

SPONSORSHIP POSSIBILITIES

JOIN THE MADNESS!

A HUMM is a **unique one to three-day motorcycle navigation challenge** where riders, in teams of two to four, seek to collect the most points by strategically navigating to as many checkpoints as possible within an extensive network of established off-pavement roads and trails. HUMMs combine the challenges of map reading, orienteering, team strategy, and off-road motorcycle riding in some of the most breath-taking and technical destinations around the world.

HUMM events are sanctioned world-wide by the **FIM**, and local affiliate bodies such as the **AMA** and **CMA**.

Horizons Unlimited (HU) has organized *Horizons Unlimited Mountain Madness* (HUMM) events in Spain, Andorra, Morocco, Canada and USA since 2007. The first North American HUMM Canadian Rockies (2016) was a spectacular hit. In 2017-19 the event was held in the Monashees, and for 2020 we're moving locations to the Cascades, basing in Princeton BC, only 3 hours from Vancouver!

GLOBAL OPPORTUNITIES

HUMM riders are also travellers. They could be your customers when they go on their motorcycle adventures. We reach a **global community of overland adventure travellers** who trust Horizons Unlimited for information, inspiration, and connection! Imagine what's possible when you connect with our international network.

HUMM events attract a wide range of riders, from the new-to-off-road on a new adventure bike to hard core enduro and dual sport riders looking for something with a little "extra" challenge. You can **reach HUMM participants who share a passion for "riding all roads"**.

Horizons Unlimited is a relationship-builder with a view to long-term success. A simple conversation can ignite wonderful partnerships. It's where sponsorship adventures begin.



Horizons Unlimited
**MOUNTAIN
MADNESS**



July 17-19, 2020
Princeton
British Columbia, CANADA

let's talk

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horizonsunlimited.com/humm



SPONSORSHIP OPPORTUNITIES

EVENT PARTNER	Get a year's head start over everyone else by working with Horizons Unlimited. Branding and promotion as a full <i>Event Partner</i> .
EVENT SUPPORT	Choose your area(s) of support: Skills Training; Scouting; Safety; Materials; Awards; Logistics; Insurance; Media, and other key specialties. Recognition as <i>Event Support</i> in a specific area(s).
DEMO RIDES	Invite HUMM participants to get up close and personal with the latest model of your motorcycle(s).
GO, TEAM!	Enter a company team. Let your staff show their stuff! Action speaks louder than words when it comes to proving everything your product can do under real-world riding conditions. It's a GREAT team building event too!
MORE POSSIBILITIES...	Do you have something else in mind? We're open to exploring new opportunities with you. Let's talk!

HORIZONS UNLIMITED: AUDIENCE REACH PER MONTH

We connect with over 309,300 adventure travellers and industry experts every month. Each member of the Horizons Unlimited community seeks inspiration, information, and connection. Your service or product may be just the thing they are looking for to transform their travel dreams into adventure reality.

We also run 24+ HU Travellers Meetings in around 15+ countries and 6 continents!

Ask about our Media Portfolio and flexible Ad Options.

