

RACE — THE — STATE



RHODE ISLAND



Race the State is the multi-sport event that challenges competitors to race across a U.S. state.

The 2016 race will span Rhode Island August 7.

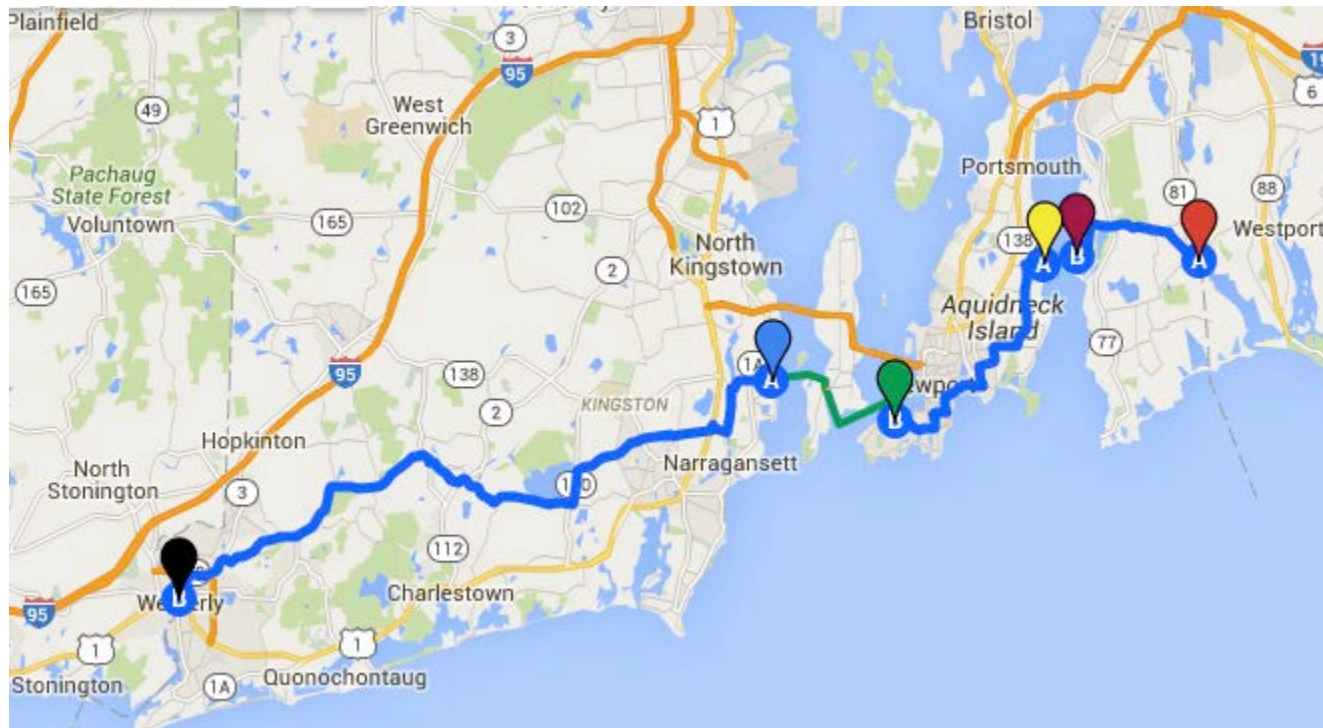
Race the State is made up of multiple legs involving many different athletic feats such as running, paddling, kayaking and cycling.

No two Race the States will ever be the same as the geography of each state will determine the course.

Race-The-State.com

RACE THE STATE RHODE ISLAND – 8-7-16

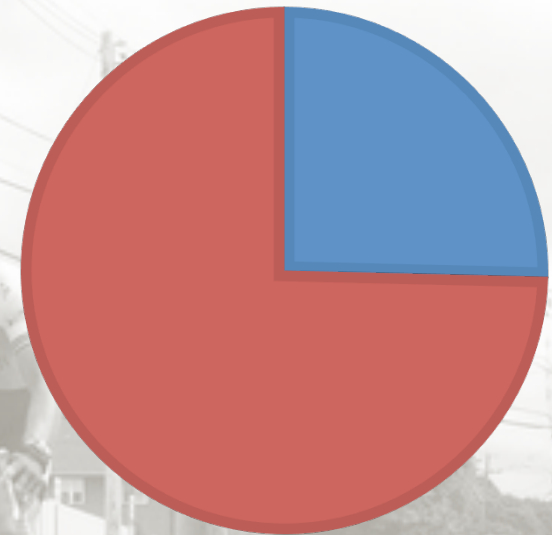
- 5 legs, 53 miles: RUN-SUP-RUN-KAYAK-BIKE
 - The race starts at the Massachusetts border and spans 10 communities and 53 miles to finishing on the Connecticut border.
 - Competitors can enter as an individual, 2, 3, 4 or 5-person relay.
 - The 5 legs include running, paddle boarding, kayaking and cycling



