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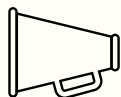
**GET  
OUT  
THERE**



All  
Sports  
Productions

# UNIQUELY POSITION YOUR BRAND

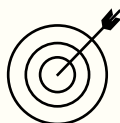
WITH  
ALL SPORTS PRODUCTIONS



**multiple  
channels**  
to promote  
your brand  
*see page 15*



**Maximize  
your reach**  
in the marketplace



**Successful  
& unique events**

All Sports Productions is a sports event management and consulting company formed in 2002. All Sports Productions promotes cycling, running, duathlons, triathlons, adventure racing and other outdoor runs. The goal of the company is to produce races at the highest standards which are locally, regionally and nationally recognized events with a festival-like atmosphere. The mission of each event is to engage participants and spectators in a healthy, multi-sport lifestyle.

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## **BRUCE DUNN**

OWNER, ALL SPORTS PRODUCTIONS  
RACE PROMOTER

Dunn is a graduate of the University of Arkansas with a degree in finance and banking. He is the former director of development for the College of Education and Health Professions at the University of Arkansas. Prior to coming to the UA, Dunn was the owner of an upscale clothing store, Mister Guy, which he owned and operated for more than 15 years.

He has held leadership positions in several civic and professional organizations in Northwest Arkansas, including president of the Northside Rotary Club, chairperson of the Town Center Election Committee, and president of the Downtown Fayetteville Business Association. He has served as a board member of Children's House, Habitat for Humanity and the Downtown/Dickson Enhancement Project.

When not in a meeting or on the phone, he is riding his bike. Bruce is a USA Triathlon Certified Level-2 Race Director and Chairperson of the Race Director Committee under the USA Triathlon Board of Directors. He is a USA Cycling National/International Certified Race Director, Arkansas state representative to USA Cycling, and former president of a local cycling team. Bruce competes as master's level rider in several cycling races throughout the year and occasionally you can find him toeing the line in a triathlon or running event as well.

He is married to Debra Dunn and they are active members of Central United Methodist Church.



Learn more about our events at  
[www.allsportsproductionsinc.com](http://www.allsportsproductionsinc.com)



# IRON PIG FESTIVAL

DUATHLON, BIKING, RUNNING  
Fayetteville Executive Airport - Drake Field  
[www.ironpigduathlon.com](http://www.ironpigduathlon.com)



RUNNING



BIKING



600 PARTICIPANTS



600 SPECTATORS

**X FACTOR // Four events offering something for everyone. Post-race food and beverages; giveaways from sponsors; unique awards.**

## DEMOGRAPHICS

This event has something for everyone in the family or in the active lifestyle. The courses and different distances are designed so that a person can try one of the four different disciplines for the first time.

## WHAT IS THE IRON PIG FESTIVAL?

Four different events:

- Duathlon
- 5K Run
- Fun Run/Walk
- 7-Mile Bike Time Trial

## WHAT ARE COURSES LIKE?

Running courses are some of the flattest run courses in the region - flat and fast! Duathlon - 3 mile run, 18 mile bike and 3 mile run. Both Duathlon runs, the 5K Run and 1 Mile Fun Run are held on the same course. The bike course is out and back on Hwy 71 with minimal elevation change. The finish line for the duathlon, 5K and fun run are located in front of the airport terminal.

## SANCTIONING ORGANIZATIONS

USA Triathlon, USA Track & Field and USA Cycling



# JOE MARTIN STAGE RACE

COMPETITIVE CYCLING

Fayetteville, AR

[www.joemartinstagerace.com](http://www.joemartinstagerace.com)



BIKING



700 PARTICIPANTS



5,000-8,000 SPECTATORS



23 COUNTRIES

**X FACTOR** // The final day event, called a criterium, is held in the downtown and entertainment district of Fayetteville on a closed one mile loop course.

### DEMOGRAPHICS

Several distinct groups:

1. Pro racers and support staff
2. Amateur racers with friends and family
3. Community
4. Volunteers
5. General spectators

Cycling is one of the top sports in the world and its participants have a very active, engaged lifestyle. More than 60% of bike racers have an annual income of more than \$75,000 with over 25% of bike racers earning \$150,000 or more.

