



**SPARTAN**

**2024 PORTFOLIO BRIEFING**

**WE ARE ON A MISSION TO  
CHANGE 100 MILLION LIVES**



JOIN US

# HOUSE OF HARD

# PORTFOLIO OF GLOBAL

# EVENTS

WE GIVE PEOPLE THE TOOLS, THE PRODUCTS, THE COMMUNITY  
AND EPIC EXPERIENCES TO BECOME UNBREAKABLE



# PORTFOLIO EVENTS AROUND THE WORLD

**38**

COUNTRIES

**155**

EVENT WEEKENDS





# SPARTAN COMMUNITY DEMO BY THE NUMBERS

50%

Millennials

60%

Ages 28-42

40/60

Female/ Male

34%

Multi-cultural (represents local race market)

33

Y0 Average age

\$134,000

Average income

20%

Identify as professional or C level

15%

Identify as military or first responder

80%

College educated

145%

Index international travel

# COMMUNITY SEGMENTATIONS

## THE HEROES

Our diverse group of elite racers, pro team, and fitness influencer network spanning gender, profession, and interest. The rest of our audience looks up to, and sometimes idolizes, this group.

## TRANSFORMATIONALISTS

They're looking to change their life physically, mentally, professionally, socially. They find Spartan and let it fill every part of them. They quickly become brand champions.

## SUPER KIDS & FAMILIES

These kids don't mess around. They're highly driven and usually have a parent or role model who already supports the Spartan brand.

## THE WEEKEND WARRIORS

These men and women don't hit the gym to look good. They're as busy at work, in their community, and with their family as they are at the gym. Spartan is their way to stay (or get back) in competitive athletics.



# GLOBAL AUDIENCE TOUCHPOINTS



**13+**  
MILLION

Unique page views annually

**10+**  
MILLION

Email marketing Database for total portfolio

**10+**  
MILLION

Social media audience across multiple platforms

**3+**  
BILLION

Impressions earned & paid, based on average impressions across all platforms per year

**1.5+**  
MILLION

Annual participants in Global events

# LIFESTYLE BRAND ECOSYSTEM

Our vision: a better, more resilient world where people are living, training, eating, and thinking like a Spartan. We continue to evolve our ecosystem offering new events, lifestyle media, influencer marketing, sustainability initiatives and thought-leadership in corporate wellness and extreme fitness culture.



THOUGHT-LEADERSHIP



HEALTH & FITNESS



PROFESSIONAL &  
OLYMPIC SPORT OF  
OBSTACLE RACING



INFLUENCER ATHLETES



RICH MEDIA,  
CONTENT &  
STORY-TELLING



SUSTAINABILITY:  
TURNING ATHLETES TO  
ADVOCATES



# PARTNERS WHO HAVE JOINED OUR MISSION

## INTEGRATED SPONSORS & MEDIA PARTNERS



A black and white photograph of a triathlon event. In the foreground, a large crowd of participants is gathered under a dark, overcast sky. A tall, thin tree stands prominently in the center background. Various banners and signs are visible, including one for 'SPARTAN' and another for 'WORLD CHAMPIONSHIP'. The overall atmosphere is one of anticipation and challenge.

# COMING IN 2024 TO THE HOUSE OF HARD



**SPARTAN**



**SPARTAN TRAIL**



**DEKA**

**TOUGH MUDDER** 



**HIGHLANDER**  
ADVENTURE OF A LIFETIME



# TRANSFORMATIONAL BRANDS & GLOBAL EVENTS

# WHAT'S NEW IN 2024



ATLANTIS  
PARADISE ISLAND, BAHAMAS

SPARTAN — 2023  
TEAM WORLD CHAMPIONSHIP



DEKA

2024

ONE DISTANCE. ONE CHALLENGE.



HIGHLANDER  
ADVENTURE OF A LIFETIME



THE HARD WAY WITH JOE DE SENA



# OCR IN THE OLYMPICS

As we approach the 2028 LA Olympic Games, the buzz continues around the addition of OCR as an Olympic Discipline and Event.

According to the Union Internationale de Pentathlon Moderne (UIPM), the modern pentathlon international governing body, obstacle course racing (OCR) will replace equestrian with as a demonstration event in LA 2028 Summer Olympics.

Spartan continues to work with the international federation [World Obstacle](#) to sanction our new [3K Elite Series](#) as a platform for athlete development and team qualification. This invite-only format was designed to challenge the best of the best while cultivating a new spectator experience and an compelling media event and content.

