navigate their way through the rugged terrain, adding an extra element of adventure and skill to the race.



This event isn't just a local affair—it's part of the world series of adventure racing, attracting international teams and media coverage from around the globe, particularly within the North American region.



Over the course of 3.5 days, participants will push themselves to their limits, racing for 10 to 16 hours each day, all while creating unforgettable memories and forging bonds that will last a lifetime.



Spectators are welcomed to join in the excitement, as this adventure race is spectator-friendly, and plenty of activities are available for family and friends to enjoy while cheering on the competitors.

For those unable to join the fun, you will be able to follow the competitors online with our live tracker and daily race videos and pictures posted on our social media as well as the adventure racing world series social media platform.



Social Media Impact:

The event is and has been publicized on social media for the last year but will be commented and publicized on a larger scale from the time the participants arrive at HQ the day prior to the race (July 3rd) until the end of the race on July 8th and a few days after on the following platforms:

Locally, to BC and Alberta on the 'Adventure Immersion Lab' social media platforms:

- Adventure Immersion Lab Instagram:

https://www.instagram.com/adventure_immersion_lab/ **(619 followers)**

- Adventure Immersion Lab Facebook:

<https://www.facebook.com/adventureimmersionlab> **(678 followers)**

Nationally and US via the Adventure Racing North American Series platforms:

- Adventure Racing North America Series Instagram:

<https://www.instagram.com/arwsnorthamerica/> **(1.4K followers)**

- Adventure Racing World Series – North America Region Facebook:

<https://www.facebook.com/arwsnorthamerica/> **(1.3K followers)**

And the widest reach is internationally via the Adventure Racing World Series Platform:

- Adventure Racing World Series Instagram:

<https://www.instagram.com/arworldseries/?hl=en> **(20.9K followers)**

- Adventure Racing World Series Facebook:

<https://www.facebook.com/arworldseries/> **(76K followers)**

The reach of this platform is also shown more explicitly on the attached document showing the reach of each post on the ARWS platforms. This data is from 2022 and has increased since but may demonstrate the extent of the reach.

It should be noted that adventure racers travel internationally for holidays and competitions Canada is one of their destinations of choice.

We attached a few numbers showing the reach that the international platform has. These numbers are from 2022 and should be noted that the platform has grown a lot in 2023, increasing the reach and these numbers too.

Please see the links below for a few examples of videos that will be produced and shown on these platforms daily during the race. These videos have been produced by the same production company we will be utilising this year:

<https://youtu.be/kLIXd8hLGTU?feature=shared>

<https://youtu.be/veeBRR-8-4o?feature=shared>

The footage and pictures from the area and from the race will be made available to tour sponsors to use. We will also submit some articles to the local press. The aim is to run this event again in 2026 in a different location in the Rockies, highlighting another lesser known region.



Strategies for the Future

We are planning on having three locations, all in Alberta, in places that would benefit from more exposure. The first location is Nordegg, and the second one is Grande Cache. We are still working on a third location for 2026. We will then bring Raid the Rockies to each of those locations every 3 years.

By partnering with the World Series of Adventure Racing, we are increasing our reach and will be attracting more and more racers.

As the race grows, we want to expand our partnerships with the local communities and expand the exposure.

Additional information

Event Impact

Anticipated number of attendees

Raid the Rockies 80 -100

Anticipated out-of-region attendees

Raid the Rockies 80 -100

Average ticket price for single-day admissions

Raid the Rockies \$199

Anticipated overnight stays

Raid the Rockies 5 - 6 nights

Average anticipated room rate

\$100

Local companies and individuals hired.

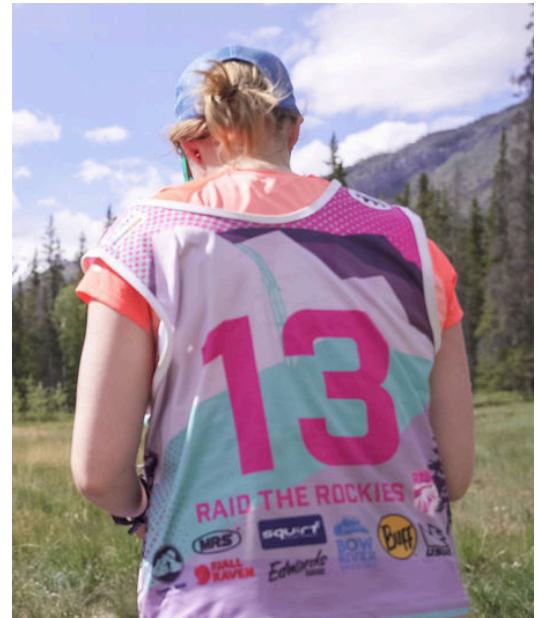
Annex documentation

- ARWS 2022 Social Media Review

SPONSORSHIP LEVELS

Gold Sponsor – \$25,000 (Title Sponsor)

- Title Sponsorship. Event named after the sponsor (e.g., “Raid the Rockies brought to you by XX”).
- Prominent Logo Placement on Race bibs worn all day by racers and on official race merchandise (shirts).
- Logos on Start/Finish arch and banners
- Social Media Exposure: Dedicated posts on all event social media channels (Facebook, Instagram.) before, during, and after the event.
- Live mentions and tags during race day.
- Website Presence Logo and link on the event homepage.
- Media Coverage: Feature in event newsletters and Mention in all press releases and media kits.
- Opportunity for a representative to speak at the opening and closing ceremonies.
- Opportunity to enter a team of 2,3 or 4 under the Gold Sponsor’s name.



