



SPRING



SUMMER



SPRING



CUSTOMERSERVICE@RACESLO.COM | PO BOX 4510, SAN LUIS OBISPO, CA 93403



SLO Marathon - 26.2 Miles, 4 Man Relay

SLO Half Marathon - 13.1 Miles, 2 Man Relay

Family Day - Community 5K, Kids' 1 Mile & Quarter Mile Fun Runs

THE EVENT:

The SLO Marathon + Half is the premiere endurance event on the Central Coast with events for all ages and abilities. Hosted on the property of the Madonna Inn and with breathtaking courses that take runners through downtown San Luis Obispo and through the beautiful countryside.

The RaceSLO Festival is a free event welcoming all participants, family, friends and the greater San Luis Obispo community for music, food, and vendors.

TIME & LOCATION:

The RaceSLO Festival is located at Madonna Meadows on the greens in front of Madonna Mountain and the bike path. Madonna Inn
100 Madonna Rd, San Luis Obispo, CA 93405

* There is no power provided and the expo is outside on the greens. Set up, tear down and parking details will be provided by our Hospitality Manager two weeks prior to the event.

WEEKEND SCHEDULE:

Friday (9:00 - 4:00pm): Setup

Friday (4:00 - 7:00pm): RaceSLO Festival

Saturday (9:00 - 5:00pm): (Mandatory)

Sunday (8:00 - 3:00pm): (Mandatory)

OUR DEMOGRAPHICS:

A LITTLE ABOUT OUR RUNNERS

- 5,000+ Runners
- 70% have incomes of \$75,000 or more 55% have incomes of \$100,000 or more
- 73% are college educated
- 85% live in California
- Top 5 counties include: San Luis Obispo, Los Angeles, Santa Barbara, Santa Clara & Fresno
- Top 5 States: California, Arizona, Colorado, Nevada & Washington
- Participants from Canada, Mexico and throughout Europe
- 10,000+ Spectators
- Female: 62% / Male: 38%
- Average Age: 38yrs Old
- 1,000-plus local volunteers & 60 staff
- Regularly participate in races and/or active lifestyles.

BENEFICIARIES:

Proceeds from the SLO Marathon + Half + 5k benefit Jack's Helping Hand and Team Red, White and Blue



SLO ULTRA

50 Mile

26.2 Mile Marathon

13.1 Mile Half Marathon

5K

Kids' Race

Festival

THE EVENT:

The breathtaking Wild Cherry Canyon, Land Conservancy and PG&E properties that make up our exclusive course are private throughout the year, but will be open for one day only!

All trail races are made up of pristine coastal hills on primarily smooth fire roads with some sweet single track connectors. They all include various loops that explore both tree covered canyons and epic view climbs. Wildlife is plentiful and we will share the course with both working cattle and our horse ranch four legged hosts.

In partnership with The Land Conservancy of San Luis Obispo, we are also hosting a live Blue Grass Festival race day. This event is FREE to the public!

TIME & LOCATION:

SCHEDULE

The festival is FREE to the public and all race participants. The Festival is held on Saturday 9am-7pm and Sunday 8am-3pm at the SLO Ultra finish line in El Chorro SLO County Park.

** There is no power provided and the expo is outside. Set up, tear down and parking details will be provided by our Expo & Hospitality Manager two weeks prior to the event.*

ULTRA RUNNING DEMOGRAPHICS:

- Average age: 43
- 68% male, 32% female
- 92% are college graduates
- 46% have advanced degrees
- \$135,000 median annual income
- Enjoy other pursuits such as cycling: 65%, hiking: 59%, camping: 51%, skiing: 41% and backpacking: 38%
- 250 local volunteers and 40 staff

BENEFICIARIES:

Proceeds from the SLO Ultra benefit The Land Conservancy of San Luis Obispo and Team Red, White and Blue

