



**NEW GLOBAL<sup>TM</sup>  
ADVENTURES**

**SPONSORSHIP**



**Event: Santa Clarita Trail Race  
Event Date: November 1, 2025**

# INTRODUCTION

The Santa Clarita Trail Race is a trail running endurance event for the running community. An epic trail running adventure for all levels of runners brought to you by New Global Adventures, the creators of the beloved VALENCIA Trail Race and SPACEROCK Trail Race.

Taking place in the historic hills off Placerita Canyon in Santa Clarita, California, home to the earliest record of gold discovered in 1842. Featuring a beautiful and diverse landscape of trails, access roads, epic hills, and breathtaking panoramic views, to give runners one of the best trail running experiences in Southern California.

## RACE DISTANCES

There are four distances available to run.

- 28 Kilometers
- Half Marathon+
- 10 Kilometers
- 5 Kilometers

## SCHEDULE & LOCATION

Race day is on Saturday, November 1st, 2025 with activities starting at 5:30 AM. The race festival setup is on Friday starting at 8:00 AM and early check-in is on Friday from 2:00 PM to 5:00 PM. The event staging area will be located inside the East Walker Ranch Open Space. The race will utilize the trails and access roads located in East Walker Ranch and Golden Valley Ranch Open Spaces. Check the website for the latest details at <https://santaclaritatrailrace.com/>

## RESPONSIBLE LAND USE

We are committed to ensure the locations used are not damaged and are left in the same condition if not better than they were when we arrive. This means the staging area, course, stations, check-in locations will be fully cleaned up and leave no environmental impact after the event is complete.

This document provides an overview of the benefits sponsors receive, event details, and sponsorship participation options. Please take a few moments to read through and consider sponsoring the Santa Clarita Trail Race. If you have any questions or would like additional information please feel free to contact us.

Sincerely,

Santa Clarita Trail Race Team  
(310) 954-7977  
[run@santaclaritatrailrace.com](mailto:run@santaclaritatrailrace.com)



*“Running is about more than just putting one foot in front of the other;  
it is about our lifestyle and who we are.”*

Joan Benoit Samuelson

# SPONSORSHIP BENEFITS

Sponsors enjoy the spectacular benefit of receiving increased exposure of their business, products, and brand by reaching a very targeted affluent audience of consumers. The Santa Clarita Trail Race attracts a variety of participants from casual to athletic runners and participants that are coming from within the local community of Santa Clarita Valley, Antelope Valley, the regional California communities, including several from out state and even some from international countries. By becoming a sponsor your business, products, and brand will have a strong presence at the event providing a direct connection with participants.

## TARGET AUDIENCE

- Local and regional California residents
- Active and healthy lifestyle
- Successful careers, business owners, and home owners
- Actively engaged with the community

## BENEFITS INCLUDE

- Brand and/or product placement at the Santa Clarita Trail Race
- Logo & link placement on event website, email campaigns, and social media channels
- Goodie bag inserts of promotional material and/or samples
- Logo placement on event materials such as t-shirts, goodie bag, BIB, etc
- Logo & link placement in runners pre & post race emails
- Logo placement in volunteer's handbook
- Space for a booth presence at race festival
- Banner placement at race staging area
- Exposure to local and regional athletes, runners, and volunteers
- Press and media exposure to local and regional news
- Press and media exposure to targeted running sources including magazines, blogs, event calendars, social media and online running communities

## FREE RACE PHOTOS

The real marketing advantage comes from the FREE race photos. There will be photographers at the start/finish, on the course taking action photos of participants, at the photo wall, these photos are very popular as participants share on their social media, thus in turn spreading your brand even farther. Sponsors can use the photos in their own marketing.

## AUDIENCE EXPOSURE

### ON RACE DAY:

- 700 to 1000 runners
- 70+ volunteers
- Spectators
- Thousands via local and regional media & press



# SPONSORSHIP OPTIONS

Choose from the following sponsorship options to grow your business:

## **OPTION #1 - VENDOR BOOTH - \$300**

Have a booth presence at the race festival.

### **YOU WILL RECEIVE:**

- Booth presence at race check-in, start/finish & recovery zone
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels



## **OPTION #2 - STATION SPONSOR - \$350**

Sponsor aid-station to provide participant supplies at stations.

