

2027 SPONSOR DECK

TEXAS OUTLAW RUNNING + OUTLAST

Trail races and timed endurance challenges across America

NATIONAL ACCESS

WE BUILT THE AUDIENCE. YOU GET THE DISTRIBUTION.

Assembling an audience is the hardest thing every business struggles with. We've done it: paid, in-person trail and ultra runners, every weekend, coast to coast.

110+
events in 2027 across the U.S.

30,000+
paid runners in 2027

62%
aged 25–44: active, high-intent trail and ultra buyers

NATIONAL PARTNER 2027

$2,000 PER EVENT

Estimated 110 events = **$220,000** for the full 2027 calendar.

THE MATH

<$8

per runner: 30,000+ paid runners for $220,000, in person and online

TOUCHPOINTS

110+

events with your brand on site, plus email and recap content

LIMITED SLOTS

1

national partner per category. Once a category is taken, it's closed for 2027.

WHAT YOU GET

NATIONAL RIGHTS AT EVERY EVENT

- Right to a 10x10 booth at all 110+ events
- Logo on medals, shirts, bibs (where possible), arch and course signage
- Pre- and post-race emails to our full runner list
- Quarterly recap: runners, events, impressions, email sends
- Category exclusivity (e.g. Official Shoe Partner)
- Logo and mention on website, event pages and race guides
- Logo in highlight reels and recap content
- We handle booth placement; staff it however you want

On-site activation (booth) is optional. Your investment is for national rights and access across the full series. Whether you attend 20 events or all 110, the fee is the same.

TWO BRANDS, ONE TEAM

WHO WE ARE



TEXAS OUTLAW RUNNING

Trail races and ultras across Texas, Oklahoma and Arkansas, from 5Ks to 100 milers, including the Texas Ultra Series and summer night races.



OUTLAST

National time trail runs 6-, 12- and 24-hour challenges in cities across America, plus Night Out editions after dark.

BY THE NUMBERS

BOTH BRANDS, THEN COMBINED

	Texas Outlaw Running	Outlast	Combined
Events, 2025	35	8	43
Registrations, 2025	6,127	1,177	7,304
Events, 2026	38	31	69
Registrations, 2026	7,543	8,408	15,951
Avg runners per event, 2026	212	318	259

Source: registrations on RunSignup and UltraSignup.

2027 PROJECTION

110+ EVENTS, 30,000+ RUNNERS

TEXAS OUTLAW RUNNING

38 races

× 212 avg runners per race = 8,056

OUTLAST

72 events

× 318 avg runners per event = 22,896

30,952
projected 2027 runners

8,056
Texas Outlaw Running

22,896
Outlast

Projection: 2027 calendar × runners per event. Both brands use their current average per event.

THE AUDIENCE

WHO RUNS WITH US

Active adults, mostly 25–44, racing close to home.

	TORC	Outlast	Combined
Median age	37	36	36
Ages 25–44	59%	64%	62%
Women	42%	36%	39%
Race in their home state	90%	84%	87%



2027 MAP

110+ EVENTS ACROSS THE COUNTRY



- 72 Outlast events
- Rings mark Outlast Night Out editions
- 38 Texas Outlaw Running races

110+

events on the 2027 calendar

2027 CALENDAR · OUTLAST (1 OF 2)

OUTLAST: JANUARY–JULY

Date	Event	State	Date	Event	State	Date	Event	State
Jan 9	Atlanta + ULTRA	GA	Apr 17	SoCal	CA	Jun 12	Wichita Night Out	KS
Jan 16	Orlando	FL	Apr 24	San Jose	CA	Jun 12	Baton Rouge Night Out	LA
Jan 23	Palm Beach + ULTRA	FL	May 1	Sacramento	CA	Jun 12	Jacksonville Night Out	FL
Jan 30	Tampa	FL	May 8	Chicago + ULTRA	IL	Jun 19	Springfield Night Out	MO
Feb 13	New Orleans	LA	May 15	Kansas City	MO	Jun 19	Gulf Shores Night Out	AL
Feb 20	Houston + ULTRA	TX	May 22	Columbus	OH	Jun 19	Charleston Night Out	SC
Feb 27	Waco	TX	May 29	Pittsburgh	PA	Jun 26	Boise	ID
Feb 27	Padre Island	TX	Jun 5	Raleigh	NC	Jun 26	Fayetteville Night Out	AR
Mar 6	Las Vegas	NV	Jun 5	Tulsa Night Out	OK	Jun 26	Birmingham Night Out	AL
Mar 13	Phoenix	AZ	Jun 5	Shreveport Night Out	LA	Jun 26	Chattanooga Night Out	TN
Apr 3	Arkansas	AR	Jun 5	Tallahassee Night Out	FL	Jul 3	Spokane	WA
Apr 10	Virginia	VA	Jun 12	Charlotte	NC	Jul 10	Portland	OR

“+ ULTRA” marks Outlast events that add 12- and 24-hour ULTRA challenges the same day.