Obstacle course racing is thriving, fueled by a passionate and dedicated global community of racers who continually seek new challenges and adventures. With its blend of physical challenges, mental fortitude, and a strong sense of camaraderie, obstacle course racing continues to capture the hearts and minds of athletes and adventure enthusiasts around the world.



# VALUE PROP



Mass Product Sampling & Functionality Showcase



Global Partnership Platform



Fitness Gamification



Access to 100s of Unique Events



Professional Endurance & OCR Athletes



Retail Support



Media Content & Distribution



Digital / Social & Influencer Marketing



On-Site Branding & Experiential Marketing



Local Market Relevance

# WE'RE BUILT TO CREATE INNOVATIVE PARTNERSHIPS THAT SERVE OUR COMMUNITY.

- **FAST, NIMBLE & AGILE:** We are a Purpose Driven, Fast, Agile, Innovative, Experiential Marketing Monster, built to serve our community and impact lives.
- **INNOVATIVE:** Spartan is looking for Strategic Partners that will support and join it's mission of motivating the generation of Athletes to get out of their comfort zone and change their lives. We will continue to Innovate in new products, events, storytelling, fan gamification and media distribution.
- **MASSIVE REACH + INFLUENCE:** As a Global brand with a purposeful mission Spartan can efficiently reach over 10mm with our inspiration content through our media network.
- **A GLOBAL BRAND = LOCAL ACTIVATION:** Spartan operates in 37+ countries and has fans/followers all over the world, but our events are ultimately local and have positive community impact. From our Venue partners, to local Vendors, and Volunteers, Spartan is truly part of that community.
- **AFFLUENT & HIGHLY ENGAGED AUDIENCE:** The Spartan Community has higher than average income (\$134K Avg HH) over -indexes in nutritional supplements purchases, secondary education, business ownership, C-Level Titles and engages in affluent lifestyle activities like Skiing and International Travel.