### WHAT IS THE JOE MARTIN STAGE RACE?

2016 will mark the 39th anniversary of the amateur races; 14th anniversary on the National Race Calendar (NRC) and 2nd year to be on the Union Cycliste Internationale (UCI) America Tour calendar. The overall event consists of two different races:

- Pro/Elite race which consists of a pro men, pro women and an elite amateur men's categories over four days with four different stages.
- Amateur race categories over two days with three stages.

The National Race Calendar (NRC) is the pro and elite amateur tour of USA Cycling. USA Cycling is the national governing body of cycling operating under the United States Olympic Committee. The Union Cycliste Internationale (UCI) is the world governing body for the sport of cycling recognized by the International Olympic Committee (IOC).

### RACE HISTORY

The Joe Martin Stage Race began as the Fayetteville Spring Classic in 1978. Joe Martin, a Fayetteville advertising executive, served as the race director until 1988 and upon his death in 1989, the race was renamed in his honor.

### COURSES

The different stages consists of a time trial, road races and a criterium.

### SANCTIONING ORGANIZATIONS

USA Cycling & Union Cycliste Internationale



**JOE MARTIN  
GRAN FONDO**

# JOE MARTIN GRAN FONDO

BIKING

Fayetteville, AR

[www.joemartingranfondo.com](http://www.joemartingranfondo.com)



BIKING



500 PARTICIPANTS



500 SPECTATORS

**X FACTOR** // Riders will get to experience the same courses as the pro riders participating in the Joe Martin Stage Race, but in a less competitive environment.

## DEMOGRAPHICS

This event has something for all level of cycling enthusiasts. The courses and different distances are designed so that a person can participate in the Joe Martin weekend activities. Cycling in the United States had over 36.5 million Americans ride their bicycles six or more times in 2013 and is a \$5.8 billion dollar industry with over 16 million bikes sold annually.

## WHAT IS THE JOE MARTIN GRAN FONDO?

Gran Fondo is Italian term which loosely translated means a road cycling event. The event is held on short to long distance courses with mass-participation over a marked route. The Gran Fondo is for the average person who would like to participate in an organized event, but does not want to race in close quarters. They are looking for an experience.

The Joe Martin Gran Fondo (JMGF) will consist of three courses, two of which are the same as the Pro Men and Women. You get to be "A Pro For A Day"! The JMGF is part of the nationally and internationally recognized Joe Martin Stage Race.

## WHAT ARE THE COURSES LIKE?

The 110 (110 miles) is the same as what the Pro Men do on Friday. The 46 course (46 miles) is held on the same course as what the Pro Men and Women do on Saturday. The 23 is a 23-mile option with only 640 feet of elevation gain.

## EVENT HIGHLIGHTS

Pre-race activities; unique rest stop/aid stations and post-race party.

## SANCTIONING ORGANIZATION

USA Cycling



# FAYETTEVILLE SPLASH AND DASH AQUATHLON

Fayetteville, AR (Fayetteville Athletic Club Pool & Surrounding Areas)  
[www.allsportsproductionsinc.com](http://www.allsportsproductionsinc.com)



RUNNING



SWIMMING

**X FACTOR** // This event focuses on participation rather than competition while introducing youth to the multisport lifestyle.

### EVENT RECOGNITION

A national initiative by USA Triathlon (national governing body of triathlons) to promote a series which will consist of 45 events spread across USAT's ten (10) regions. All Sports Productions and Fayetteville, Arkansas have been chosen to host one of these events.

### WHAT IS THE SPLASH AND DASH?

The USA Triathlon Splash and Dash Series is a youth event (ages 7-15) that combines swimming and running which is called a Aquathlon. The event is non timed and without any awards or placing as the focus is on participation rather than competition. Each finisher will receive an event-specific t-shirt and a finisher medal.

### EVENT DETAILS

Aquathlon:  
Ages 7-10 - 100 meter pool swim, 1 kilometer run  
Ages 11-15 - 200 meter pool swim, 2 kilometer run

The location is the Fayetteville Athletic Club pool and surrounding areas. The event will be held in conjunction with the Trisport Club Kids and Family Triathlon.

### SANCTIONING ORGANIZATION

USA Triathlon





# TRISPORT KIDS & FAMILY TRIATHLON

TRIATHLON

Fayetteville Athletic Club

[www.trisportkidstriathlon.com](http://www.trisportkidstriathlon.com)



RUNNING



BIKING



SWIMMING



150 PARTICIPANTS



250 SPECTATORS

**X FACTOR** // The longest continually held multisport event in NW Arkansas.

## DEMOGRAPHICS

Kids ages 5 - 14. Their parents are typically triathletes, swimmers, runners and cyclists themselves or are professionals who appreciate their kid participating in something besides a traditional sport such as basketball or football.

