

Expedition Oregon

America's Toughest Race

**Hood River Oregon
September 8-14, 2024**



Expedition Oregon: America's Toughest Race

Adventure racing offers a raw immersion into the outdoors and the authentic challenges it presents — both for athletes and sponsors. It requires the endurance and grit of ultramarathons, the multi-discipline skill of triathlons, the individual grind of obstacle course racing, the curiosity of adventure travel and the problem-solving tenacity of wilderness survival.

Adventure racing also appeals to mainstream audiences intrigued by the adventurous lifestyle. A sponsoring brand can also immerse in America's Toughest Race by pitting its gear and reputation against the same challenges and terrain the world's top adventure teams will be enduring for a week in the Oregon backcountry.



Expedition Oregon: America's Toughest Race

Expedition Oregon is one of the most difficult endurance events on the planet and only recommended for the world's most tenacious adventure athletes. It's part of a new generation of adventure racing, building on the success of the return of Eco-Challenge in 2019 and the modern global trend of seeking high-intensity adventure around the world.

It's an unsupported 300-mile, multi-discipline adventure race that sends elite, co-ed international teams on a grueling, non-stop, six-day journey through the most rugged terrain the Pacific Northwest has to offer.

The terrain will be grueling, the weather will be unpredictable and the competition will be relentless, but that's why it's earned the reputation as America's Toughest Race.

"It's like a year of hardcore adventure condensed into five straight days of racing."

—Lars Bukkehave, Team Leki/Sweden, 2018 winners of America's Toughest Race



Expedition Oregon: America's Toughest Race

The fifth edition of Expedition Oregon will be a world-class event that will feature one of the most scenic and difficult courses devised for an American adventure race.

- Including more cumulative elevation gain than climbing Mt. Everest from sea level to summit.
- No assistance on the course — including in transition areas — during a non-stop, multi-day journey to the finish line.

With significant terrain and weather challenges, Expedition Oregon 2024 will test the physical, mental and emotional stamina of some of the world's best adventure athletes.



Expedition Oregon: America's Toughest Race

"We know what makes a race hard. We pride ourselves on making the whole thing a rewarding and memorable experience. Every team, from the elite to the most novice experiences their own "toughest race." — Jason Magness, Team Bend Racing

Organized by the world-class athletes and expert race course designers from Team Bend Racing, Expedition Oregon is one of two Adventure Racing World Series races in the U.S. and a qualifier for the 2024 Adventure Racing World Championships.

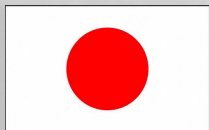
Team Bend Racing is the leading adventure race production company in the U.S., annually organizing everything from beginner-friendly 6-hour races to 24-hour national-caliber events and multi-day expedition events.



Expedition Oregon: America's Toughest Race

TOP TEAMS in 2022

We're honored to welcome some of the world's top adventure racing teams to Expedition Oregon every year.



Team East Wind



Team BendRacing



Team Vidaraid Team



RootStock Racing



Checkpoint Zero



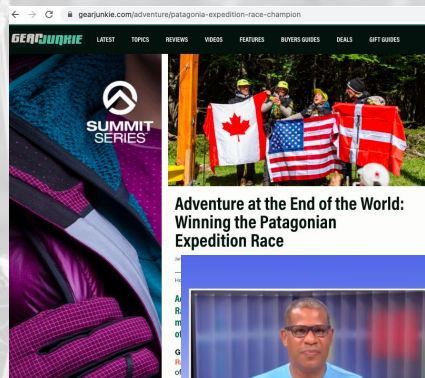
Team BC Wild-Expedition Canada



Expedition Oregon: America's Toughest Race



MENSJOURNAL.COM
Adversity Lessons Learned the Hard Way in the 'World's Toughest Race'

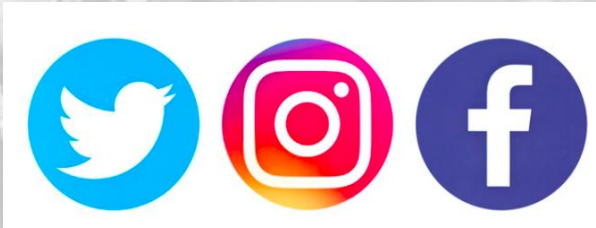


Expedition Oregon will attract a wide range of domestic and international media coverage, vast audience exposure and wide-ranging digital engagement. The race's own content production team will produce high-quality images and videos that will be distributed on ATR's own social media channels as well as being shared with mainstream and sport-specific media, influencers, teams, athletes, sponsors and partners.



Expedition Oregon: America's Toughest Race

Team Bend Racing, Race Director Jason Magness and Expedition Oregon have been featured across numerous platforms over the past two decades, including numerous TV, digital, social and print formats. With combined exposure from traditional media, social media, influencer, team, sponsor and event platforms, Expedition Oregon 2024 is expected to generate more than 2 million impressions to domestic and worldwide audiences and garner significant interest among endurance sports enthusiasts, weekend warriors and the general public.



Expedition Oregon: America's Toughest Race

Title Sponsor — \$75,000

- Full naming rights to the "Expedition Oregon 2022 — America's Toughest Race"
- Brand name included at the front of every reference of the race during entire length of sponsorship term.
- Sponsor branding signage and flags throughout the course, including at the race start and finish
- Prominent primary logo placement on all race jerseys and highly visible branded gear and/or product placement on-site
- Significant media exposure via all race website, digital race media/communications, online leaderboard, race videos and four-part mini series

Presenting Sponsor — \$50,000

- Sponsor branding signage and flags throughout the course, including at the race start and finish
- Significant media exposure via all race media/communications, online leaderboard, race videos and four-part mini series
- Logo on all race media/communications, online leaderboard, race videos and four-part mini series.

Race Discipline Sponsor — \$35,000

- Naming rights for race section with brand name included to every reference of that race section prior to and during the race.
- Branded flags and signage at start and finish of that section
- Logo inclusion at the end of race leaderboard, race videos, social media and digital communications

Official Sponsor — \$20,000

- Secondary logo placement on race jerseys
- Ability to do product sampling, access to athlete email list and social media feature segments.
- Logo placement on race course signage, race videos, social media and digital communications.



Expedition Oregon: America's Toughest Race

Timeline

- Registration open, now
- Title sponsor announced, June 15
- Presenting sponsor Announced, July 15
- Pre-race sizzle reel released, August 1
- Sponsor-oriented social media content begins, August 1
- Active pre-race promotion in media, August 1-September 8
- Teams assemble in Bend, Oregon, September 6-7
- America's Toughest Race begins: September 8
- Live global tracking and online commentary: September 8-14
- Race concludes, final results posted: September 15
- Post-race videos released: September 15-October 1

More information

Official Race Site

<https://www.americastoughesttrace.com/>

Contact

Chelsey Magness, Team Bend Racing
(541.227.3953)
BendRacingOR@gmail.com