RACE THE STATE COMPETITORS

DEMOGRAPHICS

Female Male



2015 Competitors by State

Rhode Island

Massachusetts

Connecticut

Maryland

New Hampshire

Pennsylvania

New York

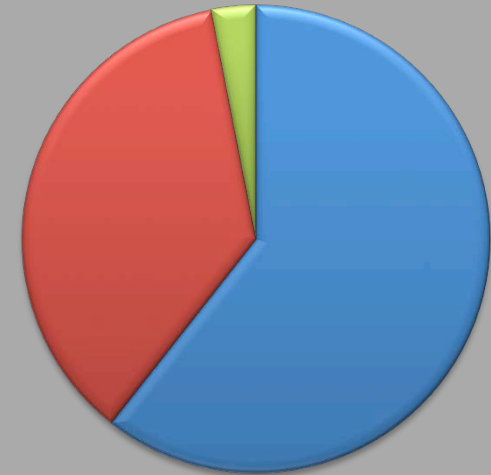
RACE
— THE —
STATE

WHAT THE COMPETITORS ARE SAYING

“SO MUCH FUN and a fantastic experience!”

- *“I will be returning and bringing friends next year”*
 - *“This will certainly go down as one of my favorites that I will never forget”*
- *“I look forward to participating again next year”*
 - *“You truly made this event fun and enjoyable for me”*
- *“Awesome race. I was really happy to participate!”*

Do you plan to enter Race the State next year?



■ Yes ■ Maybe ■ No

In a post-event competitor survey, 61% of respondents said they plan to compete again next year.

Source: SurveyMonkey Competitor Survey August 28, 2015

RACE THE STATE SPONSORS & PARTNERS

PRESENTING SPONSORS



CHARITABLE PARTNER



MEDIA PARTNER

GOLOCAL Prov.com

RACE PARTNERS



WHY SPONSOR RACE-THE-STATE

- There is NO other race like Race the State
- In it's first year Race the State generated over **500,000 impressions** from social media, digital, print and TV.
- Race the State provides direct access to a high-earning, high disposable income, passionate demographic
- In a post event survey, 79% of respondents accurately recalled the presenting sponsors

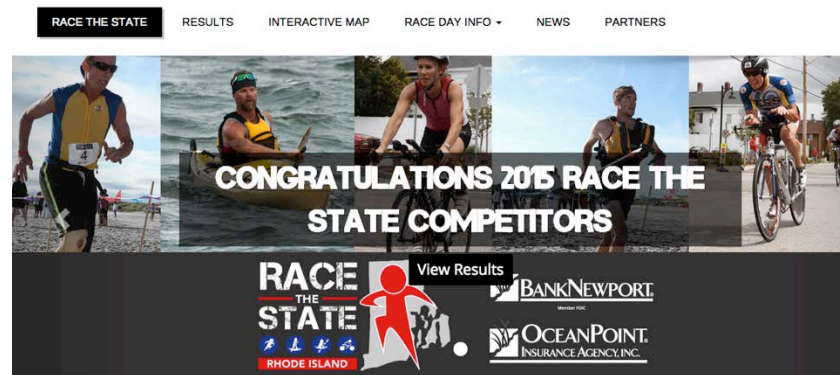


WHAT OUR PRESENTING SPONSORS ARE SAYING

"We're extremely proud of our co-sponsorship to bring the second edition of Race the State Rhode Island back for our customers and communities to enjoy! Last year, we marveled at the dedication and perseverance of the athletes who took on the challenge of this unique, multi-sport event, and we're excited by the momentum that's already building to see who will compete this year.

And it's a fantastic event to watch! There are so many beautiful locations along the 53 mile course, from Tiverton down to Westerly, for spectators to come out and cheer on the athletes! We look forward to celebrating another successful Race the State event with our fellow Rhode Islanders!"

