



**JOIN THE
ADVENTURE**



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SPONSOR DETAILS

A photograph of four young mountain bikers in racing gear, including helmets and jerseys with "TEAM USA" and race numbers (79, 74, 77) visible. They are all cheering with their mouths open and arms raised in celebration. The image has a blue color cast.

**IGNITE THE PASSION
FOR OUTDOOR ADVENTURE**



KIDS ADVENTURE GAMES





OUR MISSION

As outdoor professionals with a passion for a lifestyle which takes us nature bound, it is our continued mission to promote a more active and confident generation of kids.

Set in an environment of healthy competition and challenging obstacles, we teach lifelong values of teamwork, sportsmanship, problem-solving, overcoming adversity, and joy and appreciation for the environment.





THEY ARE REAL

THE RACE SERIES

The Kids Adventure Games™ is the premiere kids adventure race series in the country, featuring 3+ mile obstacle courses staged in picturesque, destination locations.

In teams of two, kids aged 6 -17 bike, climb, trek and race through mud pits, cargo nets, zip lines and more. Each stop in the series hosts a Family Adventure Zone, featuring skills clinics, interactive demos, a sponsor village, and recreational activities for the whole family.



GREAT AUDIENCE HIGH ROI

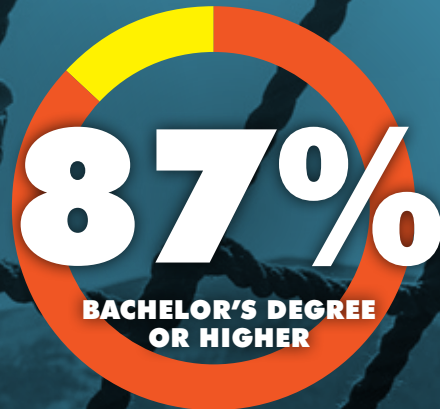
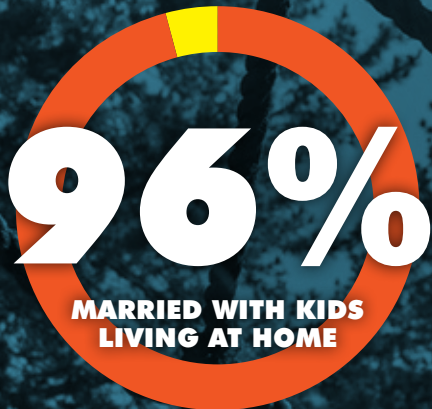
The outdoor and adventurous environment we create is an ideal opportunity to connect with an engaged audience and present your brand to parents, caregivers, kids and their circle of influence in a positive, active and exciting setting.

Each of our sponsorship packages are customized to meet the specific needs and values of each strategic partner in order to ensure maximum exposure for the brand and an attractive and solid ROI.



A TARGETED AND DESIRABLE AUDIENCE

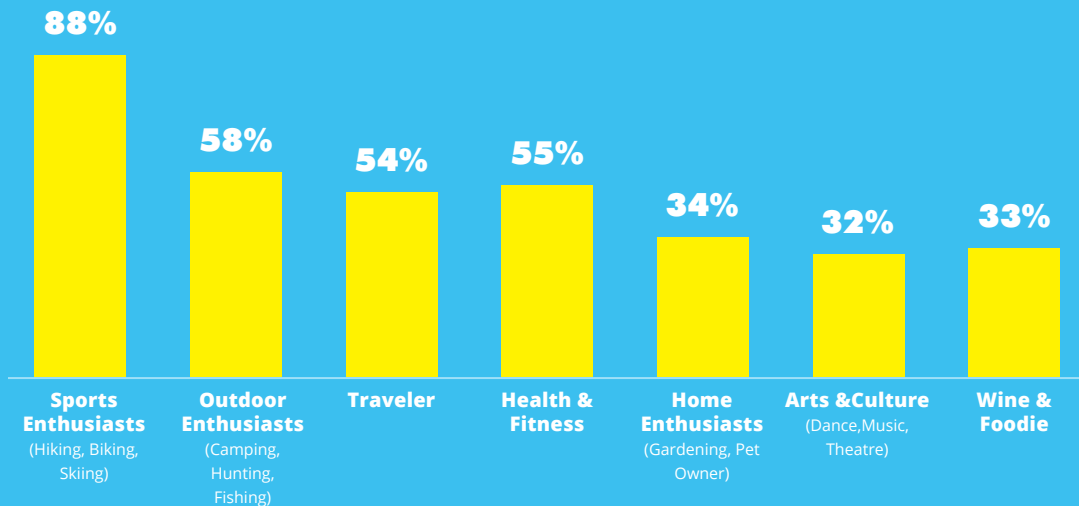
A gender balanced audience, the parents of Kids Adventure Games™ participants are affluent, well educated and sponsor loyal.