## WHAT IS THE KIDS & FAMILY TRI?

Two Events - a kids triathlon for boys and girls who want to try their first triathlon or for the "seasoned" young person who is wanting a challenge. And a family division for ages 15 and up geared toward someone wanting to compete in a triathlon without having to swim in open water.

## EVENT RECOGNITION

For over 16 years, this event has been a grass-roots effort to engage young people in a healthy active lifestyle. The goal of the race is less about the equipment and who finishes first, but to introduce kids to the multisport lifestyle of triathlon.

## WHAT IS THE COURSE LIKE?

50 yard to 150 yard swim, 1 mile to 3 mile bike course on smooth paved roads and a .5 to 1 mile run on a combination of pavement and trail.

## SANCTIONING ORGANIZATION

USA Triathlon



# OZARK VALLEY TRIATHLON

## TRIATHLON

Fayetteville, AR (Lake Wedington Recreation Area)  
[www.ozarkvalleytriathlon.com](http://www.ozarkvalleytriathlon.com)



**RUNNING**



**BIKING**



**SWIMMING**



**350 PARTICIPANTS**



**400 SPECTATORS**

**X FACTOR // Both spectators and participants can enjoy the natural beauty of the Lake Wedington Recreation Area. The swim, transition area and run course are very spectator friendly. And the post-race food, unique awards and prizes make this race one not to miss.**

### DEMOGRAPHICS

Triathlons are one of the most popular non-traditional sports in the world with high socio-economic backgrounds and median incomes of \$126,000. 65% of triathletes have incomes over \$75,000; 70% have white collar or professional careers such as doctors, lawyers and accountants with 60% male and 40% female

### WHAT IS THE OZARK VALLEY TRI?

Three different events all held at Lake Wedington Recreation Park. The park is located 11 miles west of Fayetteville and is one of the most natural settings for a triathlon in the region.

### EVENT RECOGNITION

The race has hosted the Arkansas state and Regional championships, as well as a special-qualifier for the National Championships for USA Triathlon. The race began in 2003 and was the first triathlon in Northwest Arkansas.

### WHAT IS THE COURSE LIKE?

Sprint distance triathlon

- 400-yard swim
- 14 mile bike
- 2 mile run

International distance triathlon

- 1,000 yard swim
- 19 mile bike
- 4 mile run

Aquabike

- 1,000 yard swim
- 19 mile bike

The swim takes place in Wedington Lake, the bike course is on smooth, paved roads and the run is held on a two-loop course inside the park on paved roads.

### SANCTIONING ORGANIZATION

USA Triathlon



# EUREKA SPRINGS MULTISPORT FESTIVAL

## TRIATHLON, BIKING, RUNNING

Eureka Springs, AR (and surrounding areas)

[www.eurekasportsfestival.com](http://www.eurekasportsfestival.com)

 RUNNING	 BIKING	 SWIMMING	 750 PARTICIPANTS	 1000 SPECTATORS
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**X FACTOR** // Athletes can choose to participate in any of the events separately or they can sign up for “The Eurekan” challenge. Another unique aspect is the location of the finish line for Saturday and Sunday’s events...it’s located in the heart of the city on historic Main Street.

### DEMOGRAPHICS

This event has something for everyone in the family or in the active lifestyle. The courses, three distinct disciplines and different distances are designed so that a person can try something for the first time or take the ultimate challenge...The Eurekan.

### WHAT IS THE EUREKAN?

A three-day multisport festival consisting of a sprint-distance triathlon on Friday afternoon at Holiday Island, road bike tour rides and racing on Saturday morning and running races on Sunday. Any participant who can complete the triathlon, 100 mile ride and 10K run will be known as “The Eurekan”

### EVENT DETAILS

Triathlon

- 300 yard swim, 7 mile bike and 2 mile run

Bike Tour Rides

- 20, 58 mile, and 100 mile bike rides

Bike Road Races

- USA Cycling sanctioned road races

Running Races

- One mile fun run
- 5K and 10K runs through the city

### WHAT ARE THE COURSES LIKE?

The triathlon is held at Holiday Island Resort on Table Rock Lake. The biking events start and finish in Eureka Springs and cover some of the most scenic areas in the region.

