



2012 RACE TEAM OVERVIEW

Runner's Roost has become successful in the running and multisport community primarily through grassroots event and athlete sponsorship and creating long term, personal relationships. The Runner's Roost Race Team is the way we extend our running and multisport presence through supporting local athletes. The Runners Roost race team is a group of talented athletes that represents Runner's Roost positively in the running and multisport community.

Preferred Team Member Qualifications:

- a. Be a top performer in the sport both at the age group and overall level.
- b. Serve as positive ambassadors for Runners Roost by being active in the running and multisport community.
- c. Train, race and spend time socially with other Race Team members.
- d. Volunteer to serve the running and multisport community at Runners Roost supported events.
- e. Represent all corporate Roost locations. (Denver, Aurora, LoneTree, Ft. Collins and Louisville)

Team Application Process & Deadlines:

- November 15: Race Team applications available
- December 1: Race Team applications due to Runner's Roost Denver or e-mailed to the Race Team Coordinator, Matt Smith at msmithtri@gmail.com
- December 10: Announcement of 2012 team
-All applicants will be notified personally and via e-mail of the level of sponsorship
-All accepted athletes will receive a formal sponsorship contract
- December 17: Signed Contracts due to Runner's Roost
- February TBD: Team Kick Off Meeting

Team Structure:

The Runner's Roost race team is divided into three teams and each team has three sponsorship levels. This structure is designed to allow the maximum number of athletes to participate in the program, attract the best talent and provide the most exposure possible. Each of the specialized teams have a requirement for racing in that specialized area.

Teams:

1. *Run Team:*
The run team is comprised of athletes that participate in mostly road running races from the 5k to marathon distance.
2. *Mountain Run Team:*
The mountain run team also focuses on running races, with a specialty in trail racing including ultra running. To participate in the mountain run team, an athlete must participate in at least (5) trail races/ultra races in one season.
3. *Triathlon Team:*
The triathlon team focuses on races from sprint to Ironman distance as well as running races. To be considered for the triathlon team, an athlete must have at least (5) triathlon events on their calendar.

Sponsorship Tiers:

Tier One: Elite Team- Fully Sponsored

The Elite Team will be made up of athletes that are regular podium finishers overall and their respective age groups. This team will serve as the competitive backbone of the Roost teams at races and as technical product ambassadors.

Athlete Benefits: <ol style="list-style-type: none">1. \$599 race reimbursement/access to comp race entries2. Full Racing & Training Apparel Kit3. 2 Pairs of Training Shoes/ 1 Pair of Racing Shoes4. 30% discount at Runner's Roost5. Access to coaching services at a discount from Roost team preferred coaches	Athlete Expectations: <ol style="list-style-type: none">1. Participate in at least 10 Roost supported races (mountain and triathlon need (5) races in their specialty)2. Volunteer for at least 3 Roost events3. Participate in the Roost run club4. Present a clinic to a local club5. Participate in Roost Facebook/Social Media
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Tier Two: Race Team- Mid Level Sponsorship

The Race Team will serve as the Brand Ambassador front line for Runner's Roost. These athletes are influential in their respective sports, compete at a high level and are consistent in supporting Roost events and volunteer opportunities. While they may be mid-pack finishers, they wear the Roost colors with pride and share the message about products to others regularly.

Athlete Benefits: <ol style="list-style-type: none">1. 7 paid race entries & access to comp race entries2. Full Racing & Training Apparel Kit3. 2 Pairs of Training Shoes/ 1 Pair of Racing Shoes4. 30% discount at Runner's Roost5. Discounted coaching from Roost Race Team preferred coaches	Athlete Expectations: <ol style="list-style-type: none">1. Participate in at least 7 Roost supported races (mountain and triathlon need (5) races in their specialty)2. Volunteer for at least 2 Roost events3. Participate in the Roost run club4. Participate in Roost Facebook/Social Media
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Tier Three: Retail Team (20 athletes)

The retail team will be a group of committed Roost followers that are loyal to the company and the brands it supports as well as race on a consistent basis.

Athlete Benefits: <ol style="list-style-type: none">1. Access to discounted or comp race entries when available2. Race Apparel Kit (Run)3. Team training apparel for purchase4. Opportunity for Incentives based on participation (gear, discounted shoes, etc.)5. 20% discount at Runner's Roost6. Discounted coaching services from Roost Race Team preferred coaches	Athlete Expectations: <ol style="list-style-type: none">1. Participate in at least 3 Roost supported races (mountain and triathlon need (3) races in their specialty)2. Participate in the Roost run club3. Participate in Roost Facebook/Social Media
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Elite & Race Team Funded Race Calendar 2012:

Run Races

1. Running of the Green
2. Platte River ½ Marathon
3. Cherry Creek Sneak
4. Bolder Boulder
5. Georgetown to Idaho Springs ½ Marathon
6. Park to Park 10 Miler
7. Washington Park Turkey Trot

Triathlon

1. Rattlesnake Triathlon
2. Boulder Tri Series (3 spots)

Mountain

1. Dillon/Winterpark Series
2. Leadville 100 (limited)
3. Bear Chase Trail Race

*Note: Comp entries for will be shared with all teams as they become available for other races

Please Note: Teams, Sponsorship Tiers and Race Calendar are subject to change as the season is finalized. Team and Sponsorship Tier changes will be made before athletes sign a 2012 contract.

Please direct any questions about the Race Team or application process to the Race Team Coordinator, Matt Smith at msmithtri@gmail.com.