### **YOU WILL RECEIVE:**

- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry



## **OPTION #3 - BARRICADE BANNER SPONSOR - \$400**

Custom banner with logo on barricade fence, double sided

### **YOU WILL RECEIVE:**

- Custom double sided banner on barricade
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry



## **OPTION #4 - BIB SPONSOR - \$800**

Your logo placed on custom race bibs.

### **YOU WILL RECEIVE:**

- Logo on race bibs
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, emails, social media channels
- Complementary race entry x 2



## **OPTION #5 - PHOTO SPONSOR - \$1000**

Your logo watermark on all official race photos that are provided for free to all participants to share.

### **YOU WILL RECEIVE:**

- Logo on the race photos
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 3



## **OPTION #6 - RACE & VOLUNTEER SHIRT SPONSOR - \$1500**

Have your logo on event shirts. (Must submit 11-months in advance)

### **YOU WILL RECEIVE:**

- Logo on race participant and volunteer shirts
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4



# SPONSORSHIP OPTIONS

## OPTION #7 - MEDAL SPONSOR - \$1500

Have your logo on race medals or ribbons. (Must submit 11-months in advance)

### YOU WILL RECEIVE:

- Logo on all race medals
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Provide inserts or samples for goodie bag
- Logo/link on website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 4



## OPTION #8 - TITLE SPONSOR - \$6000

Full title placement with event. (Limited to 1 sponsor)

\*MUST SIGN UP EARLY TO ENSURE LOGO PLACEMENTS\*

### YOU WILL RECEIVE:

- Have "Presented by Your Company (or brand)" added with race name and logo
- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Provide inserts or samples for goodie bag
- Logo on shirts, bags, website, handbooks, printed materials, emails, social media channels
- Complementary race entry x 10



Not ready for monetary sponsorship yet, but still want to have your business involved? Your company can support the event by providing in-kind products or services donations. Got something else in mind? Reach out to us and let's talk.

## OPTION #9 - IN-KIND DONATION SPONSOR

Provide the event with products or services valued at \$300 or greater that is usable at the event in exchange for sponsor support you will have a presence at the event.

### PROVIDE ANY ONE OR COMBINATION OF THE FOLLOWING:

- Bottled water, sports or recovery drink (coconut water or chocolate milk)
- Energy gels or bars
- Electrolyte tablets
- Refueling food (fruit, veggies, bagels, snacks, candy, etc.)
- Specialty finish line treats (ice cream, cup cakes, pizza, egg rolls, quesadillas, etc.)
- Race day meals for volunteers and staff
- Photography/videography services
- Medical first-aid volunteer personnel
- Raffle merchandise and goodies for volunteer training
- Prize merchandise, services, and goodies for top finishers

### YOU WILL RECEIVE:

- Acknowledgment of your support online and throughout the event
- Booth presence at race festival
- Provide inserts or samples for runner goodie bag
- Logo/link on website, handbook, emails, social media channels



Note: sponsors are responsible for bringing their own booth and items to the event. Generator power will be available if needed.

# PRIZES & GIVEAWAYS

## RUNNER PRIZES

At each race, in addition to giving all the runners a finisher medal, we honor the top finishers as well as the very last finisher with a special prize goodie bag that contains items we have put together for the race, as well as goodies from our vendors and sponsors. This is a great way to recognize the top finishers and give them some awesome goodies from your business, it can be general swag, official merchandise, products, gift certificates, cash, or services. We encourage all sponsors to provide something a little extra for the top finishers to help make it a more memorable race experience!

The Santa Clarita Trail Race has 4-distances, 28K, Half Marathon+, 10K, and 5K, we recognize the top 3 finishers, male and female, plus the very last 28K finisher. The following shows the top finishers for each distance:

### 28K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female
7. Last Place Finisher

### HALF MARATHON+

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

### 10K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female

### 5K

1. 1st Place Male
2. 1st Place Female
3. 2nd Place Male
4. 2nd Place Female
5. 3rd Place Male
6. 3rd Place Female



### As a sponsor you have 2 options available:

- Option 1: Provide prize items for the 1st place finisher only + last place. **Total prize count: 9**
- Option 2: Provide prize items for all finishers + last place. **Total prize count: 25**

## VOLUNTEER GIVEAWAYS

These types of events would not be possible without the team of volunteers who take time out of their lives to help make this a great race experience. For every race we do a volunteer training luncheon 1-week before the race to help train them, meet the race crew, and answer any questions they may have. At these training luncheons, we will often do a raffle to give away various sponsor products, swag, and goodies to the volunteers as an extra thank you for coming out to volunteer at the race. We treat them like family and hope that we are able to create a great experience for the volunteers.