Silver Sponsor – \$10,000

- Logo Placement: On race bibs (smaller than Gold Sponsor).
- On secondary banners and signage around the event.
- Social Media Exposure: mentions on event social media before and after the event.
- Website Presence: Logo and link on the sponsor page of the event website.
- Opportunity to enter a team of 2 or 3 in the race under the Silver Sponsor’s name.



Bronze Sponsor – \$5,000

- Logo Placement: On race bibs (smaller than Silver Sponsor).
- On tertiary banners around the event.
- Social Media Exposure: Mention on event social media channels before and after the event.
- Website Presence: Logo on the sponsor page of the event website.



Your 2022 Year in Review

Comparison between Jan 01 - Dec 31, 2022 and Jan 01 - Dec 31, 2021

Posts across networks

4.5K
posts

↗ 2.1K from 2.4K

Post impressions across ...

7.3M
impressions

↗ 4.3M from 3M

Post reach across networks

6.7M
users

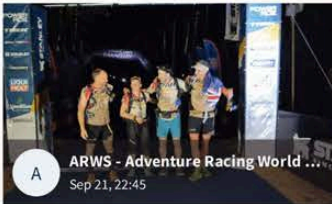
↗ 3.9M from 2.8M

Average post engagement...

8.96%
engagement rate

↗ 2.49 from 6.46%

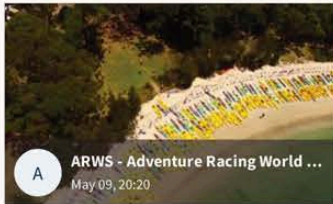
Post with most reactions



The 2022 Adventure Racing World Champions! Team Avaya.

1723 reactions

Post with most impressions



- This is our Arena - This is World Series Adventure Racing - This is what we love doing - Join Us For 2022 Please share this to show

61056 impressions

Post with highest reach



The 2022 Adventure Racing World Champions! Team Avaya.

50700 users

Post with highest engage...



(Post with no description)

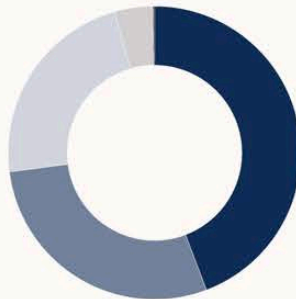
1,400% engagement rate

Post reach > Post type

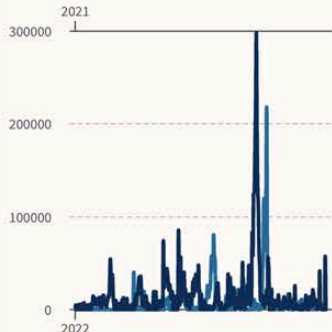
Album	↗ 1.3M	2.1M
Photo	↗ 550K	1.2M
Video	↗ 628K	1.1M
Link	↗ 200K	314K
Status	↘ 650	3.5K

Post likes > Post type

● Album ● Video ● Photo ● Link ● Status



Post impressions trend



Post engagement rate

10.76%
engagement rate

↗ 4.81 from 5.95%

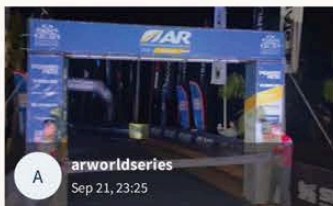
Post with most likes



Team Avaya win the Adventure Racing World Championship 2022. Photos Rob Howard @expedicionguaranipy #arworldseries

1588 likes

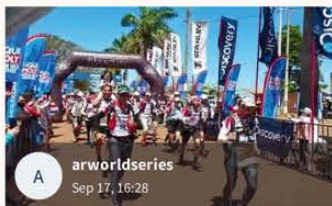
Post with most impressions



Team Avaya win the 2022 Adventure Racing World Championship! Another amazing performance by an unbeatable team.

16421 impressions

Post with highest reach



The 2022 Adventure Racing World Championship in Paraguay has begun! Good luck to all the teams. @expedicionguaranipy

14682 users

Post with highest engage...



