



BORDER BATTLE

PRESENTED BY **Klim** **XC**



THE MIDWEST'S PREMIER OFF-ROAD SERIES

2024 MARKETING DECK



ABOUT US

My name is Gary Walton and I'm the guy who wears many of the hats at Border Battle XC. I've worked in the powersports industry for over 35 years in every capacity from participant to crew member, publisher, graphics guy, sponsor and for the past several years as a media and marketing rep for a number of professional race teams, as well as our own brand, RideX365.

Along the way I've been lucky enough to work with the organizers of the original Paris-Dakar Rally on a 10-day, 1,500 mile snowmobile race across Quebec, was part of a team that founded the International Series of Champions, which later became the pro snocross tour and have raced just about everything at every level.

These opportunities have allowed me to meet some great racing friends and mentors whose experience and input is a key part of what has made our series so successful in its first six seasons.

With my racing days winding to an end, it has become my passion to grow our series as an elevated platform for Midwest racers, of all ages, while putting off-road in front of legitimate numbers of spectators and introducing new riders to the sport.



OUR MISSION

The Border Battle XC series was created to provide a high-profile platform for the best racers in the Midwest to compete head-to-head without having to travel halfway across the country.

AMA District 23 has historically produced some of the top off-road talent in North America and boasts participation numbers that rival any circuit. Yet, straddling the Mississippi means those racers are at the far ends of national series based in the east or west, often making it cost prohibitive to take part.

In addition to pitting the best amateur riders from Minnesota, Wisconsin, Michigan, Iowa, Missouri, Illinois and the Dakotas against one another, each round in the series features up to a \$7,500 purse, paying back to the top 10 overall finishers in the two-hour AA/A race.



THE VENUES

BBXC brings off-road racing to the masses, focusing on race park, ski hill and resort facilities that allow spectators to witness this traditionally camouflaged form of racing.

These venues also allow riders, sponsors and fans to interact on vendor row, including autograph signings held prior to the premier afternoon race.

Our locations have experience hosting other forms of racing and festivals and provide a greater opportunity for extended camp/race weekends with post-race activities and entertainment.



THE VENUES

2024 Locations

Subject to change pending AMA schedule meeting in December.

May 5

Return of the Frost Buster
(Dakota Scrambles Series)
Appleton OHV park
Appleton, Minnesota

June 16

Heartland Super Scrambles
Jesse Thelen Memorial
Nevis, Minnesota

July 21

Rumble At The Ranch
(Dakota Scrambles Series)
Mahnomen, Minnesota

August 25

The Loose Goose
Trax North
Crosby, Minnesota

September 15

TBA



ENTRIES FROM 9 STATES & 2 PROVINCES IN 2023!

MINNESOTA, WISCONSIN, IOWA, ILLINOIS, NORTH DAKOTA, SOUTH DAKOTA, MISSOURI, OKLAHOMA & COLORADO



KITTOCK



NELSON



WARD



MAKI



THE RIDERS

Our unique position working in snow, moto and off-road media means we are able to introduce a whole new group of top-level and grassroots racers to the hare scrambles format.

In addition to a number of well-known off-road racers who compete in the series, multi-time cross-county snowmobile champions and top pro snocross racers are regular competitors.

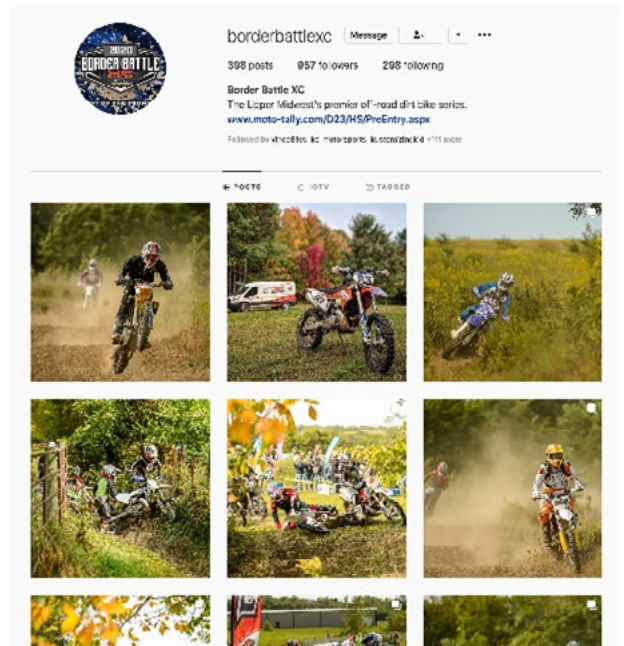
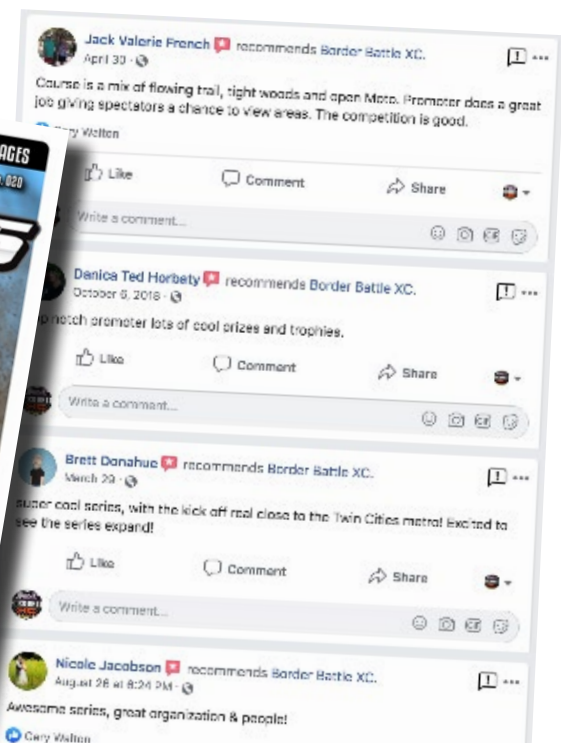
National pro motocrosser Jerry Robin is also a multi-time podium finisher in the series.