This is a great way to get your business brand and products in the hands of the race crew volunteers. On average we have 60-70 volunteers. If you would like to contribute to the volunteer giveaways you can provide anywhere from 1 big ticket item up to 30 or more smaller items or anything in between. We can also have the option to sponsor the volunteer training luncheon, simply inquire with us for details you would like. The choice is yours and we welcome the support to show appreciation to the awesome race crew volunteers!



*"Running is the greatest metaphor for life, because you get out of it what you put into it."*

Oprah Winfrey

# SPONSORSHIP SIGN UP

## NEXT STEPS

### Ready to be a part of an awesome race experience at the Santa Clarita Trail Race?

We welcome your support and have made it easy to enroll in the sponsorship program. Simply go online to the URL below and complete the online form. Then we will get in touch with you with details and next steps.

Sponsorship Application: <https://santaclaritatrailrace.com/sponsor/>

Thank you for supporting the Santa Clarita Trail Race. We look forward to building a long term relationship with you that is mutually beneficial for both parties, for the participants, and the community.

## GOT QUESTIONS?

For questions or additional details or to simply discuss alternative engagement options please feel free to contact us at [run@santaclaritatrailrace.com](mailto:run@santaclaritatrailrace.com), we'll work with you to make it a win-win partnership for everyone.

*"There is something about the ritual of the race, putting on the number, lining up, being timed, that brings out the best in us."*

Grete Waitz



# SPONSORSHIP SUPPORT

The mission of New Global Adventures cannot be realized without the support and partnership of local and national business community. Monetary contributions as well as in-kind product or service donations serve as the backbone to supporting these events. Many opportunities at various levels are available for your company to support the Santa Clarita Trail Race, allowing you to maximize your return on investment, exposing your business, brand, and/or products to a targeted audience while shining as a positive community role model.

## CREATING GREAT EXPERIENCES

We take great pride to create the best possible race experience for everyone that engages with it. Be it as a runner, spectator, volunteer, or community resident. We want runners to always have a great experience at every touch point, from the first point of engagement through our website or brand, at the race check-in, to running the course, stopping at an aid station, to crossing the finish line and receiving their hard earned medal. Every touch point is carefully thought out to ensure it is a positive experience that enhances the overall race experience.

Our goal is always to have participants walking away saying:

**“Wow, that was one of the most amazing races I’ve experienced!”**



## SPONSORSHIP FUNDS

What happens to the funds provided by sponsors? Majority of the time the funds will go to cover the specific items noted in the sponsorship option selected, such as the cost of shirts, medals, bags, or station supplies. Any left over funds will go towards other event expenses or towards the volunteer crew.

## RESOURCES & EXPENSES

The organization of a marathon race event has many moving pieces that is the cumulation of months of effort, planning, and work to bring together the event for the one “race day”. Before that day there are countless hours and resources put in to create and organize the event. Starting with a small dedicated team in the months leading up to the event, followed by a growing team and volunteers leading into the final days to the actual race. Orchestrating all the moving pieces to bring together a great race experience on race day for participants.

Below is a small preview of event expenses that are involved in organizing a race:

- Finisher medals
- Runner shirts
- Bibs
- Timing chips
- Goodie bags
- Awards
- Handbooks
- Certificates
- Station materials
- Station supplies (food/water)
- Event signs
- Photowall
- Start/Finish line materials
- Finish line supplies
- Start/Finish line arch
- Timing system
- PA system
- Event insurance
- Event permits
- Fire permits
- Health permits
- Course signs & flagging
- Transportation
- Promotional materials
- Equipment rentals
- Portable toilet rentals
- Waste & recycling service
- Volunteer shirts
- Volunteer meals
- Volunteer training
- Website development
- Website hosting
- 3rd party services
- Advertising



# WHAT RUNNERS ARE SAYING...

Our races are all about the runners and the experience they have. After every race, we do a feedback survey to help us understand how we did, how we can improve our future races and hear what the runners thought about their experience. We got a ton of responses and great feedback, overall it is clear that everyone has an awesome experience, but don't take our word for it, read a few of the testimonials below directly from the runners.



