

# SPONSORSHIP: 'TEAM GEARJUNKIE'

Team up with Gear Junkie! Headline Sponsorship spot available for "Team GearJunkie," which includes GJ Founder Stephen Regenold (captain) + members of YogaSlackers' race squad. Project includes exclusive team naming rights, custom micro-site on GearJunkie.com, uniform/image branding, product integration, and a year's worth of content (videos, photos, articles) to highlight your brand!



**DELIVERABLES.** The "Team GearJunkie" project will include a complete integrated media platform, from mass media to social media + full interactive marketing support. Deliverables include. . .

- > Exclusive Team Naming Rights
- > Custom micro-site or "channel" on GearJunkie.com
- > Promotion in weekly Gear Junkie e-newsletter (15,000+ subscribers)
- > Dedicated "Icon" ad on GearJunkie home page (250,000 impressions/month)
- > Consistent coverage on Gear Junkie's "Daily Dose" blog
- > Print articles (Gear Junkie's nationally-syndicated newspaper column)
- > Gear Junkie Twitter and Facebook promotions
- > Products tested and integrated into 2011 events and expeditions
- > Full rights access to content — videos, articles, photos, blog

**ABOUT THE TEAM.** Each year, Gear Junkie's Editor and Founder, Stephen Regenold, forms a team to compete in major ultras and adventure races around the globe. For 2011, "Team GearJunkie" partners with the YogaSlackers adventure group to form what is one of the most competitive squads in the USA. Coming off a 2nd-place finish in the WPER race in Chile (Feb. 2011), Team GJ is poised to command top finishes on the 2011 domestic race scene.



## **2011 CALENDAR**

- May: Central Coast Challenge (Calif.)
- June: Teva Mountain Games (Colo.)
- July: Raid The North Extreme (British Col.)
- Aug: MNOC Rogaine Orienteering (Minn.)
- Aug: 'Expedition Idaho' Race
- Sept: END-AR 24-Hour (North Dak.)
- Sept: Gold Rush Mother Lode Exped (Calif.)
- Oct: AR National Championships (Kentucky)
- Dec: Abu Dhabi Adv. Challenge (Abu Dhabi)

## **CONTACTS / GEARJUNKIE.COM**

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