



ULTRASPORTSLIVE.TV

Mediakit 2015

WWW.ULTRASPORTSLIVE.TV | [#USLTV](https://twitter.com/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	91%	technical apparel/rain gear	65%
running apparel	88%	energy bars	64%
energy gels	84%	electrovitamin pills	61%
heart rate monitor/gps	71%	vitamins/supplements	60%
headlamp	71%	water bottles	54%
energy drinks	68%	sunglasses	51%
hydration pack	66%	compression wear	48%

**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

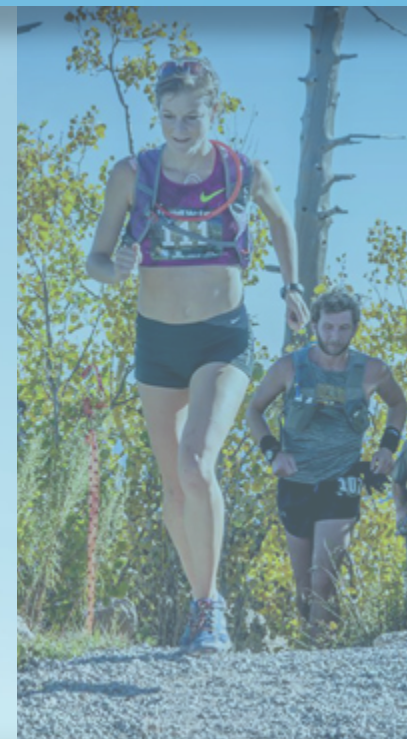
Oct. 3 – Flagstaff Sky Race
<http://aravaiparunning.com/network/flagstaff>
Oct. 22/23 – Outward Bound Philadelphia
<http://outwardboundphiladelphia.org/events>
Oct. 31 – Javelina Jundred
<http://aravaiparunning.com/network/javelinajundred>

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
Dec. 12 – Brazos Bend 100M
<http://www.brazosbend100.com>



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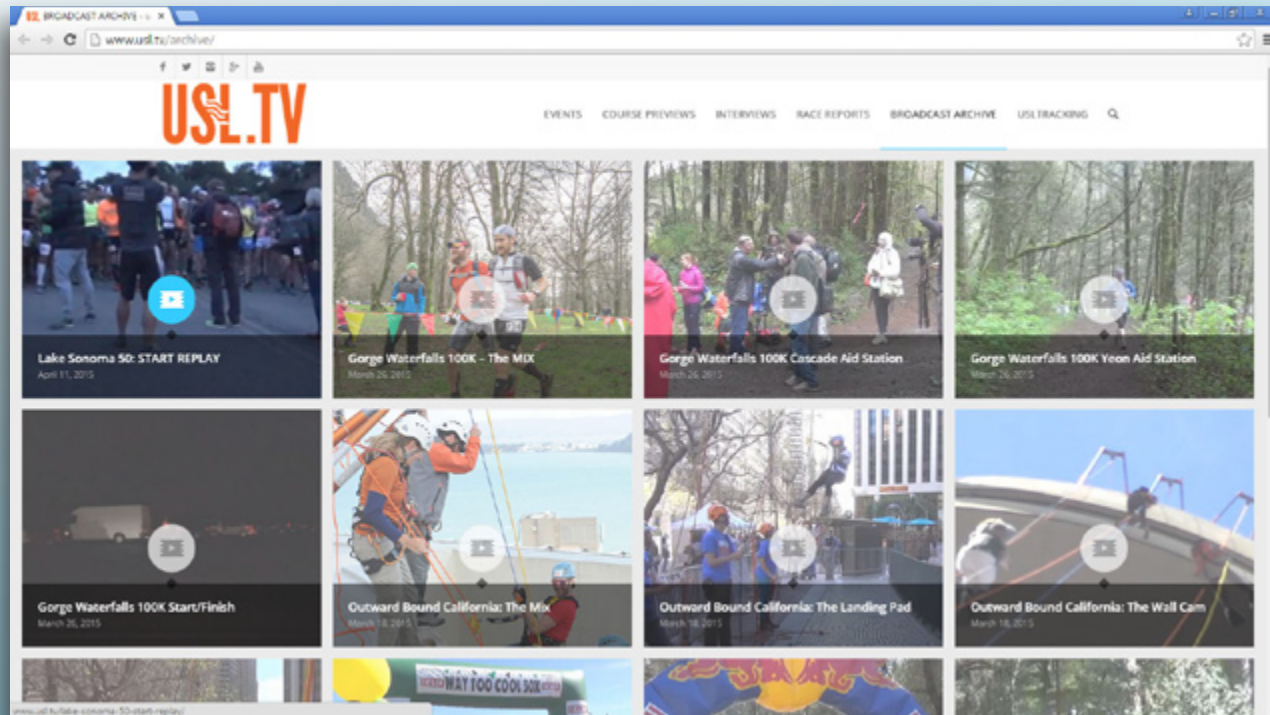
OFFICIAL TAHOE RIM TRAIL ENDURANCE RUNS COURSE PREVIEW

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

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.

[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.

2014 UROC RACE REPORT WITH BREE LAMBERT

September 16, 2014 / in: Race Report /



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

[http://www.ultrasportslive.tv/2014-
uroc-race-report-with-bree-lambert](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 through out 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 through out 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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