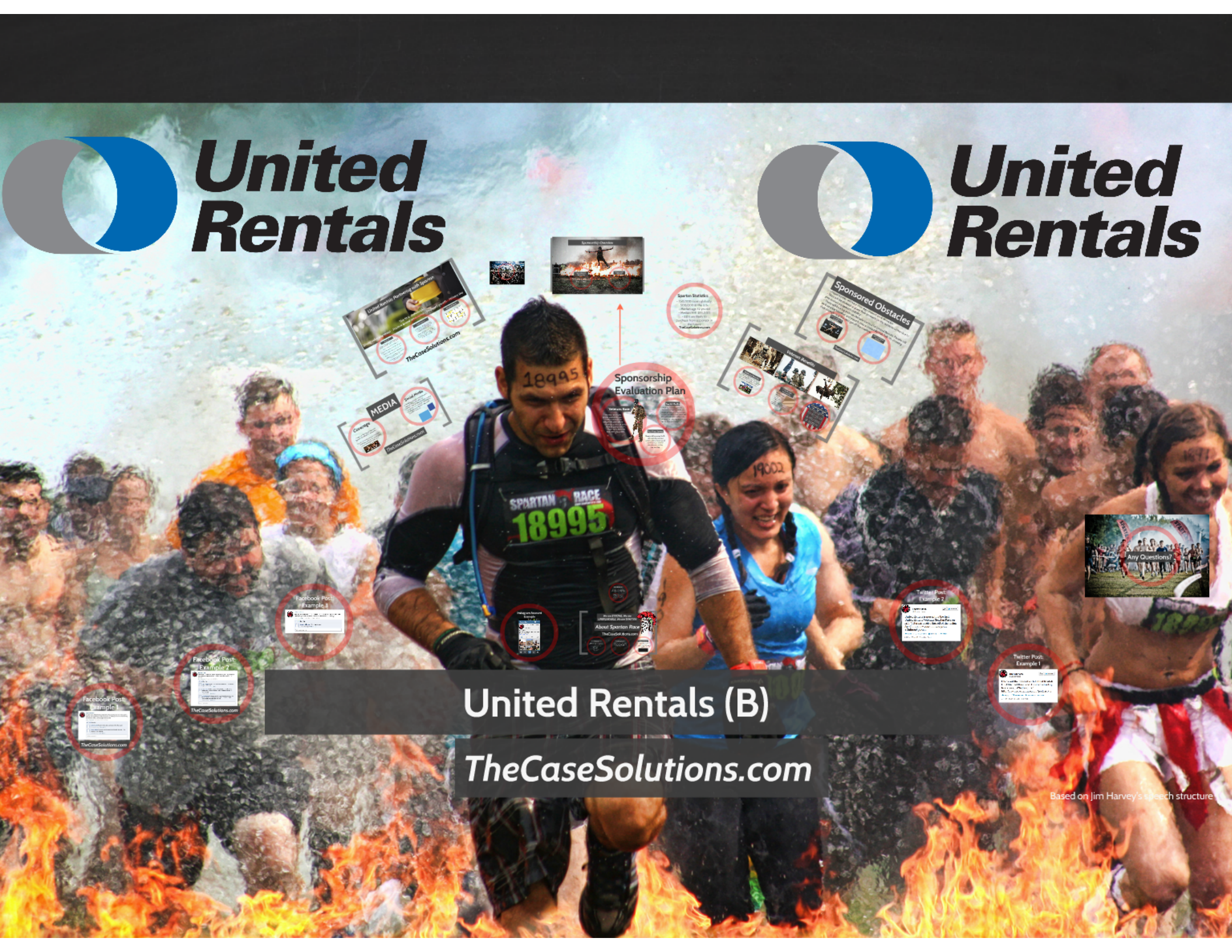


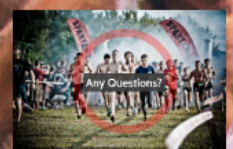
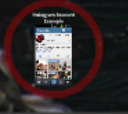
**United Rentals (B)**  
**TheCaseSolutions.com**

Based on Jim Harvey's speech structure



# United Rentals (B)

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



Based on Jim Harvey's case structure

*We are STRONG, We are  
UNBREAKABLE, We are SPARTAN*

# About Spartan Race

TheCaseSolutions.com



## *The Event*

- Military style obstacle race designed to wear down and challenge the body.

- The levels of the races include:
  - Sprint (3+ miles)
  - Super (8+ miles)
  - Beast (12+ miles)
  - Kids Races



## *Spartan's Goal*

"To inspire people to test their limits and change their lives through the sport of obstacle racing."



## *Making an Impact*

- Spartan is a part of the world's fastest growing sport
- Strong advocate of, and participant in, the Global Health and Wellness Movement.



# **Spartan Statistics**

- 750,000 racers globally,  
500,000 in the U.S.
- Median age 32 yrs old
- Median HHI \$85,000
  - 88% are likely to  
purchase from a sponsor in  
the future

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# United Rentals Partnering with Spartan

The fit is undeniable:

Strong value alignment - Positive brand association - Projected growth - Military ties

## Proposal

- Aid in the construction process at 10 selected races being the official equipment sponsor at these races.
- A race day construction video at those races
- Receive visibility through Spartan's social media outlets
- United Rentals branding on 4 selected obstacles
- An obstacle made specifically for United Rentals
- A United Rentals Veteran Race, honoring United Rentals veteran employees
- Free race admission to United Rentals veteran employees.

