

COSTA RICA UNLIMITED – OVERVIEW





<u>ABOUT US:</u>	Meet the #CRUcrew
<u>ABOUT COSTA RICA</u>	Country, Wildlife, People, Terrain
<u>CRU COMPOUND</u>	See the CRU Compound up close and learn about our amenities
<u>THE BIKES</u>	Check out our updated fleet of motorcycles
<u>THE RIDING</u>	Beginner to pro – Fire roads, single track trails, three MX tracks
<u>ACTIVITIES</u>	A range of activities CRU offers (From X-treme to RelaXation)
<u>TOUR OVERVIEWS</u>	Loop Tours, Out & Back Tours, Guest Guide Tours
<u>SOCIAL MEDIA</u>	Follow Costa Rica Unlimited on our Social Media channels
<u>PRESS COVERAGE</u>	Read about previous trips with the industry's top media outlets
<u>BUSINESS EVENTS</u>	Host an event for your business with Costa Rica Unlimited
<u>SPONSORS</u>	Become a CRU Sponsor
<u>CLOSING</u>	We look forward to riding with you!

About Us – Meet The #CRUcrew



Chris Kilbride, Terry Beal: **Guides/Partners**

Miele Chartrand: **Guide/ Client Services / Logistics**

Carlos Mesen, Dakota Kilbride, Shawn Chartrand, Lucky Wishart: **Guides**

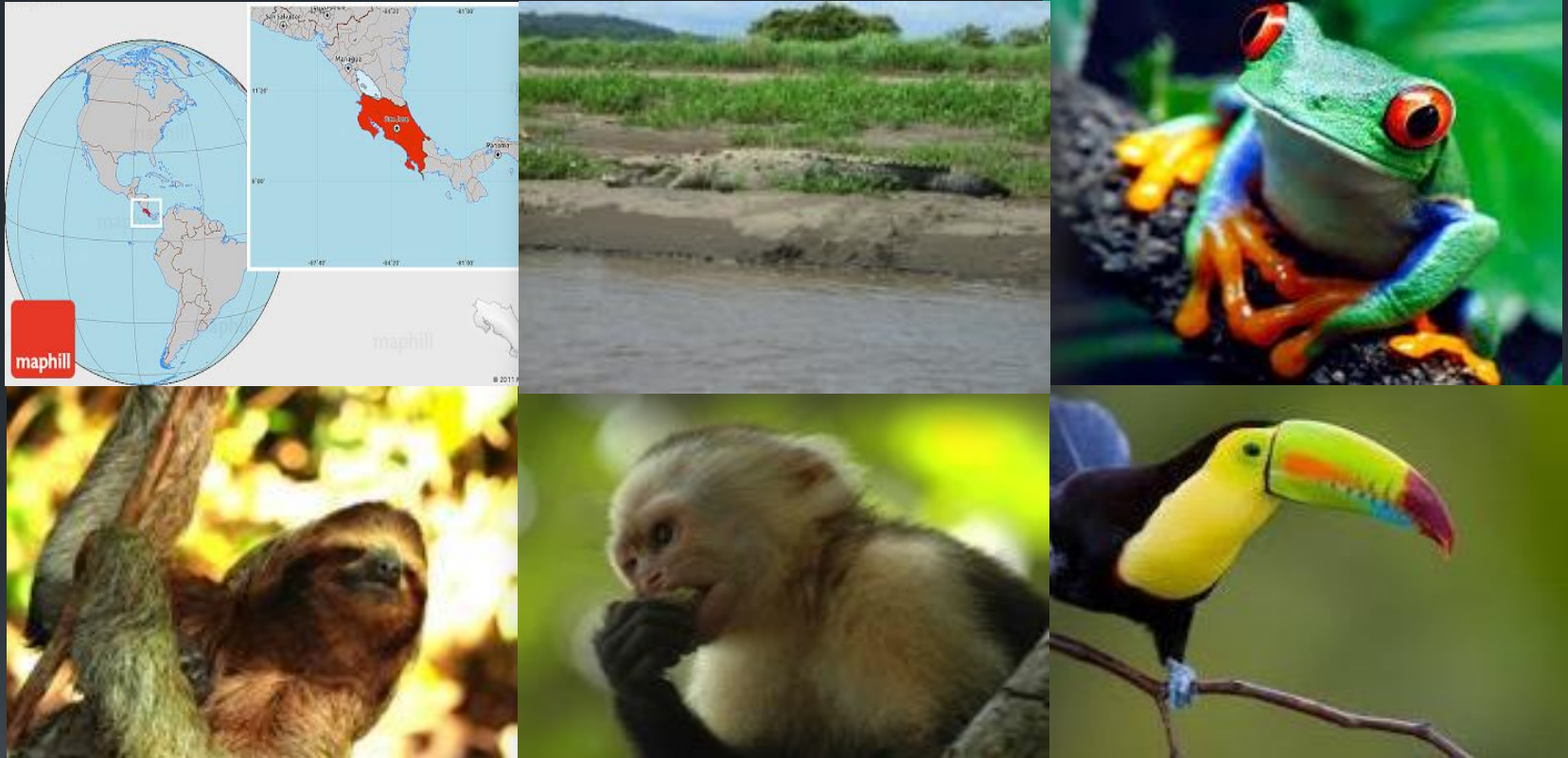
Kaya Kilbride: **Event Support**

Randal Vargas: **Mechanic**

Jenn Lopez: **Masseuse**

Luis Cavello: **Adobe Rental Car

About Costa Rica



Costa Rica is home to 220 species of reptiles, 850 species of birds, and 210 mammals. Nothing beats riding past crocodiles sunning on the riverbanks, looking up at monkeys and sloths in the trees and having a bite to eat in the jungle as the iguanas roam nearby.

CRU Compound



The CRU Compound is situated on a bluff just above the popular tourist town of Jaco. With multiple homes on the property and accommodations for your crew, this is the perfect base camp for all things Costa Rica.

Compound Tour Video - <https://youtu.be/P2xVDn86E18>

The Point House



Full kitchen and lounge area. Bridge and views of wildlife, mountains, and ocean. Opens up to the outdoor patio. Apple TV, Direct TV, WiFi, Internet

Other Homes



***4 Homes on property: Point House, Jungle House, Blue House, Kaya House
All have views of wildlife, mountains, and ocean. Ready for you with Apple TV, Direct TV,
WiFi, and Internet. Off-site Villas available for Executive Staff during corporate trips.***

Outdoor Patio



Views of beach and valley. Two new infinity pools. Outdoor bar with satellite TV. Perfect for relaxing after a day of riding, non-riding guests, product presentations, etc.

