



# ULTRASPORTSLIVE.TV

Mediakit 2015

[WWW.ULTRASPORTSLIVE.TV](http://WWW.ULTRASPORTSLIVE.TV) | #USLTV

USL.TV

# ULTRASPORTSLIVE.TV

USL.TV is a media and technology platform revolutionizing event and race coverage of North America's greatest endurance challenges. Through live streaming video, real-time racer tracking, dynamic course previews, expert commentary and interviews, and engaging post-race highlight reels, USL.TV connects fans to every step of the event for the first time. Our multiple live cameras and up to the minute GPS tracking allow viewers to watch the event the way they want to. Follow the leaders or watch friends, family, and people just like you as they navigate some of the world's most challenging courses. We are dedicated to delivering elite coverage of every participant because we believe every finish is amazing.

USL.TV brings your brand directly to one of the fastest growing and most passionate audiences in sports -- endurance athletes and fans. Our viewers and race participants are committed and influential consumers who actively seek out quality brands. From nutrition and supplements to gear and apparel, our audience lives and breathes active and adventurous lifestyles. USL.TV provides many customized options to get your message directly to purchase-ready consumers with video, web, and social media activations. Our passionate team of endurance pros will work with you to design a program to meet your specific marketing goals. Put your brand at the center of the action and reach out to us today.

## Audience Breakdown

Average viewership per broadcast:

**23,274**

Monthly unique visitors:

**167,732**

Facebook Likes

**14k+**

Twitter Followers

**5k+**

Frequency:

**35+** racing events per year

Avg. Number of Participants Per Event:

**400**

Audience Reach:

**1.4** million per month

Gender:

Male:

**52%**

Female:

**48%**

Average Age:

**39**

Average Household Income:

**\$101,156**

Average yearly sports/health related spend:

**\$3,110**

Education:

**82%** have a bachelor's degree or higher

\*combination of USLTV and RUSA.org survey

*Official media partner of U.S. Skyrunner and the Montrail Cup.*

## Percent of viewers who recently purchased, or intend to purchase, the following:

running socks	<b>91%</b>	technical apparel/rain gear	<b>65%</b>
running apparel	<b>88%</b>	energy bars	<b>64%</b>
energy gels	<b>84%</b>	electrovitamin pills	<b>61%</b>
heart rate monitor/gps	<b>71%</b>	vitamins/supplements	<b>60%</b>
headlamp	<b>71%</b>	water bottles	<b>54%</b>
energy drinks	<b>68%</b>	sunglasses	<b>51%</b>
hydration pack	<b>66%</b>	compression wear	<b>48%</b>

\*combination of USLTV and RUSA.org survey

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# 2015 RACE COVERAGE SCHEDULE

(SUBJECT TO CHANGE)

## MARCH

Mar. 7 – Way Too Cool 50K <http://www.wtc50k.com>  
Mar. 28 – Gorge Waterfalls 100K  
<http://www.rainshadowrunning.com/gorge-waterfalls-100k.html>

## APRIL

Apr. 11 – Lake Sonoma 50M  
<http://www.lakesonoma50.com/index.html>  
Apr. 25 – Brazos Bend 50M <http://brazosbendtrailraces.com>  
Apr. 25 - San Luis Obispo Marathon/Half Marathon  
<http://www.slomarathon.com>

## MAY

May 2 – The Canyons 100K <http://www.runcanyons.com>  
May 9 – Ice Age 50M <http://www.iceagetrail50.com>  
May 31 – Cayuga Trails 50M <https://www.cayugatrails50.com>

## JUNE

June 7 – Escape From Alcatraz Tri  
<http://www.escapefromalcatraztriathlon.com>  
June 14 – Dipsea Race <http://www.dipsea.org>  
June 27/28 – Western States 100M <http://www.wser.org>

## JULY

July 18/19 – Audio Aspen Power of 4  
<http://www.aspensnowmass.com/events-andactivities/events/power-of-four-trail>  
July 26 – San Francisco Marathon  
<http://www.thesfmarathon.com>

## AUGUST

Aug. 1 – Tushar Skyrace 19 Miler  
<http://www.grandcircletrails.com/tushars-general-info>  
Aug. 8 – Angels Staircase 60K  
<http://www.rainshadowrunning.com/angels-staircase-60k.html>  
Aug. 9 – Angels Staircase 35K  
<http://www.rainshadowrunning.com/angels-staircase-35k.html>  
Aug. 22 – Squamish 50M <http://squamish50.ca>

