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# 2017 SPONSORSHIP GUIDE

On behalf of The North Face, welcome to the Endurance Challenge Series for the 2017 season. The North Face Endurance Challenge is North America's premier trail-running series that features two-day, trail-running festivals in seven locations across North America: New York, Washington, D.C., Massachusetts, Ontario, Wisconsin, Utah and California.

This guide contains a Series calendar, schedules and offers a glimpse of what will be taking place at each market during the course of the ECS season.



# 2017

# SERIES OVERVIEW



## 2017 ECS SCHEDULE

WASHINGTON, D.C. - APRIL 29 & 30

MASSACHUSETTS - JUNE 10 & 11

UTAH - SEPTEMBER 16 & 17\*

NEW YORK - MAY 13 & 14

ONTARIO - JULY 15 & 16\*

WISCONSIN - SEPTEMBER 23 & 24\*

CALIFORNIA (CHAMPIONSHIP RACE) - TBD

## THE NORTH FACE ENDURANCE CHALLENGE. EXPLORE YOUR TRAIL. ENDURE YOUR CHALLENGE

The North Face Endurance Challenge is North America's premier trail-running series that features two-day, trail-running festivals in seven locations across North America. In 2014, the Series added events in Utah and Ontario, Canada, the first-time international expansion of the North American Series. This year, the Series will debut a race in Massachusetts. The North Face Endurance Challenge Series is also quickly becoming one of the most popular international trail-running series outside of North America, with additional events in several Latin American countries, such as Argentina, Chile, Ecuador, Columbia and Peru.

Still known for its challenging, yet scenic courses, the Endurance Challenge offers a variety of race distances for runners to choose from: 5K, 10K, Half-Marathon, Marathon Relay, Marathon, 50K and 50 Mile. Each stop offers a unique trail-running experience for athletes of all skill levels, from the mountainous terrain of Utah's Park City Resort, to the technical surface of New York's Bear Mountain, to the steep climbs and descents of California's Marin Headlands.



### TNF PRIMARY OBJECTIVE

Become the most technical and authentic running brand by allowing runners to connect and interact with The North Face brand at a personal level.

### ECS ON-SITE OBJECTIVE

Create an authentic race-day experience for all participants while promoting and driving awareness for The North Face Performance products and the ECS partners and sponsors.





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**ECS MA**  
**JUNE 10 & 11, 2017**

**WACHUSETT MOUNTAIN SKI AREA**  
Princeton, MA.

# MASSACHUSETTS RACE WEEKEND SCHEDULE

WEDNESDAY

JUNE 7

8:00 AM

Race Staff Begin Finish Line Festival Set-up

SATURDAY

JUNE 10

5:00 AM

GORE-TEX® 50 Mile Start

7:00 AM

50K Start

9:00 AM

Marathon Start

10:00 AM

Marathon Relay Begins

11:00 AM

Finish Line Festival Begins

3:30 PM

Overall Awards Ceremony

4:00 PM

Karno Kids' Race

4:30 PM

Meet & Greet with TNF Athlete

7:00 PM


Finish Line Festival Ends

Race Location

Wachusett Mountain Ski Area  
499 Mountain Rd.  
Princeton, MA. 01541

STAFF

Event staff will be at the Festival location throughout the week to answer any questions.



SUNDAY

JUNE 11

8:00 AM

Finish Line Festival Begins

8:00 AM

Half Marathon Start

9:00 AM

10K Start

9:15 AM

5K Start

10:30 AM

Overall Awards Ceremony

11:00 AM

Karno Kids' Race Presented by Dean Karnazes

12:30 PM

Finish Line Festival Ends