2027 CALENDAR · OUTLAST (2 OF 2)

OUTLAST: JULY–DECEMBER

Date	Event	State
Jul 10	St. Louis Night Out	MO
Jul 10	Columbus Night Out	OH
Jul 10	Milwaukee Night Out	WI
Jul 17	Seattle	WA
Jul 17	Louisville Night Out	KY
Jul 17	Baltimore Night Out	MD
Jul 17	Minneapolis Night Out	MN
Jul 24	Cincinnati Night Out	OH
Jul 24	D.C. Night Out	DC
Jul 24	Omaha Night Out	NE
Jul 31	Austin Night Out	TX
Jul 31	Knoxville Night Out	TN
Jul 31	Norfolk Night Out	VA
Jul 31	Austin Night Out	TX
Aug 14	Hartford Night Out	CT
Aug 14	Detroit Night Out	MI
Aug 14	Houston Night Out	TX
Aug 21	Flagstaff	AZ
Aug 21	Boston Night Out	MA
Aug 21	Grand Rapids Night Out	MI
Aug 21	OKC Night Out	OK
Aug 28	Las Vegas Night Out	NV
Aug 28	NYC Night Out	NJ
Aug 28	Hot Springs Night Out	AR
Aug 28	Amarillo Night Out	TX
Sep 4	Tucson Night Out	AZ
Sep 25	Salt Lake City	UT
Oct 2	Denver + ULTRA	CO
Oct 16	Indianapolis + ULTRA	IN
Oct 23	Cleveland + ULTRA	OH
Oct 30	Philadelphia + ULTRA	PA
Nov 6	Nashville + ULTRA	TN
Nov 13	Tyler	TX
Dec 4	DFW Championship + ULTRA	TX
Dec 11	Austin	TX
Dec 18	San Antonio	TX

72 Outlast events in 2027, including Night Out editions.

2027 CALENDAR · TEXAS OUTLAW RUNNING

38 TEXAS OUTLAW RUNNING RACES

Date	Event	State
Jan 2	Hard Times 100	TX
Jan 16	The Chase OKC	OK
Jan 23	Cowboy YETI	TX
Feb 6	North Texas Ultra	TX
Feb 6	Lake Ray Roberts 100K	TX
Feb 20	Goliath's 50	TX
Mar 6	Old Baldy Ultra	TX
Mar 13	OK Hundred	OK
Mar 20	Chupacabra 50	TX
Mar 27	The Chase DFW	TX
Mar 27	Last One Survives Tyler	TX
Apr 3	Brazos Legend	TX
Apr 17	West Texas Ultra	TX
Apr 24	Desert Wolf	TX
May 15	East Texas Ultra	TX
May 22	Palo Pinto Mountain (May)	TX
Jun 12	Fire Trail Running Festival	TX
Jun 19	Hell Horse Hundred	TX
Jun 26	Texoma Challenge	TX
Jul 10	Noche Trail Runs	TX
Jul 17	Night Claw	TX
Jul 24	Dead Night Pines	TX
Aug 13	Last One Survives Portland	OR
Aug 14	Fiesta Night Run	TX
Sep 4	Lone Star Night Run	TX
Sep 18	Bear Country Night Runs	TX
Sep 18	Last One Survives Chicago	IL
Sep 25	Cossatot River Trail Run	AR
Oct 9	South Texas Ultra	TX
Oct 9	OKC Trail Running Festival	OK
Oct 16	Palo Pinto Mountain (Oct)	TX
Oct 23	Black Bayou Ultra	LA
Oct 30	Harvest Trail Running Festival	TX
Nov 6	Beaverfoot	OK
Nov 6	Caprock 100	TX
Nov 20	Big Texas Ultra	TX
Dec 4	The Backland	TX
Dec 18	Naughty Hog	TX

FAQ

“WHAT IF WE CAN’T STAFF A BOOTH AT EVERY EVENT?”

- No problem. The $2,000 per event is for guaranteed access to the audience and national branding rights.
- The booth is an activation right you can use at as many races as you choose.
- Many partners focus on key regions while still getting the full media and branding footprint.



LET'S TALK

PUT YOUR BRAND ALL OVER RUNNING EVENTS NATIONWIDE

Briston Rains
Founder & CEO, Outlaw Event Group

briston@texasoutlawrunning.com
940-231-4484

