THE INDY ULTIMATE
An URBAN ADVENTURE RACE
Downtown Indianapolis
June 24, 2017
Indiana Sports Corp Mission

1. Enhance the vibrancy and quality-of-life in our community
2. Build civic pride
3. Drive economic impact and media exposure (showcase our city)
4. Engage with and provide opportunities for the younger/next generation civic and community leaders

What makes our city unique?

Sports Capital  Military Heritage  Arts & Culture
The Indy Ultimate urban adventure race is the ultimate showcase of Downtown Indianapolis. Bringing together our city’s sports, arts, cultural and military partners, Indiana Sports Corp will host an event that races individuals through, over and around several of the city’s most iconic venues and landmarks. Ever imagine what it’s like to kick a field goal on the field of Lucas Oil Stadium or steal home at Victory Field? How about racing your friends up steps of the Indiana War Memorial, over obstacles in the American Legion Mall or through the Indiana State Museum? Participants will experience several once-in-a-lifetime experiences all in one seven mile loop of the Circle City during the Indy Ultimate urban adventure race!
Post-Event Party & Celebration
A Social Success - #ConquerIndy

- Trending 7 hours in Indy
- 34th leading trend nationally
- 1,317,000 total social impressions
2016 PARTICIPANT SURVEY RESULTS

- 93% plan to return for 2017
- 98% will recommend to a friend

Participant Testimonials:

“I loved everything about it, “We absolutely LOVED entering Lucas Oil Stadium and having our names announced”
even the RAIN!” and VOLUNTEERS were AMAZING!” “Really well put together”
“Running up the stairs to the Rocky theme song was the best thing I have ever done!”
“UNIQUE ACCESS to venues, different than the numerous 5Ks” BEAUTIFUL TOUR”
EVENT CONTACT INFORMATION:

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