The Bikes



New fleet of 2020 models –
KTM 250/350 XC-F, 300 XC TPI (Two Stroke)
Husqvarna FX 250/350, 300 TX TPI (Two Stroke)
Yamaha YZ250FX

The Riding



Ride in, over, and through the best parts of Costa Rica! We have trails and loops for all skill levels and each day is different. Ride friendly fire roads, beautiful beaches, or take on challenging single track. Riding options are dependent on guests riding ability.

Motocross Tracks



While off-road riding is the foundation for CRU, motocross has become a popular 'destination' stop. CRU has 2 (two) Private MX Tracks near the CRU Compound; Beach Track and Mountain Track.

Activities



After the riding day ends, choose from a host of “X”treme or rela”X”ing activities. Great for non-riding guests and families.

Surfing, Ziplining, Water Rafting, Mountain Biking, Repelling, Gambling

Activities



*Horseback Riding, Fishing, Crocodile/Monkey tours, Hiking, Massages
Snorkeling, Golf, Yoga, Spa, Shopping, Butterfly Farm, JACO Nightlife*

Tours



OUT & BACK– Unique trails daily with nightly return to CRU Compound (Groups, most popular)

LOOP TOURS– Traverse the country and stay in hotels each night (Groups)

SOLO RIDER– Groups of “solo” riders who want to ride Costa Rica but have been unable to get a group to commit in the past

GUEST GUIDE– Hosted by a professional rider. Guests get to live and ride with rider for the duration of their trip. (Ronnie Renner, Russell Bobbitt, Grant Langston, Destry Abbott)

Standard Itinerary - Example

Monday:

Arrive SJO Airport
Meet CRU – Drive 90min to Playa Hermosa
Surf, Boogie Board, Relax at the beach
Group Dinner at “The Point” (BBQ, Drinks)
Welcome Presentation

Tuesday:

Breakfast served
DEPART FOR RIDE DAY
Zipline Tour
Dinner in Jaco
Poker Challenge and/or Nightlife

Wednesday:

Breakfast served
DEPART FOR RIDE DAY
Lunch during ride in some village
Continue Group Ride
Dinner at ‘The Point’
Company Presentation (Projector, Products)

Thursday:

Breakfast served
Water Rafting, Deep Sea Fishing, Surfing
All Guest Meet Back at the House
Dinner at “Backyard’ with mx videos, pool
Casinos, Nightlife, Dancing, Clubs

Friday:

Breakfast served
DEPART FOR RIDE DAY
Lunch during ride in some village
Continue Group Ride
Beach, Relax, Zipline, Croc Tour

Saturday:

Breakfast served
Beach, Relax
Organize Guests, Luggage, Group Pictures
Depart for SJO Airport
Return to USA and Book return CRU Trip!

