BEHIND THE NUMBERS
YOUR OPPORTUNITY OF A LIFETIME AWAITS.
SO, WHO OR WHAT EXACTLY IS ULTRAMAX SPORTS?

GREAT QUESTION.
A CLIFF NOTES SUMMARY of Ultramax Sports

Ultramax Sports is diversified into all corners of the active lifestyle market. Besides owning and operating running retail specialty stores and screenprinting almost a half million shirts in our shirt press division, our largest division offers event production, event marketing, advanced chip timing, equipment rental services and logistics to more than 175 US events annually. The Ultramax Sports brand ranks among the most recognized and respected brands in the active lifestyle industry, attracting participants and partners from across the hemisphere.

ULTRAMAX SPORTS IS THE LARGEST, MOST COMPREHENSIVE EVENT PRODUCTION AND SPORTS SPECIALTY COMPANY IN THE MIDWEST.

For nearly twenty years, Ultramax Sports has produced, timed, or have been directly involved with more than 250 international-class events, including multiple National, Regional, and World Championships. Ultramax Sports was selected to produce and manage the Major League Baseball All-Star Weekend 5K Run, Major League Soccer All-Star 5K Run, Kansas City Royals Run, USA Triathlon Elite Race Series, Halfmax National Championships, and many more.
A PARTNERSHIP with Ultramax Sports

An investment with Ultramax Sports will position companies alongside a very large, highly targeted, active demographic. Ultramax Sports is in a terrific position to increase brand awareness and offer personal touch marketing exposure that is just not found with traditional mass media marketing methods.

Ultramax Sports is very focused on the event experience. Quite simply, our events are the best of the best. Our reputation speaks for itself. Not many events match the energy, enthusiasm, emotion, and sense of accomplishment that Ultramax provides to its participants. The Ultramax personal touch marketing approach is exactly what our partners are looking for. Ultramax Sports partnerships are one of the most cost effective and target specific marketing approaches available. An Ultramax impression will leave a positive and long lasting impression and exposure to hundreds of thousands of active lifestyle individuals.

WHY PARTNER with Ultramax Sports?

- The Ultramax Sports brand promotes a positive and healthy lifestyle
- Ultramax Sports is able to develop custom packages for increased ROI that fits the needs of each partner
- Ultramax Sports is one of the most recognized and respected brands in the active lifestyle industry
- Ultramax Sports produces some of the largest events in the region
- Ultramax Sports is able to put your brand in front of thousands of active lifestyle individuals at a fraction of the cost of traditional mass media marketing
- Ultramax Sports has the ability to set localized marketing campaigns or promotional messages that reach the entire region
- The active lifestyle market is one of the most desirable consumers to reach
ATHLETES of Ultramax Sports

Ultramax Sports athletes have come from every state of the Union and from multiple countries. From kids to future professional athletes, we’ve been fortunate to have a numerous athletes over the years, in particular:

- **55%** of participants are women
- **30-44** largest age demographic
- **55%** participants are women
- **32-45 years of age**
- Very active
- Have an average household income of more than $100,000

THE ULTRAMAX ATHLETE RANGES FROM A BEGINNER LOOKING TO GET INTO THE ACTIVE LIFESTYLE TO THE HARD-CORE FITNESS ENTHUSIAST.
OWNED EVENTS of Ultramax Sports

In addition to timing, race direction, equipment, shirt printing, and producing events for companies and groups all around the country, Ultramax Sports is proud to have numerous top quality events of its own to offer racers.

MULTISPORT SERIES

LONG & SHORT COURSE DUATHLON
Columbia, MO
Projected Attendance: 300-400
(spectators and athletes)
Demographics: Male: 55% Female: 45%

OLYMPIC & SPRINT TRIATHLON
Kansas City, MO
Projected Attendance: 2,000-2,500
(spectators and athletes)
Demographics: Male: 55% Female: 45%

SPRINT & SUPER SPRINT TRIATHLON, DU
Columbia, MO
Projected Attendance: 1,500-1,700
(spectators and athletes)
Demographics: Male: 55% Female: 45%

WOMEN’S HALF MARATHON RACING SERIES

GO GIRL RUN
— OKLAHOMA CITY —
WOMEN’S HALF MARATHON & 5K
Oklahoma City, OK
Projected Attendance: 3,800-4,800 (spectators and athletes)
Demographics: Male: 10% Female: 90%

GO GIRL RUN
— COLUMBIA —
WOMEN’S MARATHON, HALF MARATHON & 5K
Columbia, MO
Projected Attendance: 2,800-3,000 (spectators and athletes)
Demographics: Male: 10% Female: 90%

GO GIRL RUN
— SPRINGFIELD —
WOMEN’S HALF MARATHON & 5K
Springfield, MO
Projected Attendance: 2,800-3,000 (spectators and athletes)
Demographics: Male: 10% Female: 90%

GO GIRL RUN
— KANSAS CITY —
WOMEN’S HALF MARATHON & 5K
Overland Park, KS
Projected Attendance: 2,800-3,000 (spectators and athletes)
Demographics: Male: 10% Female: 90%
# St. Patrick’s Day 15K, Beer Mile, and Beer Festival Family of Events

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Location</th>
<th>Projected Attendance</th>
<th>Demographics</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>15K &amp; 5K Road Race</td>
<td>Springfield, MO</td>
<td>2,000-2,200 (spectators and athletes)</td>
<td>Male: 40% Female: 60%</td>
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<tr>
<td>Beer Mile Challenge</td>
<td>Springfield, MO</td>
<td>2,000-2,200 (spectators and athletes)</td>
<td>Male: 40% Female: 60%</td>
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<tr>
<td>Beer Garden Holiday Festival</td>
<td>Springfield, MO</td>
<td>6,000-8,000 (spectators and athletes)</td>
<td>Male: 40% Female: 60%</td>
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<td>15K &amp; 5K Road Race</td>
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<tr>
<td>Springtime Half Marathon Trail Run &amp; 10K</td>
<td>Springfield, MO</td>
<td>500-700 (spectators and athletes)</td>
<td>Male: 70% Female: 30%</td>
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<td>Downtown Post-Race Party</td>
<td>Springfield, MO</td>
<td>6,000-8,000 (spectators and athletes)</td>
<td>Male: 70% Female: 30%</td>
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<td>Cycling + BBQ Fundraiser Series</td>
<td>Oklahoma City, OK</td>
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<td>Male: 40% Female: 60%</td>
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<tr>
<td>Turkey Trax</td>
<td>Columbia, MO</td>
<td>2,800-3,000 (spectators and athletes)</td>
<td>Male: 45% Female: 55%</td>
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WE ARE ULTRAMAX SPORTS.
Ultramax Sports has evolved into a full service timing and event production company. The company is very diversified and now reaches into virtually all corners of the active lifestyle market. Ultramax owns and operates a retail running store as well as event production and timing branches in Columbia, Missouri and Oklahoma City, Oklahoma.

Ultramax Sports will provide comprehensive event services to more than 150 events this year. The Ultramax Sports brand now ranks among the most recognized and respected brands in the industry, attracting participants and partners from across the region and nation.

For more info, contact Ultramax Sports today.
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