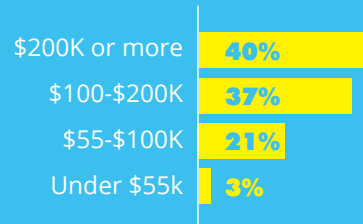
*Based on 2018 - 2023 Survey Results



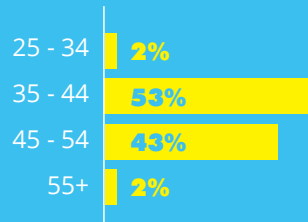
AUDIENCE LIFESTYLE & GREAT TARGET DEMOGRAPHICS



ANNUAL HOUSEHOLD INCOME



AGE



*Based on 2018 - 2023 Survey Results



FOCUS ON SAVVY GROWTH

In 2023 and beyond our focus for how Kids Adventure Games continues to grow becomes more precise as well as looking to diversify our demographic; encouraging both new racers and provide more opportunities for our loyal participants

100%

FIRST TIME RACERS
IN 2023

99%

LIKELY TO
RETURN

*Based on 2023 Survey Results



THE NUMBERS



6.4K US 651 CAN



1,779



1.4K US 134 CAN

20K WEB VISITORS

14 US - 2 CAN
RACE SEASONS

4

CANADIAN
DESTINATIONS

2

PROVINCES

6

US
DESTINATIONS

46%

DRIVE OVER 1 HR

24%

OVERNIGHT
STAYS* Blue
Mtn 2023

2.5K

ATTENDEES

5 MILLION

ATHLETES PARTICIPATE IN OBSTACLE
COURSE RACING EVERY YEAR

300-500 ATHLETES

PER RACE

2.5 SPECTATORS

PER ATHLETE

AVG. 3 YEARS

ATHLETES RETURN TO RACE IN Kids
Adventure Games USA

Based on 2018 - 2023 Survey Results

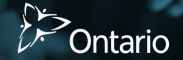


U.S & CANADA

SAMPLING OF STRATEGIC PARTNERS



PREMIER DESTINATIONS





I watched my 7 year old daughter face numerous fears and compete in a challenge I honestly didn't know if she'd try, much less finish... But she's taught me to **NEVER UNDERESTIMATE** her and that she is **TRULY CAPABLE OF ANYTHING SHE PUTS HER MIND TO.**



Exhausted and angry, hot and hungry, frustrated they lost their map but they did run across the finish (barely). Through my tears of immense proudness, I told them that they did **AWESOME** and **WORKED TOGETHER** to finish. After a slice of pizza and a drink... They proclaimed "we are going to get all our friends to do this next year and we are going to kickbutt!"



Everyone and at every level enjoyed themselves and left the weekend feeling pumped, confident, happy, and energized. What was cool is that despite the fact that no one won their heat, everyone experienced a championship moment by being part of one of the best Kids Adventure Games on earth thank you for making it possible!



MAKING AN IMPACT

At the Kids Adventure Games™ we are committed to making sure all kids who want to get outdoors. We partner with local organizations to extend scholarship entries and information on ways to get involved. **KAG is always striving to be better every year and know your company is too.**

The environment and the outdoors is our home and we are **focused on education and implementation of best environmental practices before, during and after all of our events** as well as ensuring our team is exhibiting these practices in all aspects of our operation.



**VOTED BEST
FAMILY EVENT
OF THE YEAR
CONSISTENTLY**

**PARENTS ARE
WELCOME TO VIEW
THE WHOLE COURSE**

THEIR JOB IS TO CHEER
OR VOLUNTEER





OUR TEAM

The event takes a big team to execute, and our A-Team are outdoor pursuit professionals driven to pass on their love for adventure to all kids.