Social Media

Our marketing team maintains a strong following on Social Media. Insights and impressions are valuable metrics for sponsors, and we look forward to collaborating with your brand!

Active Blog: www.ridecostarica.blogspot (5,000 views per month)

YouTube: [RideCostaRica](https://www.youtube.com/RideCostaRica) (6,000 views per month)

Facebook: [Costa Rica Unlimited](https://www.facebook.com/CostaRicaUnlimited) (28,000 Likes)

Instagram: [@CostaRicaUnlimited](https://www.instagram.com/CostaRicaUnlimited) (14,500 Followers; 65% are 30 years +)

Newsletters: [Bi-Monthly](#) with content, sponsor links, etc (75,000 emails)

CRU Sponsors: Social Media Accounts / Sharing (20+ Off-Road Clients)

Team Sponsor: RPM KTM Off-Road Racing Team, 51FIFTY Energy Yamaha Supercross Team



Press Coverage

The top industry media outlets have enjoyed trips with the #CRUcrew. Check out the links below to read about their adventures.

Racer X



Motocross Action



Dirt Rider



Upshift Online



Moto Verte



Business Events

There's no better place to host an event than with Costa Rica Unlimited. With years of experience in Event Planning, we promise smooth and efficient management before, during and after the tour.

- Product Intros
- Sales Incentives
- Catalog Photoshoots
- Meetings
- Experience (15+ years)
- Transportation Services
- Day to Day Event Plan
- Restaurant/M meal Arrangements
- Presentation/Display Area
- *Previous Groups: Nitro Circus, Desert Assassins, Del Amo Riders, NetGear, Maya Corporation, Michelin Tires, Fly Racing, Troy Lee*





PRESS INTRODUCTIONS

New Model and/or Product(s) unveil to Press

PHOTO/VIDEO SHOOTS

Unreal backdrops, pristine weather, variety of terrain

MARKETING SUPPORT

Cross Promotion across many outlets (CRU+Push)

TESTING FACILITY

Ideas for New Model, Accessory Testing

PRINT MEDIA

Two (2) “A” Level Print Magazines per Year (min)

Co-BRANDED TOURS

Ronnie Renner, Russell Bobbitt (Media) Tours

POTENTIAL SALES

Pushing our sponsor products with CRU Clients

BRAND EVENTS

Dealer Spiff Trips, Press Introductions, Ad locations

MARKETING INCLUSION

Sharing of Images, Social Content, Website Links

CRU COMPOUND

Brand Banners, Stickers, Give-Aways, Discount Code

Sponsors

- *Teaming up with like-minded partners*
- *Using brands we believe in*
- *Guests value our product choices and trust our opinions*
 - *They ride with your product all week, return home and purchase for personal use*



Ideal Sponsor Involvement

- Yearly product allotment, discounted product after allotment is met
- Sponsor products ordered 2x per year, to meet Bike or Guide requirement
- Social Media Cross-Promotion – Sponsor to involve CRU 1x per month
- Sponsor involvement for all specialty tours – Guest Guides
- Discount code for CRU guests

In exchange for Sponsorship, CRU to provide, at a minimum:

- Two (2) 8'x3' (min) banners for CRU Staging Area
- Exclusive use of sponsor product
- Large logos on bikes and branded apparel
- Flyers, stickers in all tour gift bags
- Sponsor level tour pricing
- Sponsor logo to be included on CRU promotion materials
- Weekly tags on social media
- Logo / hyperlink on CRU website and monthly newsletters

Sponsors





PRODUCT SALES

Discounted pricing throughout the year

PRODUCT SUPPORT

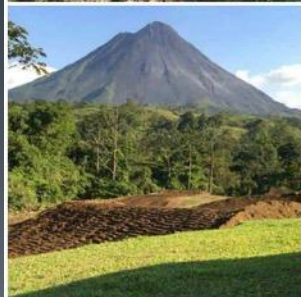
Donated product for CRU Bikes, Guides, Guests

BRAND EVENTS

Dealer Trips, Press Introductions, Ad locations

CROSS-PROMOTION

Tag and Include Costa Rica Unlimited on Ads/Social





Thank you. We hope ride with you in Costa Rica soon!
Terry, Chris, Miele, Carlos
Contact: Terry Beal terry@costaricaunlimited.com