



What is Primal Quest?

Primal Quest Expedition Adventure returns to challenge coed teams of 4 to trail & road run, mountain & road bike, flat water & down river paddle and mountaineer & climb, fueled only by their own strength, through the back country at ultra-distances 400-700km, day and night (non-stop) across expansive terrain in an environmentally conscious way using only a map, a compass and the combined skills of a team.

PQ was established as the largest adventure race event in North America, and garnered record breaking exposure for broadcasters, sponsors, athletes and the sport of adventure racing through live web tracking, national and international television (CBS, OLN, ESPN, SKY) - **Primal Quest - 2002, 03, 04, 06, 08, 09**

PQ – The Roots of Adventure

We are thrilled to return to our home territory in the Sierras and the Foothill Regions of El Dorado County and share this epic expedition with the community, on local and national tv, radio, newspaper and magazine coverage. We strive to inspire everyone to partake in active outdoor activities and achieve a healthy balanced lifestyle.

PQ Sponsorship Value

PQ has consistently garnered Over ~60 Million Impressions each event through;

- **National Advertising and Editorial Media Exposure**
- **Economic impact**
- **Social Media, Web & TV exposure and impact**
- **Targeted Multi-sport Demographic**
- **Onsite Exposure**
- **Brand Association**

Web, Social & TV Media **Check us out! [PQ Promo Reel 2015](#)**

This is an ideal event that we are working to exploit as an online live event in combination with social media and TV. Imagine 'live' coverage from the deepest ravines and highest peaks both literal and figurative of diversified teams for 10 days non-stop day and night. Be witness to their trials, track their physical progress, feel the emotional impact, and search for motivation that can sometime be as elusive as the finish line

PQ Participants

We currently have several international 2015 coming to the region from the far reaches of Europe, UK, New Zealand & Australia.

PQ Demographic and Participant Reach

Audience and athletes with interest in:

Trail Running, Marathons, Rogaine, Hiking, Mountain Biking, Road Cycling, Mountaineering, Rock Climbing, Whitewater Kayaking, Ocean Paddling

- Age 25-55, Avg Income >100K, 60% Male/40% Female

PQ Partnerships

We work very hard to build relationships both locally and internationally for mutual benefit. Significant partner relationships that are currently underway; Outside TV, Maverick TV, Vail Resorts Inc, Hard Rock Hotels, ProMax Nutrition, Eddie Bauer, RunGoo, Zanfel and several more

Why we love Adventure Racing!

- *Connecting audiences to the roots of the nature, the outdoors, unique places, eco-tourism and the human spirit*
- *Association with protecting and supporting nature through the outdoor experiences*
- *Unique and epic multiday, multisport event that inspires all*

