

# THE SPORTS CORP HAS UNPARALLELED YEAR IN 2021



The Colorado Springs Sports Corporation (The Sports Corp) is proud to have supported and organized many of the major events in the Pikes Peak region in 2021. These events demonstrate The Sports Corp's commitment to Olympic City USA, organizing events that celebrate the sports legacy and traditions of our community.

## Events

In total, The Sports Corp supported 43 sporting events in 2021

- Six heritage events including the Colorado Springs Sports Hall of Fame, The Broadmoor Pikes Peak Cycling Hill Climb, Rocky Mountain State Games, and Sports Corp Golf Tournament
- Four partnership events such as the Colorado Springs Labor Day Lift Off, The Broadmoor Pikes Peak International Hill Climb, 4th of July Symphony on Your Porch and Downtown Celebration - Tokyo
- The Sports Corp supported 33 community events boosting tourism and economic development across the Pikes Peak region

## Athletes & Spectators

On average, Sports Corp events saw an increase of 51% in athlete participation in 2021.

Total Athletes: 12,293

- The Rocky Mountain State Games had record athletes with 11,746 participants

Total Spectators: 210,109

- The Colorado Springs Labor Day Lift Off had record spectators with 185,000+ over the holiday weekend

## Community Impact

Annually, The Sports Corp generates at least \$10 million in economic impact for the Pikes Peak region with more than 10,000 room nights booked at area hotels.





In September, 2021 The Sports Corp named Megan Leatham as the new CEO & President of the organization. Her successes in event management, leadership, fund development and community collaboration align perfectly with The Sports Corp's mission.

The Colorado Springs Sports Corporation is committed to establishing a strong regional presence through positive economic development and contribution to the quality of life for citizens in the Pikes Peak region. Our mission is to attract, retain and support local, state and national sports organizations, businesses and events while promoting the region as a destination for sports business, competition and meetings.

## THANK YOU TO OUR PARTNERS!

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DANIELS FUND

The Gazette



## 2022 MAJOR EVENTS

**February 5**

Downtown Celebration - Beijing

**May 18**

Sports Corp Golf Tournament

**June 26**

The Broadmoor Pikes Peak  
International Hill Climb

**June 18-19**

Pikes Peak Airstrip Attack

**July 4**

4th of July Symphony On Your Porch

**July 22-24 & 29-31**

Rocky Mountain State Games

**July TBD**

Colorado Football Preview

**August TBD**

The Broadmoor Pikes Peak  
Cycling Hill Climb

**September 3-5**

Colorado Springs Labor Day Lift Off

**September TBD**

Hockey Face-Off Luncheon

**October TBD**

Colorado Springs Sports Hall of Fame

\*calendar of events subject to change

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@TheSportsCorp

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ColoradoSpringsSports.org