

# Spartan Proposal for North Lake Tahoe

Spartan is seeking a commitment from NLT to host a Spartan event in 2022 during the upcoming board meeting. Spartan's Black Friday sale is the only discounted promotion of the year, so it is imperative to have all 2022 events open with date and location by the launch of the sale. Racers start planning their upcoming season, so a date and region is the bare minimum needed to begin planning.

## Spartan

Historically the championship events are announced in January, however the event itself is already open for sale. We utilize the championship announcement as a second sales push and kick off to the championship campaign.

### Event

- September 24-25, 2022
- September 24<sup>th</sup> - 13 miles
- September 25<sup>th</sup> - Distance TBD

Base commitment requested to be approved in November:

- **North American Championship:** \$115,000
- **Ultra World Championship:** \$125,000

Sliding scale of additional funds:

- **North American Championship**
  - Up to an additional \$35,000 commitment based on performance. Measurables include media and attendance.
- **Ultra World Championship**
  - Up to an additional \$50,000 based on performance. Measurables include media and attendance.

### Spartan Proposed Sliding Scale for Additional Payments based on KPIs

		Attendance				Media Impressions				
		70%	80%	90%	100%	60%	70%	80%	90%	100%
NA Champs Metrics		7,700	8,800	9,900	11,000	-	7,000,000	8,000,000	9,000,000	10,000,000
NA Champs Additional Payments		\$5,000	\$15,000	\$20,000	\$25,000	\$0	\$3,000	\$5,000	\$7,500	\$10,000

  

		Attendance				Media Impressions				
		70%	80%	90%	100%	60%	70%	80%	90%	100%
Ultra World Champs Metrics		4,200 Beast 455 Ultra	4,800 Beast 520 Ultra	5,400 Beast 585 Ultra	6,000 Beast 650 Ultra	21,000,000	24,500,000	28,000,000	31,500,000	35,000,000
Ultra World Champs Additional Payments		\$5,000	\$10,000	\$15,000	\$20,000	\$10,000	\$15,000	\$20,000	\$25,000	\$30,000