TERMS & CONDITIONS

1. Payment in full is the only guarantee of my booth space. Space provided only. Table and chairs may be rented separately.
2. If I cancel my booth purchase in writing prior to the event, I will receive a booth for another RaceSLO event. No refunds.
3. I will be billed a \$100 cleaning fee if I or my representatives, upon leaving my booth at the conclusion of the event, leave trash/boxes/debris in my booth. Damage done by our booth and staff will be our responsibility to pay for.
4. Except by written consent of the race management, I cannot sublet or share my booth space with any unauthorized person(s) and/or company(ies).
5. My display must occupy my assigned booth space only and not encroach into aisles or other booths. Leafleting anywhere outside my designated booth space is not permitted. You may not stand in front of another vendor's space.
6. I must occupy the booth assigned to me. **No booth changes will be made on site.**
7. I grant the rights to use photographs of the exhibit to Race SLO for its own purposes.
8. I must staff my booth continuously during the listed mandatory event hours.
9. Vendors handling or selling any type of food or beverage product (including pre-packaged foods) are required to have a City of San Luis Obispo Health Permit or temporary food facility permit.
10. All materials in my booth must meet stringent San Luis Obispo Fire Department regulations, including but not limited to fire retardant banners and pop up canopies (must have fire retardant certification seal) and no open flames. **MUST COMPLETE & SIGN SLO FIRE DEPT. SPECIAL EVENT PERMIT PRIOR.**
11. In the event that due to war, fire, strike, government regulation, public catastrophe, severe weather, or other cause, the event or any part thereof is prevented from being held, Race SLO shall determine to offer free booth and/or virtual good bag insert space at the next Race SLO event: there will be no refunds.
12. I, for myself and my company and representatives, agree to hold Race SLO, the City of San Luis Obispo, the County of San Luis Obispo, all event sponsors, beneficiaries, suppliers, media supporters, volunteers and their owners, agents, employees and affiliates harmless from any claims from or due to, the acts of myself, my agents and my employees, and/or for any loss and/or injury to people and/or property of any nature.
13. I for myself, my company and representatives assume all responsibility for loss, theft, or destruction of goods, or for personal injuries to myself, my agents, my employees, my representatives or my visitors and will hold harmless Race SLO, the City of San Luis Obispo, the County of San Luis Obispo, event sponsor beneficiaries, suppliers, media supporters, volunteers and their owners, agents, employees and affiliates from any and all liability in connection with any and all of the above.
14. The company I represent must be insured and be able to provide proof of liability insurance. **MUST PROVIDE CERTIFICATE OF INSURANCE WITH COMPLETED REGISTRATION FORM AND PAYMENT.**
15. Race SLO reserves the right to refuse this application. Exclusive Event Sponsors may preclude some vendor booth categories.

MY SIGNATURE BELOW INDICATES THAT I AM AUTHORIZED TO SIGN ON BEHALF OF SAID COMPANY AND THAT I HAVE READ & ACCEPT THE ABOVE-STATED EXHIBITOR TERMS & CONDITIONS. PLEASE FILL IN ALL FIELDS.

Company Name: _____

Authorized Company Representative: _____

Title: _____

Signature: _____ Date: _____

Booth Manager: _____ Event Weekend Cell: () - _____

Email Address: _____

RESERVATION FORM *All fields must be completed*

Company Name _____

Contact Name _____

Day Phone (____) ____ - ____

Cell Phone (____) ____ - ____

Fax (____) ____ - ____

Email Address _____

Street Address _____

City _____ State ____ Zip Code _____

In detail, describe your planned activity for your booth and include any specific products to be displayed or sold.
Product and category exclusivity is granted to sponsors and vendors who purchase all 3 race festivals.

Will your booth sell or sample food or beverages? ☐ YES ☐ NO

IF YES, PLEASE NOTE VENDORS HANDLING FOOD ARE REQUIRED TO HAVE A CITY OF SAN LUIS OBISPO HEALTH PERMIT OR APPLY FOR A ONE-TIME TEMPORARY FOOD FACILITY PERMIT. FOOD PRODUCTS CAN NOT CONFLICT WITH ANY OFFICIAL SPONSOR. PLEASE DETAIL FOOD THAT WILL BE SERVED.

