



November 4, 2018 | Stone House Park | Lakewood, CO
 February 24, 2019 | North Area Athletic Complex | Arvada, CO
 March 31, 2019 | Fehringer Ranch Disc Golf Course | Littleton, CO



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RIGHT START
 RACE MANAGEMENT

A different kind of race

Why West Side Best Side?

While not a color or mud run, the West Side Best Side Cross Country Series is part of the growing trend in non-traditional running events. These events, like West Side Best Side, offer unique, doable running experiences that go well beyond simply racing to the finish. With over 12% growth per year, the West Side Best Side Cross Country Series is proving to be a hit with area runners.

Our races are contested on courses that feature wide dirt path, single track trail, sidewalk/bike path and even a water crossing or two. As such, they offer interesting challenges not found in today's more traditional road races.

We encourage team participation and offer prizes for the top male, female and mixed teams. There is no time but rather runners race for place. The places of the top three runners on each team of up to five people are added together for the team score. Lowest score wins. This team element serves to enhance the event in that runners aren't just racing for themselves but rather for the team.

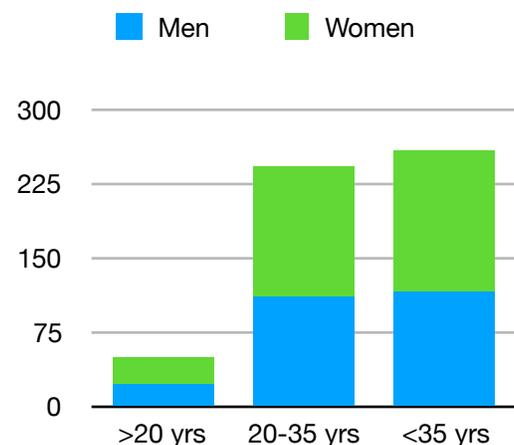
To further encourage team participation, we have series scoring. Team standings will be tallied over both races, with a series ranking based on lowest score calculated for teams participating in both of the races. The winning teams in the men's, women's and mixed divisions will each get to choose a 501(c)3 charity to receive a cash donation.

Who are our runners?

West Side Best Side participants are virtually evenly split between males and females. Most race finishers are concentrated in the highly coveted age demographic of 25-54. We also have a large number of younger runners in the 18-24 category and as a result, are expanding our marketing to focus on recruiting high school and middle school runners to our races.

The 5K distance makes the races more accessible to those new to running while at the same time introducing them to something different. The emphasis on team running attracts those who want an out of the ordinary shared experience. We see these retro-feeling, old-school races growing as the concept catches on with former high school cross country runners and first-timers who don't want to run the same looped course around Wash Park for the umpteenth time.

Social media is popular with our participants. Almost all have a Facebook page. Many are on Twitter, Instagram and Snapchat as well. Consequently, we have a presence on the major social media platforms and at our most recent race, we even had a specially created geo-tag on Snapchat that proved to be quite a hit.



SPONSORSHIP LEVELS

VARSITY **\$1,200/SERIES**
\$500/RACE

Logo on each race website
Logo on series banner
Sampling and booth at each event
Complimentary team entry at each event

JUNIOR VARSITY **\$750/SERIES**
\$300/RACE

Logo on each race website
Sampling and booth at each event

TEAM MANAGER **\$100**
Sampling and booth at one event

Talk to us about tailoring a sponsorship package that fits your needs.

What our runners say:

"Perfect Bar is the perfect post-run recovery bar. These unique races have enabled us to get in front of one of our key target markets and the results have been great!" ~Dustin C., Partnerships and Events Manager, PerfectBar

"Our November Project - Denver crew had such a fun time this morning! Thanks for putting on a great race!" ~ Julie B.

"Thanks for the great race today guys!" ~Adam B.

"I've run several times in the West Side Best Side Race series and enjoyed each course. These are great events. Well organized!" ~Morgan S.

Our Beneficiaries

Two Angels Foundation. The mission of the Two Angels Foundation is to improve access to recreational activities for children with physical disabilities living in Colorado, inspiring them to lead the most inclusive and active lives possible. Having a child with special needs can be challenging and it is the goal of Two Angels Foundation to address some of the struggles these families face. The Foundation assists families in purchasing adaptive recreational equipment for physically disabled children and providing adaptive equipment to help physically disabled children participate at school.



Lexi & Carly & Friends. Lexi & Carly & Friends is a non-profit that provides financial support to adults with disabilities so they can participate in the programs that Stepping Stone Support Center offers. Stepping Stone is primarily a prevocational training center, with job skill training activities to equip participants to work in an environment attainable for long-term employment. With their Stepping Stone Co-op and development in supported employment, participants are set up for best case scenario for a sustainable lifestyle.



FOR MORE INFORMATION CONTACT

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