



LIFETIME
LEADVILLE
RACE SERIES





LIFETIME LEADVILLE

RACE  SERIES

Race Across The Sky.

Nestled in the Rocky Mountains, Leadville, Colorado, sits at an impressive elevation of **10,152 feet**. Once a thriving mining community, Leadville played a significant role in the Colorado Silver Boom.

Resident Ken Chlouber recognized a need to rescue the town's declining economy and founded a **collection of run and mountain bike races**, known today as the world-renowned **Leadville Race Series (LRS)**. His vision to channel Leadville's spirit of **grit, guts, and determination** into long-distance trail races have become a staple of the town's identity and a symbol of its resilience.

The series has grown to boast some of the most challenging and scenic trail events across the nation, attracting the bold-minded athlete determined to **Race Across the Sky** in pursuit of the coveted belt buckle.



Events

14

Participants

11.5K

Race Day Attendance

19.5K

Our Community

Embracing a continued legacy.

The Leadville Race Series (LRS) has become an iconic part of the cycling and running community.

The series challenges athletes to **dig deep**, pushing their endurance and skill to the limit. Participants draw on the support of fellow athletes, friends & family, and the **indomitable spirit of Leadville** to overcome the grueling mountain climbs and technical trail descents.

Leadville is characterized by a culture with a deep appreciation for nature, a distinct heritage and a strong sense of camaraderie. The LRS provides an unforgettable experience for all to join this **spirited, inclusive** and **supportive** community.





Event Schedule

<u>Event Name</u>	<u>Event Date</u>	<u>Location</u>	<u>Est. Participants</u>	<u>Est. Expo Attendance</u>	<u>Est. Race Day Attendance</u>	<u>Distance</u>
Leadville Trail Marathon and Heavy Half	Saturday, June 17, 2023	Leadville, CO	1,600	2,200	2,200	15.5 mi., 26.2 mi.
Leadville Run Camp	Friday, June 23-25, 2023	Leadville, CO	160	-	-	-
Leadville MTB Camp	Thursday, June 29 - July 2, 2023	Leadville, CO	120	-	-	-
Lutsen 99er	Saturday, June 24, 2023	Lutsen, MN	2,000	3,500	4,000	99er, 69er, 49er, 25er, Kids
Silver Rush 50 Run	Saturday, July 15, 2023	Leadville, CO	675	-	900	50 mi.
Silver Rush 50 MTB	Sunday, July 16, 2023	Leadville, CO	675	-	900	50 mi.
Tahoe Trail	Saturday, July 15, 2023	NorthStar, CA	450	-	700	50 km.
Leadville Stage Race (3 Days)	Friday, July 28-30, 2023	Leadville, CO	315	-	500	100 mi.
Leadville Trail 100 MTB	Saturday, August 12, 2023	Leadville, CO	1,950	4,500	3,200	100 mi.
Leadville Trail 10K Run	Sunday, August 13, 2023	Leadville, CO	550	-	750	10K
Leadville Trail 100 Run	Saturday, August 19-20, 2023	Leadville, CO	1,050	2,000	2,500	100 mi.
Little Sugar MTB	Saturday, October 15, 2023	Bentonville, AR	1,000	-	2,000	20K, 50K, 100K
Austin Rattler MTB	Saturday, November 4, 2023	Burnet, TX	650	-	1,200	20M, 40M or 60M
Austin Rattler Run	Saturday, November 4, 2023	Burnet, TX	350	-	600	10 mi., 20 mi., 50K

Become a Partner

Align your brand with a premier trail race series.

The Leadville Race Series offers partners an opportunity to engage with a passionate community of athletes through digital & print **logo placements**, **content inclusions** and **activation opportunities**.

Looking to make your sponsorship memorable? We work with our partners to develop unique **signature athlete touchpoints**, ranging from custom content integration to one-of-a-kind race day experiences.



LIFETIME
Partnership Marketing

Connecting the right brands, to the right audience, at the right time.

To discuss brand, corporate or media partnerships, contact us at: LTMedia@LT.Life



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LIFETIME
LEADVILLE
TRAIL MARATHON
 & HEAVY HALF



LEADVILLE TRAIL MARATHON & HEAVY HALF

June 17, 2023

Meet the toughest runners on the planet at 13,185 feet (Mosquito Pass) as they take on the Colorado Rockies' breathtaking terrain through Leadville's old mining roads at the **Life Time Leadville Trail Marathon & Heavy Half**.