Team Avaya win the Adventure Racing World Championship 2022. Photos Rob Howard @expedicionguaranipy #arworldseries

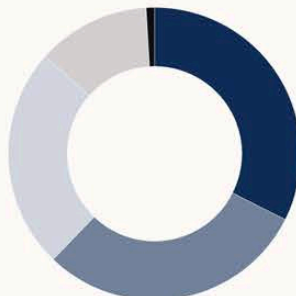
23.23% engagement rate

Post reach > Post type

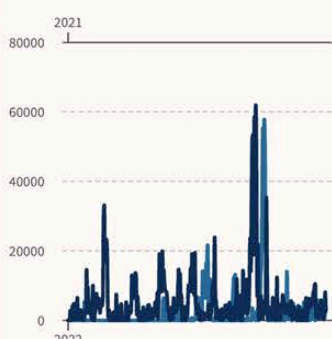
Video	↗ 546K	637K
Photo	↗ 170K	512K
Carousel a...	↗ 252K	476K
Reel		289K
Story		45K

Post comments > Post type

● Video ● Carousel album ● Photo ● Reel ● Story



Post impressions trend

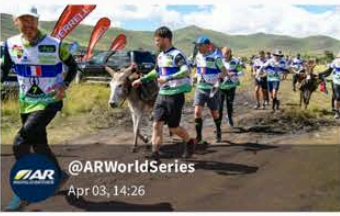


Post engagement rate

6.36%
engagement rate

↘ 2.66 from 9.01%

Post with most replies



What a start to Expedition Africa 2022 in Lesotho! A fun donkey trek and then into the Maletsunyane canyon. Stunning scenery.

2 replies

Post with most retweets



What a start to Expedition Africa 2022 in Lesotho! A fun donkey trek and then into the Maletsunyane canyon. Stunning scenery.

20 retweets

Post with most impressions



What a start to Expedition Africa 2022 in Lesotho! A fun donkey trek and then into the Maletsunyane canyon. Stunning scenery.

3317 impressions

Post with highest engage...



Scenes from the 500km non-stop Adventure Racing World Series race Panama AR. Rivers, volcanoes, and a rappel down a 300' cliff, and

23.2% engagement rate

Post key interactions > Type

Likes 117 372

Retweets 37 111

Quote tweets 15 18

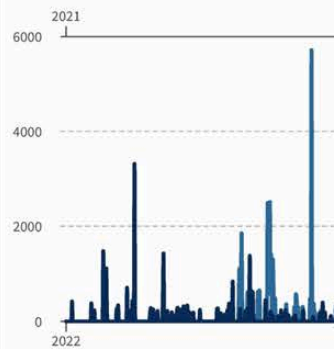
Replies 5 7

Post likes > Account

@ARWorldSeries



Post impressions trend



Post engagement rate

5.88%
engagement rate

2.31 from 3.57%

Fans & Followers across n...

97K
fans & followers

7.7K from 89K

New fans & followers acr...

8.3K
fans & followers

679 from 7.6K

Page & profile impression...

11M
impressions

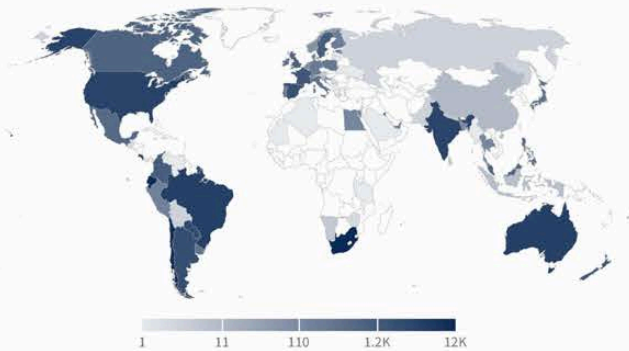
6.9M from 3.9M

Page & profile reach acro...

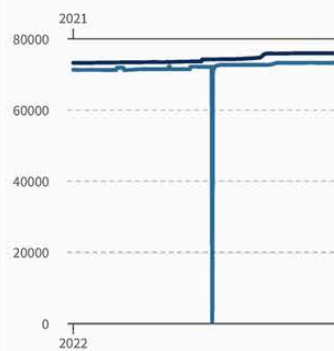
4.9M
users

3.2M from 1.7M

Page fans > Country



Followers trend

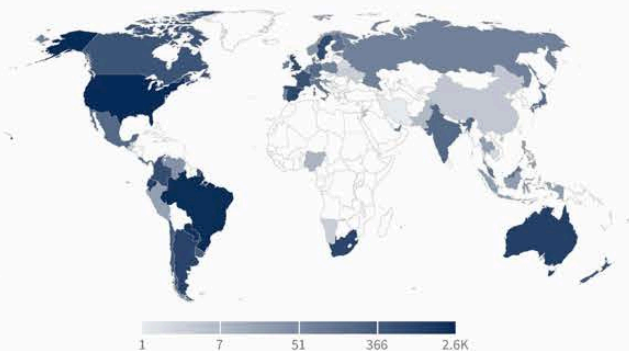


New fans

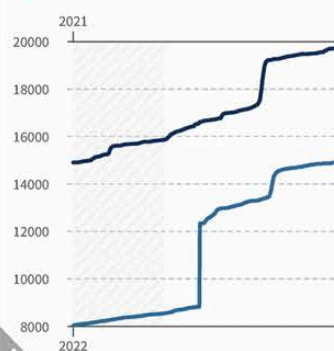
3K
new fans

202 from 3.2K

Audience > Country



Followers trend



New followers

5.2K
followers

843 from 4.4K