The running races go through the downtown areas of Eureka Springs while runners go past historic landmarks, shops and homes.

### SANCTIONING ORGANIZATIONS

USA Triathlon, USA Cycling & USA Track & Field



# LEWIS & CLARK OZARK ADVENTURE DASH

RUNNING & SCAVENGER HUNT

Fayetteville, AR (Lake Fayetteville Park)

[www.ozarkadventuredash.com](http://www.ozarkadventuredash.com)



RUNNING



250 PARTICIPANTS



250 SPECTATORS

**X FACTOR** // Athletes can choose to race for awards like a typical running event or they can be strategic about going for coupons and special hidden prizes. A scavenger hunt on steroids.

## DEMOGRAPHICS

This event has something for everyone in the family or in the active lifestyle. The courses and different distances are designed so that someone can decide to challenge themselves or just take it easy.

## WHAT ARE THE COURSES LIKE?

2 distances. A 7 mile loop and a 2 mile out and back course.

## SANCTIONING ORGANIZATION

USA Track & Field

## WHAT IS THE OZARK ADVENTURE DASH?

A multi-surface trail run around Lake Fayetteville with a twist!

## EVENT DETAILS

There will be gift coupons and prizes hidden in and around the Lake Fayetteville trail and park system. You don't have to be fast to win lots of great prizes or gift coupons. This event will have something for everyone!



# HALLOWEEN MONSTER DASH

RUNNING

Fayetteville, AR (Downtown Square)

[www.halloweenmonsterdash.com](http://www.halloweenmonsterdash.com)



RUNNING



350 PARTICIPANTS



500 SPECTATORS

**X FACTOR // A unique way to incorporate an active lifestyle and have some fun along the way...a new way to Trick or Treat!**

## DEMOGRAPHICS

This event has something for everyone and will attract a very diverse population of students, adults and families.

## WHAT IS THE HALLOWEEN MONSTER DASH?

This event will be something for the entire family. A new way to Trick or Treat. Come enjoy a Fun Run and along the way pick up lots of candy and treats.

## EVENT DETAILS

A Halloween-themed competitive and non-competitive 5K and Fun Run/Walk with candy stations instead of aid stations. There will be a costume contest following the event and of course lots of candy along the course.

## WHAT IS THE COURSE LIKE?

A fun run for all ages. The start/finish will be at the intersection of Church and Center streets in downtown Fayetteville and proceed to Dickson Street and down to the Walton Art Center and then back to the square.

## SANCTIONING ORGANIZATION

USA Track & Field



# FAYETTEVILLE HALF MARATHON

RUNNING

Fayetteville, AR

[www.fayettevillehalf.com](http://www.fayettevillehalf.com)



RUNNING



1500 PARTICIPANTS



1000 SPECTATORS

**X FACTOR** // The race visits some of Fayetteville’s most unique spots with the course changing from year to year. Runners may even find themselves running alongside a current, future or former Olympic athlete.

### DEMOGRAPHICS

A varied group of participants from those trying their first Half Marathon, 5K or Fun Run to current and former university-level runners challenging themselves on a new personal record.

### WHAT IS THE FAYETTEVILLE HALF MARATHON?

The Fayetteville Half Marathon is a race that will visit some of Fayetteville’s most unique spots. The event consists of a half-distance marathon, 5K, and a 1 mile fun run/walk.

### WHAT IS THE HALF MARATHON COURSE LIKE?

Depending on which course is used, the Half Marathon will feature a loop on the Lake Fayetteville trail system along with taking in other areas outside the trail system. Or when available, the start/finish of the event will take place at the John McDonnell Outdoor Track facility.

### EVENT HIGHLIGHTS

A vendor retail expo with interactive games, demonstrations, industry representatives and local retailers. In addition to the run there will be a fun post-race celebration held for the runners.

### SANCTIONING ORGANIZATION

USA Track & Field

# SPONSORSHIP RECOGNITION

## WITH ALL SPORTS PRODUCTIONS

Social Media Recognition

Promotional Visual Space

PA Announcements

Event Websites

Event Programs

Expo Space

Event Posters

Racer & Volunteer T-Shirts

Placement of product and  
services in goody bags

Event Property Branding