THE CANADIAN FOUNDER - Former Sponsored Professional Adventure Racer, Race Director, and Course Designer, Maria exemplifies unwavering determination, inherent mental strength, and inspiring pursuits and enthusiasm for outdoor adventures.

A natural-born leader and founder of North America's Premier Expedition Race Primal Quest over 20+ years ago, Kids Adventure Games Canada is a natural extension of her long-loved adventure race brand.

Maria and her team continue to inspire participants to push beyond what they believe is possible, creating one-of-a-kind experiences and leaving participants wanting to do it all again.



A MEMORABLE PARTNERSHIP

At the Kids Adventure Games™ we're committed to instilling positive values and facilitating fun experiences during the most formative years of kids lives. Our participants leave with, not only a huge sense of accomplishment, but memories that last a lifetime. We invite you to join us in promoting fun, active lifestyles and experiences to be remembered forever!

BE A PART OF SOMETHING SPECIAL!





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PER EVENT

We also have opportunities for **PRESENTING** and **TITLE** sponsorships available.

PLATINUM
\$2,500
max 3

GOLD
\$2,000
max 4

SILVER
\$1,500

BRONZE
\$1,000

SUPPORT
\$500

ENTITLEMENT & DESIGNATION

EXCLUSIVE PARTNER	<input type="checkbox"/>				
NAMING RIGHTS TO AN ON-COURSE OBSTACLE	<input type="checkbox"/>	<input type="checkbox"/>			

LOGO INCLUSION

WEBSITE WITH ACTIVE LINK	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
ATHLETE T-SHIRT	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
RACE MAPS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
BRAND ASSETS FOR EVENT PROMOTION	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SOCIAL MEDIA & EMAIL

INCLUSION IN A NON-DEDICATED EMAIL TO A TARGETED LIST	2	1			
PRE-EVENT DEDICATED CUSTOM ACTIVATION/SWEEPS POST (CHANNELS DETERMINED BY KIDS AG)	2	1	1		
TAGGING W/ ANY TITLED EVENT OR VENUE MESSAGING	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
INCLUSION IN SOCIAL MEDIA & DIGITAL ADS	<input type="checkbox"/>	<input type="checkbox"/>			

MARKETING & PR

DEDICATED KIDS ADVENTURE GAMES PRESS RELEASE	<input type="checkbox"/>				
SPECTATOR GUIDE	FULL PAGE	1/2 PAGE	1/2 PAGE	1/4 PAGE	1/4 PAGE
FEATURED IN ALL KAG PROMOTIONAL MATERIAL AND MEDIA BLASTS	<input type="checkbox"/>	<input type="checkbox"/>			



PER EVENT

We also have opportunities for **PRESENTING** and **TITLE** sponsorships available.

PLATINUM \$2,500 max 3	GOLD \$2,000 max 4	SILVER \$1,500	BRONZE \$1,000	SUPPORT \$500
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ACTIVATION & SIGNAGE

LOGO ON ONSITE SIGNAGE	■				
CUSTOM ACTIVATION (IN PARTNERSHIP WITH KIDS AG)	■	■			
EXPO TENT	CUSTOM	10X10 (2)	10X10	10X10	10X10
EVENT SCHEDULE (PRINTED COLLATERAL + SIGNAGE)	■	■	■	■	■
CUSTOM ACTIVATION LISTED ON ONLINE SCHEDULE	■	■	■	■	■
BANNERS (3' X 8') or WIND FLAG	6	5	4	3	2

LODGING & HOSPITALITY

ROOM NIGHTS (\$200/NIGHT)	2	1			
COMPED EVENT ENTRIES	4	3	2	2	1

PRODUCT INCLUSION

PODIUM PRIZES	1 ST PLACE	2 ND PLACE	3 RD PLACE		
VOLUNTEERS AND ATHLETE GIFT BAGS	■	■	■	■	■

MULTIMEDIA

ACCESS TO HIGH-RESOLUTION MEDIA PHOTOS	■	■	■	■	■
PA ANNOUNCEMENTS (MIN. 6X PER DAY)	■	■	■	■	■