

# SLO ULTRA

## VENDOR OPPORTUNITIES

The SLO Ultra trail race and festival is held on the breathtaking trails in San Luis Obispo County, California at Lopez Lake. Race distances include a 50 Mile Ultra, a Trail Marathon, a Trail Half Marathon, a 5K, and a Kids Race. In partnership with the SLO County Parks Department, our runners and hikers have unprecedented access to world-class trail and views. Between the perfect fall weather, 360 degree views of the Central Coast, and the rich experience of our natural resources, this is a not-to-miss event. Our festival is open to the public and hosts live music, food and beverages, and a sense of community like no other. Overnight camping is available as well. Our events are professionally marketed and produced with over 11 years of experience. Race SLO is the largest endurance sporting event company on the California Central Coast.

*"Through human experiences we create social and economic impact to share our legacy."  
- Race SLO Mission*

For more details about becoming a vendor at the SLO Ultra, please contact: [expo@raceslo.com](mailto:expo@raceslo.com) or to become a sponsor, contact Founder & CEO Samantha Pruitt: [samantha@raceslo.com](mailto:samantha@raceslo.com), (805) 458-0655, [www.sloultra.com](http://www.sloultra.com)

### TRAIL RUNNER AND HIKER AUDIENCE

- Up to 1,500 race athletes from all over California
- 1,500 spectator fans
- 250 volunteers and 25 local staff
- 2.5 day festival
- Weekend long social media engagement
- 60% male, 40% female
- 68% college educated
- Average Age: 34

### VENDOR BENEFITS

- Direct contact with athletes and spectators for sampling or service demonstrations
- High level social media engagement plus 6 month lead up marketing campaign
- Includes 10x10 booth space near the finish line
- Opportunity to provide athlete goodie bag insert



## VENDOR OPPORTUNITIES

The SLO Half Marathon + Relay Races event weekend is the largest endurance event on the Central Coast. This spring event includes a 5K, a Kids Races, a Finish Line Festival, and a Yoga & Music Festival. Hosted on the property of the Madonna Inn, runners experience the iconic downtown corridor of San Luis Obispo and the rolling hills of coastal wine country. Our 2.5 day long festival is free to the community and includes live music, food, and vendors.

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## ROAD RUNNER AND WALKER AUDIENCE

- Up to 3,000 running & walking athletes and up to 600 yoga athletes coming from all over the United States
- 7,000 spectator fans
- 1,000 volunteers and 60 local staff
- 2.5 day festival
- Weekend long social media engagement
- 63% male, 37% female
- 74% college educated
- Average Age: 38

## VENDOR BENEFITS

- Direct contact with athletes and spectators for sampling or service demonstrations.
- High level social media engagement plus 9 month lead up marketing campaign
- Includes 10x10 booth space near the finish line.
- Opportunity to provide athlete goodie bag insert.

## TERMS & CONDITIONS

1. Payment in full is the only guarantee of my booth space. Space provided only. Table and chairs may be rented separately.
2. If I cancel my booth purchase in writing prior to the event, I will receive a booth for another RaceSLO event. No refunds.
3. I will be billed a \$100 cleaning fee if I or my representatives, upon leaving my booth at the conclusion of the event, leave trash/boxes/debris in my booth. Damage done by our booth and staff will be our responsibility to pay for.
4. Except by written consent of the race management, I cannot sublet or share my booth space with any unauthorized person(s) and/or company(ies).
5. My display must occupy my assigned booth space only and not encroach into aisles or other booths. Leafleting anywhere outside my designated booth space is not permitted. You may not stand in front of another vendor's space.
6. I must occupy the booth assigned to me. **No booth changes will be made on site.**
7. I grant the rights to use photographs of the exhibit to Race SLO for its own purposes.
8. I must staff my booth continuously during the listed mandatory event hours.
9. Vendors handling or selling any type of food or beverage product (including pre-packaged foods) are required to have a Health Permit or temporary food facility permit.
10. All materials in my booth must meet stringent Fire Department regulations, including but not limited to fire retardant banners and pop up canopies (must have fire retardant certification seal) and no open flames. **MUST COMPLETE & SIGN FIRE DEPT. SPECIAL EVENT PERMIT PRIOR.**
11. In the event that due to war, fire, strike, government regulation, public catastrophe, severe weather, or other cause, the event or any part thereof is prevented from being held, Race SLO shall determine to offer free booth and/or virtual good bag insert space at the next Race SLO event: there will be no refunds.
12. I, for myself and my company and representatives, agree to hold Race SLO, the City of San Luis Obispo, the city of Arroyo Grande, the County of San Luis Obispo, all event sponsor beneficiaries, suppliers, media supporters, volunteers and their owners, agents, employees and affiliates harmless from any claims from or due to, the acts of myself, my agents and my employees, and/or for any loss and/or injury to people and/or property of any nature.
13. I for myself, my company and representatives assume all responsibility for loss, theft, or destruction of goods, or for personal injuries to myself, my agents, my employees, my representatives or my visitors and will hold harmless Race SLO, the City of San Luis Obispo, the city of Arroyo Grande, the County of San Luis Obispo, event sponsor beneficiaries, suppliers, media supporters, volunteers and their owners, agents, employees and affiliates from any and all liability in connection with any and all of the above.
14. The company I represent must be insured and be able to provide proof of liability insurance if requested. **MUST PROVIDE CERTIFICATE OF INSURANCE WITH COMPLETED REGISTRATION FORM AND PAYMENT.**
15. Race SLO reserves the right to refuse this application. Exclusive Event Sponsors may preclude some vendor booth categories.

**MY SIGNATURE BELOW INDICATES THAT I AM AUTHORIZED TO SIGN ON BEHALF OF SAID COMPANY AND THAT I HAVE READ & ACCEPT THE ABOVE-STATED EXHIBITOR TERMS & CONDITIONS. PLEASE FILL IN ALL FIELDS.**

Company Name: \_\_\_\_\_

Company Representative & Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Booth Manager: \_\_\_\_\_ Cell: (    )    - \_\_\_\_\_

Email Address: \_\_\_\_\_

