

# SARAH RAWLEY

product tester **founder women's mountain bike events**  
**ENDURO racer** **AMBASSADOR** **BLOGGER** **freelance writer**  
marketer local IMBA chapter board member  
**LEADER in women's clinic movement** **social MEDIA expert**



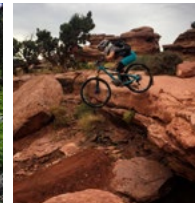
[CLICK HERE FOR 2016 RACE COVERAGE](#)



## 2016 RACE IN REVIEW



- 4th, Trans NZ
- 6th, Enduro Cup Moab
- 1st, Eagle Outside Festival Super D State Championships
- 5th, GoPro MTN Enduro
- 11th, Trans BC
- 5th, Big Mountain Enduro Series Finals Crested Butte
- 7th, Big Mountain Enduro Series Overall
- 3rd, Outlier Enduro/Rocky Mtn Regional Championships
- 1st, Moab Ho-Down Mountain Bike Festival



## 2017 PREVIEW

- Trans NZ & Trans BC
- Big Mountain Enduro Series
- GoPro MTN Games
- Enduro World Series: Aspen/Snowmass, USA
- Enduro stage race in Patagonia November 2017- to be announced



[CLICK HERE FOR FULL ARTICLE](#)

## 2016 PORTFOLIO IN REVIEW

- Cover Shot Dirt Rag Magazine, No. 189: Women Specific, Myth or Magic?
- Feature Article Mountain Flyer Magazine No. 48: Old Ghost Road NZ
- Mountainbikingbc.ca- Trans BC Enduro | The Grandest Tour of them All
- Trans NZ & Trans BC Press Releases on Pinkbike

## 2017 PREVIEW

- Feature articles from travels to New Zealand/Chile
- Continue to freelance write in both online and print
- Personal and guest blog contributions- Arcteryx



## 2016 SOCIAL MEDIA IN REVIEW

- Facebook: 2,320 "Friends"; 15% increase from 2015
- Instagram: 6,209 "Followers"; 109% increase from 2015
- Twitter: 586 "Followers"; 35% increase from 2015



## 2017 PREVIEW

- Increase Social Media Friends and Followers by 25% with interesting and relevant content

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## 2016 EVENTS & OUTREACH IN REVIEW

- Co-founder of Beti Bike Bash since 2010; 2016 two events in AZ & CO, 500+ participants
- VIDA MTB Series founder and event producer since 2013; 10 clinics and 400+ participants
- Organized IMBA ICP Level 1 & 2 Certifications in Moab, UT & Lakewood, CO
- Yeti Tribe Gathering event planner since 2008; 300 participants in Montrose, CO
- Media/PR coordinator for Trans NZ & Trans BC
- Guest speaker at REI Denver: "Turning Passion into Career"
- Board member & Tech/Expo Manager for inaugural Golden Giddyup Endurondo



[CLICK HERE FOR VIDA MTB SERIES VIDEO](#)

## 2017 PREVIEW

- Beti Bike Bash - Lakewood, CO June 4
- VIDA MTB Series - Sedona, Boulder, Lakewood, Winter Park, Snowmass, Reno\*
- VIDA Ambassador/Coaches Program
- Media/PR coordinator for the Trans NZ & Trans BC
- Organize IMBA ICP Level 1 & 2 Certifications for VIDA Coaches
- Yeti Tribe Gathering, July 2017 in Crested Butte, CO
- Additional Yeti events to be announced

## 2017 PROPOSAL

I am seeking financial and product support for the 2017 race and adventure seeking season. Sponsorship will entitle sponsor exposure across the following mediums:

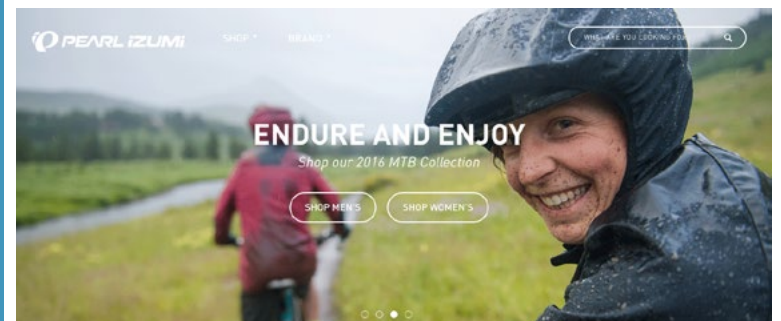
- Logo on [www.sarahrawley.com](http://www.sarahrawley.com)
- Tagging and hashtags across social media platforms
- Product on personal equipment that will show up in:
  - Video and photoshoots
  - Social media content
  - Freelance articles
  - Race coverage, online endemic media
  - Events and outreach
- Blog contributions
- Available for photo/videoshoots
- Product testing and feedback
- An active female voice and brand ambassador in the industry!



[YetiCycles.com](http://YetiCycles.com)

[Yeti Beti SB5c product page](#)

[Photo & Video](#)



Pearl Izumi  
2016 ad campaign