



KISSING BRIDGE ALL SEASONS RESORT

The Summit Survivor

Backyard Ultra at Kissing Bridge — Sponsorship Proposal



"LAST PERSON STANDING" • 12 HOURLY LAPS • 3-MILE TRAIL LOOP • ONE SUMMIT SURVIVOR

EVENT OVERVIEW

A Last-Person-Standing Challenge on the Mountain

The Summit Survivor is a unique endurance trail running event based on the internationally recognized "Last Person Standing" format — competitors navigate a challenging 3-mile trail course throughout Kissing Bridge, with each stage beginning precisely on the hour.



3-Mile Loop

Competitors navigate a challenging 3-mile trail course throughout Kissing Bridge.



On the Hour

Each race stage begins precisely on the hour — complete the course, then be ready to go again.



12 Hourly Laps

Runners who miss a cutoff or choose not to continue are eliminated from the challenge.



Final Sprint

Survivors after lap 12 battle head-to-head — one athlete is crowned the Summit Survivor.

This format creates an exciting spectator experience, encourages extended engagement from participants and sponsors, and showcases the natural beauty and trail system of Kissing Bridge.

Exposure to a Growing Endurance Community

Backyard Ultras are one of the fastest-growing formats in trail and ultrarunning. Participants travel from across the region to test their physical and mental limits in a highly social and competitive environment.



Built-In Endurance Audience

A dedicated, highly engaged community of trail and ultrarunners who travel specifically for events like this one.



A Signature KB Event

Part of Kissing Bridge's year-round calendar of Special Events & Competitions — alongside Ski Racing, Timber Sports, and more.



Extended Engagement

The hourly-lap format keeps sponsors in front of runners, crews, and spectators for hours, not minutes.

Three Trusted Names, One Combined Audience



Kissing Bridge All Seasons Resort

- Regional destination resort
- Extensive guest database
- Active social media audience
- Year-round outdoor recreation community
- 21k+ Facebook & 13.4k Instagram followers



Eric Orton

- Internationally recognized running coach
- Author in bestselling book "Born to Run"
- 10.6k Instagram followers
- Born to Run Coach YouTube: 37.5k subscribers
- 3.7+ million YouTube views



Runner's Roost

- Strong regional running community presence
- Dedicated base of runners & outdoor enthusiasts
- Event promotion through store & social channels
- 10k Facebook & 5.5k Instagram followers

Four Ways to Back the Summit Survivor



TITLE SPONSOR

\$5,000

Presenting partner of the event

- Prominent branding on banners, race course & start/finish
- Mentions on all promotional materials
- Inclusion in all social media campaigns
- Premium logo on every event shirt
- Premier booth + branded goodie-bag item
- **PLUS: 1-year KB ad package — ~80,000 winter visitors**



AID STATION SPONSOR

\$1,000

+ product donation — own a support station

- Exclusive station naming: "(Sponsor) Aid Station"
- Branded signage throughout station area
- Logo on every event shirt
- Recognition throughout event announcements
- Vendor booth space



EVENT SPONSOR

\$500

Course & spectator-area visibility

- Course and spectator-area sign placement
- Logo placement on every event shirt
- Vendor booth space



EVENT VENDOR

\$100

Direct access to the Vendor Village

- Vendor booth space
- Direct interaction with participants & spectators



TITLE SPONSOR

\$5,000

Presenting Partner of The Summit Survivor

Our highest-visibility event partnership — full-race branding, premium placement, and a full year of exposure across the resort long after race day.

RACE-DAY BENEFITS

- Prominent branding on event banners, course signage, and the start/finish area
- Mentions on all promotional materials and inclusion in every social media campaign
- Premium logo placement on every event shirt
- Name announced throughout the event + premier booth location
- Opportunity to include branded material in goodie bags



NEW — YEAR-ROUND REACH

A Full Year of Kissing Bridge Ad Coverage

Every Title Sponsor also receives a full one-year advertising package across Kissing Bridge resort — extending your brand well beyond race day.

~80,000

estimated winter visitors reached through the year-long ad package

Resort-wide signage, digital ad placements, and promotional inclusion for a full 12 months — keeping your brand in front of Kissing Bridge's guests all winter long, not just on race day.

Own a Piece of the Course



AID STATION SPONSOR

\$1,000 + Product Donation

Become the sponsor of a critical athlete support station.

- Exclusive station naming — "(Sponsor Name) Aid Station"
- Branded signage throughout the station area
- Logo placement on every event shirt
- Sponsor recognition throughout event announcements
- Vendor booth space
- Opportunity to provide branded material in goodie bags



EVENT SPONSOR

\$500

Course and spectator-area visibility at an accessible entry point.

- Course and spectator-area sign placement
- Logo placement on every event shirt
- Vendor booth space
- Opportunity to provide branded material in goodie bags

Get Face to Face With Runners & Spectators



EVENT VENDOR

\$100

- Vendor booth space
- Direct interaction with participants and spectators



The Vendor Village

A hub of athlete and spectator activity throughout the event. Participating sponsors and vendors will have the opportunity to:



Showcase products and services



Conduct demonstrations



Offer samples and giveaways



Build relationships with outdoor enthusiasts



Engage directly with runners, crews, families & spectators



Join Us on the Mountain

The Summit Survivor Backyard Ultra will bring together endurance athletes, outdoor enthusiasts, local businesses, and community partners in a one-of-a-kind challenge that highlights the beauty of Kissing Bridge and the growing trail running community.

We invite you to join us as a partner and help create one of Western New York's premier endurance events.



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