Participants

1.6K+

Race Day Attendance

3K+

Male

63%

Female

37%

In-State Participants

61%

2022 PR Impressions*

216M



LUTSEN NINETY NINER

June 24, 2023

Make the trek to Minnesota's beautiful North Shore for an epic off-road adventure against the breathtaking backdrop of Lake Superior. With five different distances (99er, 69er, 49er, 25er, Kids' Race), race weekend is filled with family-friendly fun, mountain biking for all ages and unparalleled Northwoods experiences for everyone.

Event Weekend:

Friday – Packet Pick-Up & Expo
Saturday - Finish Festival



Participants

2K+

Expo Attendance

3K+

Race Day Attendance

4K+

Male/Female (%)

81/19

In-State Participants

75%

PR Impressions

245M



TAHOETRAIL

LEADVILLE RACE SERIES

July 15, 2023

Straddling the borders of Nevada and California, the Sierra Nevada is a mountain biker's dream. The Tahoe Trail 100 offers athletes a 2-loop, 50 km course filled with beautiful views of Lake Tahoe. Rocky summits and breathtaking pine forests are found in every direction from the host location of NorthStar, California, during this Leadville Trail 100 MTB qualifying event.



Est. Participants

450

Est. Race Day Attendance

700

Male

87%

Female

13%

In-State Participants

69%

2022 PR Impressions*

216M



SILVER RUSH 50 RUN

July 15, 2023

Ultra marathoners take on 50 miles of extreme territory that starts at 10,200 feet and reaches 12,000 feet on four peaks at the Silver Rush 50 Run.

Event Weekend:

Saturday - Silver Rush 50 RUN

Sunday - Silver Rush 50 MTB, Finish Festival

Est. Participants

675

Est. Race Day Attendance

900

Male

71%

Female

29%

In-State Participants

56%

2022 PR Impressions*

216M



SILVER RUSH 50 MTB™

July 16, 2023

Silver Rush 50 MTB is the most technically challenging MTB event in the Leadville Race Series. Although only half the distance of the series marquee event, rocky descents, wild animals and steep grades force all riders to dismount at some point during the race.

Event Weekend:

Saturday - Silver Rush 50 RUN

Sunday - Silver Rush 50 MTB, Finish Festival

Est. Participants

675

Est. Race Day Attendance

900

Male

77%

Female

23%

In-State Participants

62%

2022 PR Impressions*

216M



MTTB LEADVILLE STAGE RACE

July 28-30, 2023

The challenge remains the difficult course that made Leadville Trail 100 MTB famous, but now it's spread over three exciting days. With a stage race format, riders will be able to put the hammer down even faster alone or conquer with a team. Participants are transported to/from out-of-town racing starts and finishes and are treated VIP-style to daily meals and awards.

Event Weekend:

- Friday - Stage 1, Dinner
- Saturday - Stage 2, Dinner
- Sunday - Stage 3, Finish Festival

Est. Participants

315

Est. Race Day Attendance

500

Male

89%

Female

11%

In-State Participants

30%

2022 PR Impressions*

216M



LEADVILLE TRAIL100MTB

August 12, 2023

This is it, the race of all races. One hundred miles across the high-altitude, extreme terrain of the Colorado Rockies, this event was created for only the most determined athletes. Starting at 10,152 feet and climbing to 12,424 feet, you'll be challenged to catch your breath — while the views try to take it away.

Event Weekend:

Thursday - Expo

Friday - Packet Pickup, Expo

Saturday - Leadville Trail 100 MTB, Finish Festival

Sunday - Award Ceremony

Est. Participants

2K

Male/Female (%)

90/10

Est. Expo Attendance

4.5K

In-State Participants

31%

Est. Race Day Attendance

3.2K

2022 PR Impressions*

4.3B



LEADVILLE TRAIL10K™

August 13, 2023

Held the weekend of the historic Leadville Trail 100 MTB, the Leadville Trail 10K Run is the shortest distance in the series. This race covers the first and last 3.1 miles of the infamous Leadville Trail 100 Run and is a requirement for all Leadman finishers.

