



Athlete and Event Support

Clif Bar & Company supports athletes and events at all levels of competition—from amateur to professional athletes, and from grassroots events to major national competitions.

Created with a passion for the outdoors, Clif Bar supports a variety of sports including climbing, cycling, triathlon, mountain biking, running skiing/snowboarding and cyclocross. The company also backs regional sports such as kayaking and surfing.

Clif Bar selects athletes who excel in their sports and embody the Clif Bar spirit of adventure, where the journey is just as important as the finish line. The company's roster of individual athletes includes such notable triathletes such as world champion Chris McCormack and rising star Linsey Corbin, freeskiier star Chris Benchetler, snowboarding legend Jeremy Jones and mountain bike icon Hans Rey. The company's team roster includes the Garmin-Slipstream Pro Cycling Team, CLIF BAR Professional Cyclocross & Mountain Bike Team, Santa Cruz Syndicate downhill mountain bike team, LUNA Women's Mountain Bike Team and LUNA Pro Triathlon Team.

The company's support of grassroots athletes also includes junior development programs such as the NorCal/SoCal High School Mountain Bike League, the Ride-A-Wave surfing program and the CLIF BAR Development Cyclocross Team as well as many other junior development and amateur athlete programs.

In the events arena, Clif Bar is a major supporter of the Sea Otter Classic (mountain biking and cycling) and has supported the elite-level U.S. Gran Prix of Cyclocross since its inception. It also supports many triathlons—most notably the Accenture Escape from Alcatraz Triathlon—and leading marathons such as Walt Disney World and Marine Corps. Event support can include Clif Bar products, financial support, the offset of event-related carbon emissions and onsite recycling programs as well as the presence of knowledgeable Clif Bar employees who understand, enjoy and often participate in the sports themselves.

Going beyond the traditional boundaries of event sponsorship, Clif Bar develops unique programs to enhance the event experience for participants. For example, the CLIF® BAR Pace Team was developed to help marathoners—beginners and competitive runners—achieve their marathon goals. The Pace Team, which appears at about 16 marathons each year, consists of 25 experienced marathoners who are able to run marathons at various predetermined paces. Runners who follow Pace Team leaders during a marathon are able to stay on pace to achieve their own individual marathon goals. In addition to helping runners meet their desired finish times, Pace Team leaders bring experience, motivation and fun to a race.