Logan Kittock Logan Kittock swept our Triple Crown series in 2023 to capture his second straight series Championship. Kittock is a rising star on the national scene but is committed to supporting our series as his schedule allows.

Kyle Nelson Kyle is a multi-time AMA district 23 off-road Champion, ISDE medalist and our 2021 Pro Champion. Nelson came out of a four-year retirement last season to win the opening round of the series and the title.

Ben Ward Ward exemplifies the spirit of the BBXC, ranging out from his home state of Iowa where he was an off-road champ to win a BBXC main event and land on the podium on a consistent basis. Ward came up just a few points short of the title in 2021 and was a runner-up again last season.

Jack Maki The young gun, Maki is a D23 off-road champ and turned in multiple podium finishes in the series in 2023 to secure third overall in AA.



MEDIA SUPPORT

Each round of our series gets full coverage on our own media outlets as well as our sister company RideX365.com, whose subscription base includes over 17,000 powersports participants and enthusiasts across the Midwest.

A press release and sponsor report is also distributed to national media and industry contacts following each race weekend.

Prior to each event we produce a generous amount of content and materials including race posters, track maps, photos and promotional videos designed to generate local spectator interest and encourage new racers to try off-road in this "national" atmosphere.

DELIVERABLES



**EVENT TRAILER WRAP
SIGNUP | SCORING | MERCHANDISE SALES
PRE-RACE IN-STORE DISPLAYS**

DELIVERABLES



13' X 26' PODIUM ARCH



DELIVERABLES



TRACK SIGNAGE, DISPLAYS, DEMO RIDES & AWARDS

DELIVERABLES



RPM GARAGE PHOTO/VIDEO STUDIO
MONTHLY PRODUCT REVIEWS / TECH FEATURES / RIDE VIDEOS

REFERENCES



To Whom It May Concern:

My name is Carl Schubitzke and I'm the president of the Amsoil Championship Snocross powered by Ram Trucks. I understand Gary Walton is trying to attain a sanctioning license and I'm in complete support of this happening. We have worked with Gary for many years and everything he does is very organized and professional. I believe anything he does will be a success and I think he would put on great events that many people would enjoy. I would be more than willing to provide more information, but I just want to show my support in his desire to put on off-road events.

Sincerely,
Carl Schubitzke.

SNOCROSS.COM

AMSOIL CHAMPIONSHIP SNOCROSS POWERED BY RAM
6500 JANSEN AVE NE, ALBERTVILLE, MN 55301



To Whom It May Concern,

We at Polaris Racing have had a working relationship with Gary Walton for the better part of 20 years. Gary has been involved with many forms of racing at many levels as a participant, crew member and journalist. Most recently, Gary has been a great activist for several of our Polaris factory affiliated teams in his role as a sponsor and media relations representative.

Thank you,

Tom Rager Jr.
Polaris Race Manager



Dear

We have had a working relationship with Gary Walton of Action Graphics since 2012. Gary is one of the most experienced knowledgeable people I know in motorsports. Gary has been involved as a participant, sponsor, promoter and journalist for many years. He will do a good job.

Brian Nelson
USXC RACING

5500 132nd Avenue NE
Spicer, Minnesota 56288

info@usxcracing.com

320-796-5507

COST OF PARTICIPATION

Title Sponsor

- Category Exclusive
- Title branding built into BBXC logo
- Demo rides at each event, if applicable
- Custom wrap of event trailer
- 4 Banner flags
- P.A. Announcements
- Event vending space or product display at BBXC trailer
- Matching identity on all series vehicles and equipment (Ford Transit van, trailer, misc. ATVs/UTVs)
- Ownership of finish line branding at all events
- Top center position on podium arch
- Title branding on all event press releases, posters, merchandise and awards
- Inclusion in trade show and consumer displays
- Monthly product spotlights from our Race Garage photo/video studio and on social media outlets

SOLD
Annual Investment **\$7,500**

Presenting Sponsor

- Category Exclusive
- Co-branding built into BBXC logo
- Co-branding on event trailer wrap
- 4 Banner flags
- P.A. Announcements
- Event vending space or product display at BBXC trailer
- Matching identity on all series vehicles and equipment (Ford Transit van, trailer, misc. ATVs/UTVs)
- Upper position on podium arch
- Co-branding on all event press releases, posters, merchandise and awards
- Inclusion in trade show and consumer displays
- Monthly product spotlights from our Race Garage photo/video studio and on social media outlets

SOLD
Annual Investment **\$5,000**

Class Sponsor

- Feature branding on class overall award at each round A, B, C, Youth, 50 or Girls/Women
- Prominant logo on event trailer wrap
- 2 Banner flags
- P.A. Announcements
- Event vending space or product display at BBXC trailer
- Side pillar position on podium arch
- Logo on all event press releases, posters, merchandise and awards
- Inclusion in trade show and consumer displays
- Monthly product spotlights on social media outlets

Only 3 classes remaining
Annual Investment **\$2,000**

Let's work together to customize a program for you!



GARY WALTON | 218.821.5692 | gary@borderbattlexc.com
14296 Shoreview Drive | Baxter, Minnesota 56425