Est. Participants

550

Est. Race Day Attendance

750

Male

64%

Female

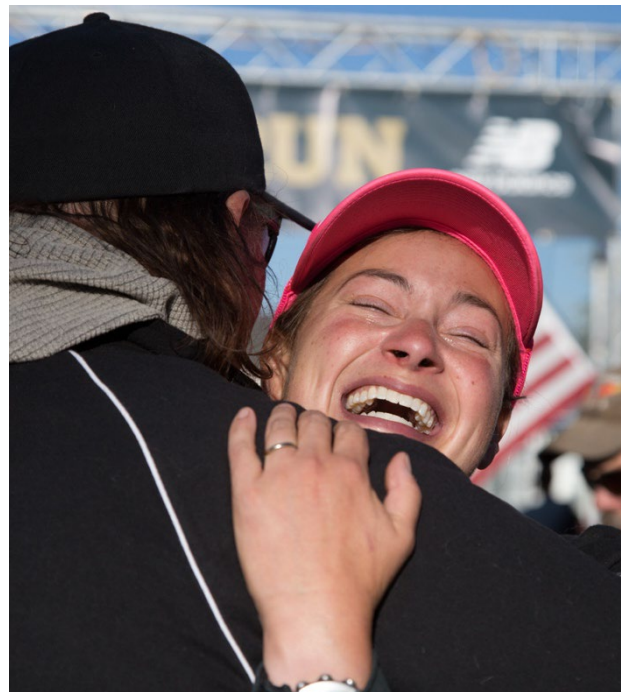
36%

In-State Participants

55%

2022 PR Impressions*

216M



LEADVILLE TRAIL100RUN

August 19-20, 2023

The legendary "Race Across The Sky" 100 mile run is where it all started back in 1983. This is the race where legends are created and limits are tested. One hundred miles of extreme Colorado Rockies terrain — from elevations of 9,200 to 12,600 feet – aid station supplies have to be hauled up by llamas.

Event Weekend:

- Friday-** Packet Pickup, Race Across the Sky Expo
- Saturday -** Leadville Trail 100 RUN
- Sunday -** Award Ceremony

Est. Participants

1K

Male/Female (%)

77/23

Est. Expo Attendance

2K

In-State Participants

35%

Est. Race Day Attendance

2.5K

2022 PR Impressions*

1.9B



LIFETIME LITTLE SUGAR MTB

October 15, 2023

The Little Sugar MTB course travels north into Bella Vista and traverses the hollers and ravines of Little Sugar and Back 40. Set on a world-class urban trail system, the event offers grinding climbs that alternate with fast rolling descents. Athletes are greeted with a backdrop of unique bluff lines, waterfalls, the iconic Ledges and a view of the picturesque Crystal Bridges Museum of American Art.

Little Sugar MTB will be a Leadville Trail 100 MTB qualifying event and features an Elite Prize Purse of \$25K.

Event Weekend:

Saturday - Packet Pickup
Sunday - 20K, 50K, 100K

Est. Participants

1K

Est. Race Day Attendance

2K

Est. Male

75%

Est. Female

25%

Est. In-State Participants

25%

PR Impressions*

N/A



AUSTIN RATTLER

LEADVILLE RACE SERIES

MTB: November 4, 2023

The Austin Rattler MTB is the first race in the Leadville Race Series schedule and the first chance for athletes to qualify for the legendary Stages Leadville Trail 100 MTB in August.

The venue for this challenging endurance event is the 1,500-acre Rocky Hill Ranch, known for loblolly pines and 42 miles of trails. The course is a 15.5-mile loop featuring a roughly half-and-half mix of fun, fast jeep roads and winding single tracks.

Est. Participants

650

Est. Race Day Attendance

1.2K

Male

92%

Female

8%

In-State Participants

53%

2022 PR Impressions*

216M



AUSTIN RATTLER

LEADVILLE RACE SERIES

Run: November 4, 2023

The Austin Rattler Run takes place on the 1,500-acre Rocky Hill Ranch, known for loblolly pines and 42 miles of trails. The course is a 15.5-mile loop featuring a roughly half-and-half mix of fun, fast jeep roads and winding single track.

Athletes can select from three challenging distance options – 10-mile, 20-mile or 50K – making this the perfect starting point for trail racing season.



Est. Participants

350

Est. Race Day Attendance

600

Male

77%

Female

23%

In-State Participants

55%

2022 PR Impressions*

216M