## Construction

United Rentals will aid in 10 selected races, where they will be considered the official equipment sponsor.

They will gain visibility for their service with a race construction video taken of every race they aid in. It will be posted on all social media outlets.

## Selected Races

State	City	Event Name	Event Type	Event Date	Event Location	Event Description
CA	San Diego	San Diego Marathon	Marathon	11/10/2019	San Diego, CA	San Diego Marathon
CA	San Diego	San Diego Half Marathon	Half Marathon	11/10/2019	San Diego, CA	San Diego Half Marathon
CA	San Diego	San Diego Triathlon	Triathlon	11/10/2019	San Diego, CA	San Diego Triathlon
CA	San Diego	San Diego 5K	5K	11/10/2019	San Diego, CA	San Diego 5K
CA	San Diego	San Diego 10K	10K	11/10/2019	San Diego, CA	San Diego 10K
CA	San Diego	San Diego 15K	15K	11/10/2019	San Diego, CA	San Diego 15K
CA	San Diego	San Diego 20K	20K	11/10/2019	San Diego, CA	San Diego 20K
CA	San Diego	San Diego 25K	25K	11/10/2019	San Diego, CA	San Diego 25K
CA	San Diego	San Diego 30K	30K	11/10/2019	San Diego, CA	San Diego 30K
CA	San Diego	San Diego 35K	35K	11/10/2019	San Diego, CA	San Diego 35K
CA	San Diego	San Diego 40K	40K	11/10/2019	San Diego, CA	San Diego 40K
CA	San Diego	San Diego 45K	45K	11/10/2019	San Diego, CA	San Diego 45K
CA	San Diego	San Diego 50K	50K	11/10/2019	San Diego, CA	San Diego 50K
CA	San Diego	San Diego 55K	55K	11/10/2019	San Diego, CA	San Diego 55K
CA	San Diego	San Diego 60K	60K	11/10/2019	San Diego, CA	San Diego 60K
CA	San Diego	San Diego 65K	65K	11/10/2019	San Diego, CA	San Diego 65K
CA	San Diego	San Diego 70K	70K	11/10/2019	San Diego, CA	San Diego 70K
CA	San Diego	San Diego 75K	75K	11/10/2019	San Diego, CA	San Diego 75K
CA	San Diego	San Diego 80K	80K	11/10/2019	San Diego, CA	San Diego 80K
CA	San Diego	San Diego 85K	85K	11/10/2019	San Diego, CA	San Diego 85K
CA	San Diego	San Diego 90K	90K	11/10/2019	San Diego, CA	San Diego 90K
CA	San Diego	San Diego 95K	95K	11/10/2019	San Diego, CA	San Diego 95K
CA	San Diego	San Diego 100K	100K	11/10/2019	San Diego, CA	San Diego 100K

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# Sponsored Obstacles

- United Rentals will have their logo present on 4 obstacles.
- They will be allowed to place their products on the outskirts of the race to give desired equipment visibility
- There will be a log pick-up obstacle created for United Rentals. People will pick up a log together and place it onto a United Rentals fork lift, showing their strength and the strength of the machine.

Sponsored Obstacle:  
Example 1



Sponsored Obstacle:  
Example 2



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# MEDIA

## Coverage

-TV spot on NBC Sports during the Spartan Race World Championship.

- Construction video made before every race. It will be posted on Facebook giving a thank you to United Rentals.



## Social Media

- 5 tweets per event that United Rentals sponsors. (102, 248 followers)
- 1 Facebook post a day for two weeks prior to a sponsored race. (4,287,724 followers)
- 1 Instagram post per race sponsored (102,248 followers)



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# Facebook Post: Example 1



## Spartan Race

Great to have United Rentals on board for the upcoming race next week. Such a big help. We hope that you future spartans are helping yourselves and preparing for this one. If not, you're going to wish you did.

Like · Comment · December 10 at 04:03am

👍 2895 likes this.



**John Smith** Thanks for the daily workouts, I think I'm ready!

10 minutes ago · Like · 👍 16



**Josie White** Excited to see the new United Rentals obstacle... I'm ready for the challenge.

9 minutes ago · Like · 👍 32

Write a comment...

***TheCaseSolutions.com***



# Facebook Post: Example 2



**Spartan Race**  
Don't forget to check out the weekly United Rentals veteran stories premiering next Wednesday. Appreciate those that have served, be inspired by their journeys.  
Like · Comment · December 10 at 04:03am

👍 3465 likes this.

 **Tom Jacobs** Great to see the attention going toward the veterans. Can't wait to watch  
10 minutes ago · Like · 👍 56

 **Amy Simon** Feeling grateful that my husband works for United Rentals and was able to share his story! We are very excited to see the result  
9 minutes ago · Like · 👍 63

 **James Barry** Signed up for the United Rentals Veteran Race. As a fellow veteran I couldn't be more proud to participate. Going to follow the stories every step of the way.  
8 minutes ago · Like · 👍 29

Write a comment...

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