## JANUARY

1/27-1/28

**SOCAL TRIFECTA**

BEAST/SUPER/SPRINT/KIDS

## FEBRUARY

2/3/24

**ORACLE PARK**

STADION/KIDS

2/17-2/18

**ARIZONA**

SUPER/SPRINT/KIDS/TRAIL

2/24

**LA STADIUM**

STADION/KIDS

2/24-2/25

**JACKSONVILLE**

SUPER/SPRINT/KIDS/TRAIL

TBA

**LONE PINE TRAIL**

TRAIL

## MARCH

3/2

**KNOXVILLE**

DEKA FIT

3/2-3/3

**AUSTIN**

TOUGH MUDDER

3/9-3/10

**HOUSTON TRIFECTA**

BEAST/SUPER/SPRINT/KIDS

3/16-3/17

**LAS VEGAS**

SUPER/SPRINT/KIDS

3/16-3/17

**ATLANTA TRIFECTA**

BEAST/SUPER/SPRINT/KIDS/TRAIL

3/30-3/31

**SAN JOSE TRIFECTA**

ULTRA/BEAST/SUPER/SPRINT/KIDS

## APRIL

4/6-4/7

**LOS ANGELES**

TOUGH MUDDER

4/6-4/7

**CHARLOTTE**

SUPER/SPRINT/KIDS

4/13-4/14

**SAN DIEGO**

SUPER/SPRINT/KIDS

4/20

**ANAHEIM**

DEKA FIT

4/20-4/21

**ATLANTA**

TOUGH MUDDER

4/20-4/21

**PALM BEACHES**

SPRINT/KIDS

4/27-4/28

**TRI STATE NEW JERSEY**

ULTRA/BEAST/SUPER/SPRINT/KIDS

4/27-4/38

**MISSOURI**

TOUGH MUDDER

## MAY

5/4

**BEAR MOUNTAIN**

TRAIL

5/4

**NEW YORK STADION**

STADION/KIDS

5/4

**NORCAL**

DEKA FIT

5/4-5/5

**FAYETTEVILLE**

ULTRA/BEAST/SUPER/SPRINT/KIDS

5/9-5/12

**BLOODROOT ULTRA**

TRAIL

5/11-5/12

**TORONTO (CAN)**

SUPER/SPRINT/KIDS

5/18-5/19

**AUSTIN**

SUPER/SPRINT/KIDS/TRAIL

5/18-5/19

**BIG BEAR**

BEAST/SUPER/SPRINT/KIDS

5/18-5/19

**PHILLY**

TOUGH MUDDER

5/18-5/19

**RAYMOND JAMES**

STADION/KIDS

## JUNE

6/1-6/2

**MONTEREY**

SUPER/SPRINT/KIDS/TRAIL

6/1-6/2

**MONTANA**

ULTRA/BEAST/SUPER/SPRINT/KIDS

6/8

**AUSTIN**

DEKA FIT

6/8-6/9

**CINCINNATI**

ULTRA/BEAST/SUPER/SPRINT/KIDS

TBA

**MICHIGAN**

TOUGH MUDDER

6/8-6/9

**TRI STATE NEW YORK**

SUPER/SPRINT/KIDS

6/15-6/16

**MONT-TREMBLANT (CAN)**

ULTRA/BEAST/SUPER/SPRINT/KIDS

6/15-6/16

**COLORADO SPRINGS**

BEAST/SUPER/SPRINT/KIDS

6/29-6/30

**TWIN CITIES**

TOUGH MUDDER





### JULY

7/13-7/14	<b>MICHIGAN</b>	SUPER/SPRINT/KIDS
7/13-7/14	<b>POCONOS</b>	SUPER/SPRINT/KIDS/TRAIL
7/13-7/14	<b>OTTAWA (CAN)</b>	TBA
7/20-7/21	<b>UTAH</b>	BEAST/SUPER/SPRINT/KIDS/TRAIL
TBA	<b>COLORADO</b>	<b>TOUGH MUDDER</b>

### AUGUST

8/5-8/6	<b>ASHEVILLE</b>	SUPER/SPRINT/KIDS
8/10-8/11	<b>NEW ENGLAND</b>	SUPER/SPRINT/KIDS/TRAIL
8/10	<b>LAKE PLACID</b>	<b>TRAIL</b>
8/17-8/18	<b>HAWAII TRIFECTA</b>	ULTRA/BEAST/SUPER/SPRINT/KIDS
8/24-8/25	<b>BAHAMAS</b>	CITY/KIDS WORLD CHAMPS
8/24-8/25	<b>WEST VIRGINIA</b>	BEAST/SUPER/SPRINT/KIDS/TRAIL
8/31-9/1	<b>KELOWNA (CAN)</b>	TBA

### SEPTEMBER

9/7-9/8	<b>WASHINGTON DC</b>	SUPER/SPRINT/KIDS
9/14-9/15	<b>TORONTO (CAN)</b>	<b>TOUGH MUDDER</b>
9/14-9/15	<b>SEATTLE TRIFECTA</b>	BEAST/SUPER/SPRINT/KIDS
9/14-9/15	<b>VERMONT</b>	ULTRA/BEAST/SPRINT/KIDS
9/21	<b>ANGELS STADIUM</b>	<b>STADION/KIDS</b>
9/28	<b>SAN JOSE</b>	<b>TRAIL</b>

### OCTOBER

10/5-10/6	<b>NEW JERSEY 2</b>	SUPER/SPRINT/KIDS
10/12-10/13	<b>NASHVILLE</b>	SUPER/SPRINT/KIDS
10/12-10/13	<b>MAMMOTH MOUNTAIN</b>	OCR WORLD CHAMPIONSHIP
10/19-10/20	<b>BLUE MOUNTAIN (CAN)</b>	TBA
10/19-10/20	<b>DALLAS TRIFECTA</b>	ULTRA/BEAST/SUPER/SPRINT/KIDS

### NOVEMBER

11/2-11/3	<b>SLO TRIFECTA</b>	ULTRA/BEAST/SUPER/SPRINT/KIDS
11/9-11/10	<b>CAROLINAS</b>	ULTRA/BEAST/SUPER/SPRINT/KIDS
11/9-11/10	<b>FENWAY</b>	<b>STADION/KIDS</b>
11/19-11/20	<b>JAMAICA</b>	ULTRA/BEAST/SUPER/SPRINT/KIDS/TRAIL
11/16-11/17	<b>PHOENIX TRIFECTA</b>	BEAST/SUPER/SPRINT/KIDS
11/16-11/17	<b>NORCAL</b>	SUPER/SPRINT/KIDS
11/23-11/24	<b>GOLDEN GATE</b>	<b>TRAIL</b>
11/23-11/24	<b>SAN ANTONIO</b>	SUPER/SPRINT/KIDS

### DECEMBER

12/7-12/8	<b>LOS ANGELES</b>	SUPER/SPRINT/KIDS
12/7-12/8	<b>CENTRAL FL TRIFECTA</b>	BEAST/SUPER/SPRINT/KIDS
12/14-12/15	<b>WORLD CHAMPIONSHIP</b>	TBA

**THANK YOU**



**SPARTAN**

**AROO!!!**