## SEPTEMBER

Sept. 5 – The Rut <http://runtherut.com>  
Sept. 6 – Lone Peak VK <http://runtherut.com>  
Sept. 18/19 – Run Rabbit Run  
<http://runrabbitrunsteamboat.com>  
Sept. 19 – Crystal Mountain Skyrace  
<http://whiteriver50llc.com/CrystalMountainSkyMarathon>  
Sept. 26 – UROC 100K <http://ultraroc.com>

## OCTOBER

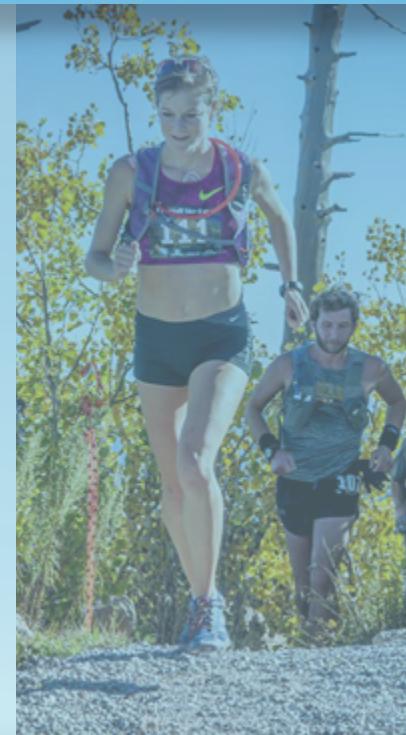
Oct. 3 – Flagstaff Sky Race  
<http://aravaiparunning.com/network/flagstaff>  
Oct. 22/23 – Outward Bound Philadelphia  
<http://outwardboundphiladelphia.org/events>  
Oct. 31 – Javelina Jundred  
<http://aravaiparunning.com/network/javelinajundred>

## NOVEMBER

Nov. 13 – Giro Della Costa Centrale Gran Fondo  
<http://www.girodcc.com>  
Nov. 14 – Franklin Mountains Trail Run  
<http://www.trailracingovertexas.com>  
Nov. 21 – JFK 50M  
<http://www.jfk50mile.org>  
Nov. 29 – Lesotha 50K  
<http://www.lesothoultratrail.com>

## DECEMBER

Dec. 5 – North Face Endurance Challenge Championship  
[http://www.thenorthface.com/en\\_US/endurancechallenge/san-francisco-championship](http://www.thenorthface.com/en_US/endurancechallenge/san-francisco-championship)  
Dec. 12 – Brazos Bend 100M  
<http://www.brazosbend100.com>



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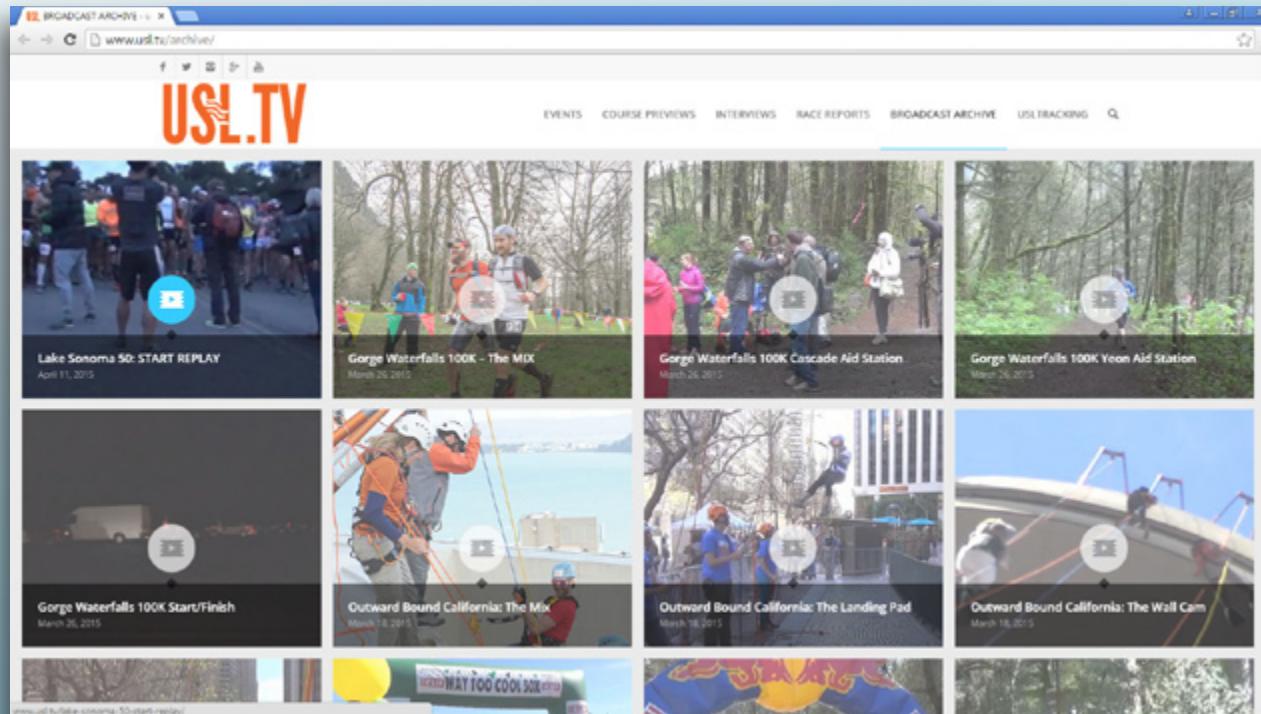
## OFFICIAL TAHOE RIM TRAIL ENDURANCE RUNS COURSE PREVIEW