## Rachel Ragona

Yet another fantastic inaugural event, challenging, well marked course with beautiful views. This race hits all the right buttons and is definitely one you'll keep coming back to.

*From SPACEROCK Trail Race*



## John Burkle

The climbs are tough, the descents brutal and this is one of the best supported, most beautiful organized halves I've ever done.

*From VALENCIA Trail Race*



## Candice Guzman

What a great, fun race! I ran the 10K with my 11-year-old son and we both had a blast!

*From Sugar Daddy Race*



## Monica Nunez

The Valencia Trail Race was an amazing experience! The course was tough but beautiful. Everything was well-organized. The aid stations were great. And the goodies, including the medal, were awesome.

*From VALENCIA Trail Race*



## Jason Wagner

What an amazing adventure. A beautiful course, with well placed aid Stations and support. The local community came out in droves to run the Aid Stations. The race directors went above and beyond on this one.

*From VALENCIA Trail Race*



## Eric Sorenson

The Inaugural SPACEROCK Trail Race was literally an out of this world event. A very scenic, challenging and fun race that will become an annual event for my friends and I.....you definitely took trail racing to a whole new level.

*From SPACEROCK Trail Race*

This is just a few, read many more testimonials from our races at:

[SilverMoonRace.com](http://SilverMoonRace.com) / [SPACEROCKTrailRace.com](http://SPACEROCKTrailRace.com) / [VALENCIATrailRace.com](http://VALENCIATrailRace.com) / [SugarDaddyRace.com](http://SugarDaddyRace.com)

# BACKGROUND

Headquartered in Southern California, New Global Adventures is a global service of software, media and event entertainment company dedicated to making great experiences for the athletic and running industry around the world. We are creative folks who enjoy being healthy and sharing great experiences.

The Santa Clarita Trail Race is our one of several US based races established in the local community for runners as an annual event. We also host several California based races including SPACEROCK Trail Race, Sugar Daddy Race, Silver Moon Race, Be The Light 5K, and VALENCIA Trail Race events.

In addition to domestic races, we have created a series of unique adventure marathon experiences in China. A vast country with an abundance beautiful exotic locations that many do not know exists, these races help bring the world of runners to experience them, including the SHANGRI-LA Marathon & Ultra in the eastern Himalayan mountains. We also promote Run The GREAT WALL, Yellow Mountain Race, Emei Mountain Race, Wuyi Trail Race, and Four Sisters Ultra on Mt. Siguniang as well as Thailand Half Marathon in Thailand.

New Global Adventures and its events are members of the American Trail Running Association and Road Runners Club of America. For more information about New Global Adventures, our events and services please visit us online at: <http://newglobaladventures.com>

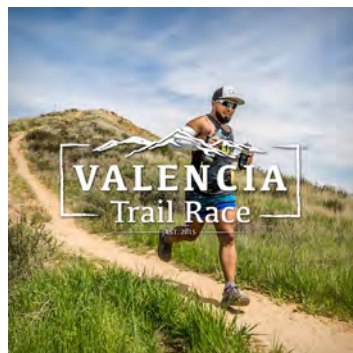
Thank you for considering to sponsor our events. We look forward to hearing from you.

Sincerely,

New Global Adventures Team  
[run@newglobaladventures.com](mailto:run@newglobaladventures.com)



**Sugar Daddy Race**  
Half Marathon/10K/5K/Kids  
[SugarDaddyRace.com](http://SugarDaddyRace.com)



**VALENCIA Trail Race**  
50K Ultra/Half Marathon/10K  
[VALENCIATrailRace.com](http://VALENCIATrailRace.com)



**Silver Moon Race**  
12K, 6, 12, 24-Hour, 100-Mile  
[SilverMoonRace.com](http://SilverMoonRace.com)



**SPACEROCK Trail Race**  
Half Marathon/15K/10K/5K  
[SPACEROCKTrailRace.com](http://SPACEROCKTrailRace.com)

# Discover Great Race Experiences



Valencia, CA

[BeTheLight5k.com](http://BeTheLight5k.com)



Valencia, CA

[VALENCIATrailRace.com](http://VALENCIATrailRace.com)



Santa Clarita, CA

[SugarDaddy.run](http://SugarDaddy.run)



Vasquez Rocks, CA

[SPACEROCKTrailRace.com](http://SPACEROCKTrailRace.com)

ELEVATE YOUR EXPERIENCE



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