COSTS *Please check all that apply*

Booths are reserved on a first-to-pay basis. Payment in full confirms booth.

- | | |
|--|--------------------------|
| <input type="checkbox"/> SLO Marathon Festival 10 x 10 booth – 2 Days | \$399 ea = _____ |
| <input type="checkbox"/> SLO Marathon Festival 10 x 10 booth (Non-Profit price) – 2 Days | \$199 ea = _____ |
| <input type="checkbox"/> SLO Ultra Festival 10 x 10 booth – 1 Day | \$199 ea = _____ |
| <input type="checkbox"/> SLO Ultra Festival 10 x 10 booth (Non-Profit price) – 1 Day | \$99 ea = _____ |
| <input type="checkbox"/> 1x 8 foot long table and 2 chairs | \$50 ea = _____ |
| <input type="checkbox"/> Athlete Goodie Bag Insert (Quantity: SLOM 5,000 / Ultra 2,000) | \$299 per event = _____ |
| <input type="checkbox"/> Purchase booths for all 3 events and receive CATEGORY EXCLUSIVITY for all 3 events | TOTAL DUE = _____ |

PAYMENT OPTIONS

Check in the amount of "Total Due" made payable to Race SLO mailed with this completed reservation form and signed Terms and Conditions to: Race SLO, PO Box 4510, San Luis Obispo, CA 93403

Complete below authorizing the "Total Due" to be charged to VISA, Mastercard or AMEX card and e-mail this complete reservation form and signed Terms and Conditions page to customerservice@raceslo.com

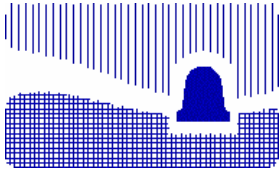
Card No.

____ / ____
Expiration MM/YY

CVV #

Billing Zip Code

Authorized cardholder's signature _____ Date _____



city of san luis obispo

FIRE DEPARTMENT
2160 Santa Barbara Avenue San Luis Obispo, CA 93401-5240 805/781-7380
"Courtesy & Service"

SAN LUIS OBISPO CITY FIRE DEPARTMENT SPECIAL EVENT PERMIT

Name of Event: _____ Date of Event: _____

Name of Participant (print): _____

Name of Business: _____

Address: _____ Phone: _____

THIS PERMIT MUST BE SIGNED AND IN YOUR POSSESSION DURING THE ENTIRE EVENT. ALL BOOTHS AND VENDORS SHALL BE SUBJECT TO INSPECTION BY THE FIRE DEPARTMENT PRIOR TO THE EVENT.

Vendors and participants shall comply with the conditions of this permit.

- Propane cylinders and appliances must be U.L. approved. No "homemade" manifolds or heating devices are allowed. All connections shall be tested using soap/water solution by the participant.
- All booths using propane or open-flame devices of any kind must have at least one 2A-10-BC rated fire extinguisher located at the exit of the booth.
- The use of gasoline as a fire-starter is prohibited. Solid fuel burning appliances shall be located at least 10 feet from the booth.
- When deep-fat fryers are used, they shall be outside the booth and at least 18 inches from combustibles, and an additional 1-1/2 gallon Type "K" extinguisher is required.
- All open-flame devices shall have adequate clearance from combustibles, such as decorations, to prevent the accidental spread of fire.
- A 20-foot lane must be maintained at all times. Check with the special event sponsor to be sure your booth does not extend into the fire lane. Booths extending into the fire lane shall be moved immediately.
- Tents over 200 square feet and canopies over 700 square feet will require a separate permit.
- Tents/canopies used for cooking booths shall be flame retardant, regardless of size.

For questions concerning the conditions of this permit call the City Fire Department at 781-7380 or ask your special event sponsor for information.

Rodger Maggio, Fire Marshal

Participant's Signature

G:Prevent/Special Event Permit



The City of San Luis Obispo is committed to include the disabled in all of its services, programs and activities.
Telecommunications Device for the Deaf (805) 781-7410.