July 2, 2014 / in Course Preview, Video /



<http://www.ultrasportslive.tv/official-tahoe-rim-trail-endurance-runs-course-preview>

The post race sizzle delivers a video overview of your event from start to finish.



[www.ultrasportslive.tv/archive](http://www.ultrasportslive.tv/archive)

Our live camera locations allow friends, family and interested viewers to watch our events worldwide.

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[www.ustream.tv/embed/  
recorded/54778528/highlight/572277](http://www.ustream.tv/embed/recorded/54778528/highlight/572277)

Our live correspondents deliver up to the minute updates at selected locations from along the course.



#### KACI LICKTEIG – JAVELINA JUNDRED 2014 – FEMALE WINNER

November 5, 2014 / in Interview /



UltrasportsLive.TV's Victor Ballesteros speaks with first place female Kaci Lickteig at the 2014 Javelina Jundred.

#### 2014 UROC RACE REPORT WITH BREE LAMBERT

September 18, 2014 / in Race Report /



Bree Lambert discusses how her day went at the 2014 UROC race.

[www.ultrasportslive.tv/kaci-lickteig-javelina-jundred-2014-female-winner](http://www.ultrasportslive.tv/kaci-lickteig-javelina-jundred-2014-female-winner)

We offer branded interview stations to our sponsors.

<http://www.ultrasportslive.tv/2014-uroc-race-report-with-bree-lambert>

We offer robust social media campaigns to our sponsors. Current reach is 1.4 million monthly.

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# USL.TV ADVERTISING OPPORTUNITIES

## PLATINUM LEVEL SPONSORSHIP \$113, 500

### Course Preview or Sizzle Reel Exclusive Sponsorship

—exclusive sponsorship of a 3-5 minute video for each event

### Tracking Page Leaderboard banner

—desirable, high profile position throughout each event

### Interview Stations Sponsorship

—fully branded pre- and post-race interview station with back drop and verbal brand mention

### Homepage Takeover

—premium header, site skin, premium sidebar, preferred positioning

### Start Finish Camera Sponsorship

—desirable high profile position throughout the entire event

### Commercial Insertion

—30 second to 2 minute video play on each camera position throughout each event

### Brand Activation on Social Media

—dedicated Twitter and Facebook blasts specifically mentioning your brand

### Social/Media Contest 30 days leading up to each event

Branded logos on all photos/playback video for each event

### Pop Up Commercial Day of Broadcast

## GOLD LEVEL SPONSORSHIP \$86, 500

### Interview Stations Sponsorship

—fully branded pre- and post-race interview station with back drop and verbal brand mention

### Tracking Page Leaderboard banner

—desirable, high profile position throughout each event

### Start Finish Camera Sponsorship

—desirable high profile position throughout the entire event

### Homepage Takeover

—premium header, site skin, premium sidebar, preferred positioning

### Commercial Insertion

—30 second to 2 minute video play on each camera position throughout each event

### Brand Activation on Social Media

—dedicated Twitter and Facebook blasts specifically mentioning your brand

### Social/Media Contest 30 days leading up to event

### Pop Up Commercial Day of Broadcast

## SILVER LEVEL SPONSORSHIP \$57, 500

### Interview Stations Sponsorship

—fully branded pre- and post-race interview station with back drop and verbal brand mention

### Start Finish Camera Sponsorship

—desirable high profile position throughout the entire event

### Leaderboard Banner Position

—highest profile banner position on site

### Commercial Insertion

—30 second to 2 minute video play on each camera position throughout the event

### Brand Activation on Social Media

—dedicate Twitter and Facebook blasts mentioned brand affiliation to the broadcast

### Pop Up Commercial Day of Broadcast

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