

# Sports Corp Celebrates Memorable Summer of Sports in 2017

The **Colorado Springs Sports Corporation** is proud to have supported and organized many of the major events that made this year in sports one of the best ever for the Pikes Peak Region. More than **250,000 spectators and sports fans attended the Sports Corp's lineup of events staged in Colorado Springs, Olympic City USA**, a major boost to tourism and the region's economy.

The Sports Corp kicked off the year with its annual **Salute to the Olympic Family Luncheon** on April 12. Hosted at the **DoubleTree by Hilton**, this event recapped the year for the Olympic movement, began looking forward to the 2018 PyeongChang Olympic Games, and celebrated the 38 years the U.S. Olympic Committee headquarters has been in Colorado Springs, earning the nickname "**Olympic City USA.**" This event recognized the work of the USOC and the many different national governing bodies that reside here and help make sports such an integral part of the Pikes Peak Region.

The **Sports Corp Annual Golf Tournament** took place on May 17 at the **Country Club of Colorado at Cheyenne Mountain Resort**. More than 100 golfers came out to the course for a shotgun start followed by a luncheon and award presentation, making this another successful year on the greens!



## 2018 EVENTS:

- **February 9:** PyeongChang Olympic Downtown Celebration
- **April TBD:** Salute to the Olympic Family Luncheon
- **May 16:** Sports Corp Golf Tournament
- **May 26:** AIBA Youth Continental Boxing Championships
- **June 16-17:** Pikes Peak Airstrip Attack
- **June 18:** Pikes Peak International Hill Climb Technical Inspection
- **June 22:** Pikes Peak International Hill Climb Fan Fest
- **June 24:** The Broadmoor Pikes Peak International Hill Climb - Race Day
- **June 29:** Mavic Haute Route Rockies – Stage 7
- **July TBD:** College Football Kick Off Luncheon
- **July 20-22 & 27-29:** 17th Annual Rocky Mountain State Games
- **August 11:** The Broadmoor Pikes Peak Cycling Hill Climb
- **August 16:** Pikes Peak Ascent & Marathon – Run Fest
- **September 1-3:** Colorado Springs Labor Day Lift Off
- **September TBD:** Hockey Face-Off Luncheon
- **October TBD:** 19th Annual Colorado Springs Sports Hall of Fame



The fourth annual **Pikes Peak Airstrip Attack** saw another year of record attendance with more than **7,136 fans at the Colorado Springs Airport** on June 17-18. Spectators enjoyed watching **267 competitors** roar down the runway while breaking numerous U.S. and World Records. The fastest car broke the World Record at an impressive **255.54 mph** and was seen via live broadcast by **1.58 million viewers**.

The **95<sup>th</sup> Running of the Broadmoor Pikes Peak International Hill Climb** was a June highlight in the Pikes Peak Region. As America's second oldest auto race, the PPIHC celebrated its 101<sup>st</sup> Anniversary with a field of 100 fiercely fast competitors from all across the globe. In addition, over 3,500 fans and spectators attended Race Day on Pikes Peak- America's Mountain. **Fan Fest**, held on June 23<sup>rd</sup>, brought more than **30,000 racing fans** to downtown Colorado Springs to interact with some of the world's top drivers and riders.

The Sports Corp hosted Stage 7 of the inaugural **Mavic Haute Route Rockies** on June 30. The **415 cyclists** that participated in the event were treated to some of Colorado Springs most iconic spots including Garden of the Gods Park, Old Colorado City, Blodgett Peak and Rock Ledge Ranch.

On July 12, The Sports Corp held the popular **College Football Kick Off Luncheon** at **Hotel Elegante**. Attendees were treated to previews of the 2017-2018 season from head coaches **Earnest Collins** (University of Northern Colorado), **Mike MacIntyre** (University of Colorado Boulder), **Mike Bobo** (Colorado State University), **Troy Calhoun** (U.S. Air Force Academy) and **John Wristen** (Colorado State University-Pueblo).

Over the last two weekends in July, the **16th edition of the Rocky Mountain State Games hosted 10,385 amateur athletes** from across the country. Athletes competed in **40 different sports** in front of an estimated **15,200+ spectators**, exceeding the 10,000 athlete mark for the 4th consecutive year. The top three sports by participation were Color in in Motion 5K (1,497), Great Inflatable Race (1,417) and Taekwondo (1,058). This year the Rocky Mountain State Games entered into a two-year partnership with the **Rocky Mountain Senior Games** to co-host 10 Senior Games sports in conjunction with State Games competitions and grow participation in senior and master divisions for athletes aged 50+. The 2018 RMSG will also be a qualifier for the 2019 National Senior Games.

The **Colorado Classic** is a professional cycling event across Colorado featuring the world's top male and female cyclists. Colorado Springs was host to Stage 1 on August 10. The **160 men and women competitors** raced multiple laps through the world renowned Garden of the Gods Park, Old Colorado City and Downtown Colorado Springs.

The **Broadmoor Pikes Peak Cycling Hill Climb**, held in conjunction with the **USA Cycling Hill Climb National Championships**, challenged some of the toughest cyclists in the nation over a grueling 12.4 mile course up "**Pikes Peak - America's Mountain**" on August 12. Eager riders challenged the mountain in the **Gran Fondo** race or as part of the **National Championships**. Some 169 athletes from 23 different states represented the Hill Climb National Championships; 125 athletes from 15 different states made up the Gran Fondo field.