**-BankNewport President & CEO, Sandra J. Pattie and
OceanPoint Insurance Agency Inc. President & CEO, Douglas K. Mayhew**



NEWSLETTER & SOCIAL MEDIA

- 4 Newsletters
- **720** Total Recipients
- **730** Total Opens
- **318** Unique Opens
- **43.8%** Open Rate
 - Sports Industry Avg: **22.0%**



FACEBOOK ANALYTICS – APRIL 1 – AUGUST 17, 2015



It's Finally Here!
Just 6 days until the inaugural Race the State! 55-miles across Rhode Island and Massachusetts border. The race is made up of running, stand-up paddling, kayaking and cycling. We can't wait to see you all off at the start line!

- **765** Total Fans
- **75,221** Total Unique Users
- **18,095** Page Consumption
 - (# of clicks on content)
- **286,287** Total Impressions

Source: Facebook Analytic Reports, April 1 - August 17 2015

MEDIA REACH –CUMULATIVE READERSHIP

Number of Articles Cumulative Readership

13

346,533

Race to cover land and sea

Story Comments

Share Print Font Size: + -

2015 INAUGURAL RACE THE STATE COURSE



David Fitzgerald

Race the State Winner

Middletown resident David Fitzgerald won the inaugural Race the State, the multi-sport event created and organized by Manuka Sports Event Management.

Fitzgerald and 40 competitors and teams started out at 6 a.m. on Aug. 9, running five miles through

Posted: Friday, July 31, 2015 4:22 pm |
Updated: 12:44 pm, Mon Aug 3, 2015.

By Matt Sheley | The Newport Daily News
| 0 comments

Newport County will be featured prominently in a new race across much of Rhode Island in early August.

Believed to be the first event of its kind for the Ocean State, the multi-discipline course Sunday, Aug. 9, will start at 6 a.m. in Little the Massachusetts state line with a 5-mile

Tweet

20

Cross-State Race to Traverse Island

By James Merolla

A 55-mile east-to-west race across southern Rhode Island that includes legs through Middletown and Newport will make its debut

Fitzgerald & Ralphs Win Inaugural Race the State

Monday, August 10, 2015
GoLocalProv Sports Team

Email to a friend Permalink Like

Middletown Resident David Fitzgerald and Kristen Ralphs won the male and female division respectively in the inaugural Race the State on Sunday.

Fitzgerald finished the course in 5:02:22 while Ralphs finished the course in 7:42:01.

"I trained pretty hard for this, so it's pretty cool to be the first across the line. The most challenging part of the course was the last ten miles as I started to cramp up and had to stop pedaling. But, the water legs with the chop were also pretty tough. I love the concept and the course,



Managed
business
Race
compe-
different
stand-up,
kaya



Chris and Kristen Ralphs, Sticking Together at "Race the State"

Monday, July 20, 2015
Joe Calabro, GoLocalProv Sports Team

Email to a friend Permalink Like

The inaugural Race the State is set to take place on Sunday August 9 at 6 a.m. in Little Compton and ending in Westerly. The race is a five legs stretching over a distance of 55 miles but offers competitors the opportunity to compete as individuals or as a team.

Or, competitors can go the route of Kristen and Chris Ralphs and compete as individuals, but stick together throughout the competition.

"We just knew that we both wanted to do all five legs. We usually don't run together so it's unusual. I feel bad cause I'm probably going to be holding Chris back from being competitive," said Kristen Ralphs.



THE ORGANIZERS

Manuka Sports Event Management is a full service boutique firm that has been creating, branding and managing sports events for 4 years.



Manuka SEM was founded by a former CBS Sports Exec and a New Zealand born professional sailor. Since its inception, Manuka SEM has focused largely on the marine industry creating the Atlantic Cup, the longest and most environmentally sustainable offshore sailing race in the United States, managing the Pabst Blue Ribbon Northeast Fishing Tournament and overseeing the brand management of marine companies and sailors.

The co-founders of Manuka have a long history of competing in various multi-sport events and it was during a brainstorming session in New Zealand that they came up with the concept of a multi-sport event that will challenge and inspire competitors to take on their state or multiple states in what may be the U.S.' toughest multi-sport event yet.

With the experience in creating and running large scale sports events, Manuka SEM is well versed to take on the challenge of creating the next generation of multi-sport events in the U.S.



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