

**MEMORANDUM OF UNDERSTANDING**  
FOR MEMBERS OF THE  
ENDURANCE SPORTS COALITION

WHEREAS the mass participation endurance sports industry (“Endurance Industry”), consisting of running, triathlon, obstacle course racing, multi-sport and cycling events represents a major sector of the health and fitness industry in the United States;

WHEREAS the Endurance Industry is comprised of thousands of largely independent event operators who provide unique experiences for millions of Americans to engage in social fitness events and competitions in every state across the country;

WHEREAS most Endurance Industry organizers rely on the cash flow from participant registrations and corporate sponsorships to facilitate operations, pay employees and produce events;

WHEREAS the rapid onset of the COVID-19 pandemic has caused an immediate and unprecedented impact, resulting in a historic number of event cancellations and postponements, loss of jobs, and subsequent economic impact on the secondary industries that service these events;

WHEREAS the full effect of the COVID-19 impact has yet to be fully realized, as the pandemic continues bans on mass gatherings, including mass participation sporting events, are likely to stay in effect;

WHEREAS without support and relief from the US government to save the Endurance Industry, it is likely that a large portion of the industry may completely disappear, and securing proper funding is critical to future recovery;

THEREFORE, BE IT RESOLVED that the undersigned parties agree to join and form the Endurance Sports Coalition, and coordinate resources and efforts to lobby the US Government to include specific measures to support and sustain the endurance sports industry in subsequent rounds of stimulus legislation.

1. **NAME:** The collective group shall be known as the Endurance Sports Coalition (“Coalition”), and shall serve as an informal association of its principals and members.
2. **PRINCIPLES:** The Coalition outlines the following principles, demonstrating the value of the Endurance Industry within the larger economy and social fabric of our country:
  - a. Mass Participation Endurance Sporting Events are a key component of the US health and fitness landscape, providing opportunities for over 30 million Americans annually to run, bike, swim, conquer obstacle courses, and better their bodies and their lives.
  - b. The Endurance Industry drives critical economic impact to major cities and small municipalities alike, filling hotel rooms and restaurants, supporting sporting goods and specialty retailers, and sustaining a secondary industry of timers, trainers, coaches, and event service providers.
  - c. Thousands of charities depend on the Endurance Industry to provide a platform for fundraising, generating critical funding.
  - d. The diverse nature of the Endurance Industry is largely comprised of small businesses, many of whom are a longstanding pillar of their local communities. These businesses provide hundreds of thousands of full-time jobs and provide an even greater number of freelance, part time and temporary employment opportunities to support events.
3. **PURPOSE & MISSION:** The Coalition is formed with the purpose of presenting one collective voice to lobby members of Congress and the US Government to provide relief and support for the Endurance Industry.
4. **MEMBERSHIP:** Coalition participation shall be open to any operator of mass participation endurance events, including running, cycling, triathlon/multi-sport, obstacle course racing or other generally non-team primarily amateur participant sporting events. Participation shall also be open to service providers that are directly involved in supporting the events, including but not limited to registration providers, timers, coaches, trainers, clubs, specialty retailers, and event services businesses.
  - a. Participation shall be classified into two categories:

- i. Principals: Convening members who have contributed funding to support Coalition efforts, determine overall strategy and direct efforts of lobbyists and other contracted professionals. Funding arrangements shall be agreed upon separate to this letter.
  - ii. Partners: General members who have signed this memorandum and agreed to the commitment of members outlined in section 5.
- 5. COMMITMENT OF MEMBERS: Organizations participating in the Coalition shall be known as Coalition Partners. The minimum commitment to be a Partner Organization shall be:
  - a. Support the mission and principles of the Coalition.
  - b. Willingness to share Coalition outreach on Partner’s channels, including in dedicated emails to participants and on websites and social media channels where applicable. Outreach may include calls to action for letter-writing campaigns, petition signatures, and general awareness of the mission.
  - c. Share organization name and logo to be included on Coalition website, outreach and congressional leave-behind materials.
  - d. Identify a representative who can be the main recipient of Coalition information and coordinate on behalf of the organization on Coalition activities.
- 6. DATA PROTECTION: All Partners agree that any data, including participant databases utilized in Coalition efforts shall remain the sole property of the individual Partner, and for purposes of data protection, all emails and outreach shall be sent directly by the Partner to their own database. Any data collected by broader Coalition activity (petition signatures) shall not be utilized for the individual commercial benefit of any partner organization.
- 7. COORDINATION: The following structure shall be utilized to coordinate activities of the Coalition.
  - a. Principals contributing funding or substantial in-kind services to the Coalition shall each provide a representative to serve on a coordinating committee.
  - b. The coordinating committee may elect a chairperson to administer activities.
  - c. Coordinating committee shall make decisions on strategy via majority vote, which can occur in meeting or via email.
  - d. The coordinating committee may establish working groups to focus on specific activities.
- 8. TERM: The Coalition shall remain active until the goals and objectives have been achieved. Partners may elect to leave the Coalition at any time by providing written notice to the Principals. Partner organizations may be removed if necessary, by a majority vote of the coordinating committee.

By signing below, I acknowledge that my organization is committed to being a named Partner of the Endurance Sports Coalition that has been formed to pursue relief and support for the impact COVID-19 has caused to the mass participation sports industry. We are committed to the goals, aligned with the principles, and share in the strategies that have been or will be established and agree that our organization will work to support the Coalition’s efforts.

\_\_\_\_\_  
Organization Name

\_\_\_\_\_  
Authorized Representative Signature

\_\_\_\_\_  
Name / Title

\_\_\_\_\_  
Date