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## Become a Sports Corp Member!

Join the Colorado Springs Sports Corporation and enhance Colorado Springs' amateur sports heritage! Members receive frequent updates via email on Colorado Springs area sporting events and sports community news as well as discounted member-rates for Sports Corp luncheons and other select events. Individual and business memberships are available.

For additional information or to become a member, contact [info@thesportscorp.org](mailto:info@thesportscorp.org).

The Sports Corp helped continue the 41-year tradition of a balloon festival in Colorado Springs with the **Colorado Springs Labor Day Lift Off**. Working with Hot Apple Productions and Rainbow Ryders, this event saw a record number of spectators with **165,000+ attendees** over Labor Day weekend in Memorial Park. **Sixty-six balloonists** from all over the world participated in early morning balloon launches and evening balloon glows. This family-friendly event continues to bring live concerts, food vendors, a family fun-zone, wakeboard demonstrations, stand-up paddle boarding, skydivers and beer garden. This year two new crowd favorites were featured, including a donut eating contest and chainsaw carving competition which raised \$2,400 for the Red Cross to benefit Hurricane Harvey victims.

The Sport Corp's annual **College Ice Hockey Face-Off Luncheon** was hosted at **The Antlers Hotel** on September 26 with 170 attendees and featured **Mike Haviland**, head coach at **Colorado College**, and **Frank Serratore**, head coach for the **U.S. Air Force Academy**. **Josh Fenton**, Commissioner for the **National Collegiate Hockey Conference**, moderated the event which helped preview the 2017-2018 season for these two NCAA Division I programs.

The **Colorado Springs Sports Hall of Fame Banquet and Induction Ceremony** inducted the class of 2017 which included: USA Swimming Executive Director, **Chuck Weilgus**; Broadmoor Pikes Peak International Hill Climb Legends, **The Donner Family**; Transcendent College and NBA Coach, **Henry "Hank" Egan**; All-American and NBA Basketball Player, **Pat Garrity**; Colorado College Women's Soccer 4-Time All-American, **Janine Szpara**; Historic Gold Medal and First-Ever Olympic Champions in Women's Ice Hockey, the **1998 USA Olympic Women's Ice Hockey Team**. The **Thayer Tutt Sportsman Award** was presented to **El Pomar Foundation**; **Mitch Johnson** received the **Col. F. Don Miller Sports Service Award**; and **Bernard Sandoval** received the **Special Recognition Award**. More than 420 attendees joined to honor the lives and contributions of these local legends.

## What's Next for 2018?

The Pikes Peak region will experience some of the most outstanding events hosted by the Sports Corp in **2018**. The event season will come early while celebrating the **PyeongChang Olympic Downtown Celebration, February 9**. It is expected to be the largest attended winter event in downtown Colorado Springs. Spectators will enjoy international music, Taekwondo and Muay Thai demonstrations and competitions, and Korean themed cultural activities. Entertainment will include snowmobile jumpers, snowboarding demonstrations, and ice climbing.

This spring, the **AIBA Youth Continental Boxing Championships** will be coming to Colorado Springs, **May 21-26**. This event will bring more than 150 athletes from both North and South American countries to Hotel Elegante to compete and potentially qualify for the 2018 Youth Olympic Games in Buenos Aires.

The summer will kick off with the high octane, high speed **Pikes Peak Airstrip Attack, June 16-17**. This event, hosted in conjunction with our partners **Revolution and Shift-S3ctor**, will see hundreds of the fastest, most powerful street cars in the nation take to the Colorado Springs Airport runway in a half-mile, side-by-side roll race and trap speed competition.

July will showcase the **17<sup>th</sup> annual Rocky Mountain State Games**, where more than **10,000 athletes** of all ages and skill levels are expected to once again participate in 40+ different sports as a part of Colorado's largest sports festival, **July 20-22 & 27-29**.

In August, **The Broadmoor Pikes Peak Cycling Hill Climb** will join the inaugural **"Colorado Summit Series"** which features some of the toughest hill climbs in the world including the Guanella Pass Hill Climb (June 3) and Bob Cook Memorial Mt. Evans Hill Climb (July 21). This new and unique cycling series will finish at the Pikes Peak Cycling Hill Climb on **August 11**. In addition to the race, cyclists will enjoy the series' award presentation on Pikes Peak - America's Mountain.

We look forward to closing out the summer with our partners **Hot Apple Productions** and **Rainbow Ryders** to host the 42<sup>nd</sup> **Colorado Springs Labor Day Lift Off**. More than **165,000+ spectators** are expected to come out to see nearly **70 hot air balloons** take to the skies for one of the community's most beloved and majestic events, **September 1-3**.

## Thank you to our sponsors and partners for supporting the Colorado Springs sports community!

The Sports Corp is responsible for raising 100% of its annual budget and these community events would not be possible without the generosity of our partners. For information on sponsorship opportunities, please contact [info@thesportscorp.org](mailto:info@thesportscorp.org).

