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**FOR IMMEDIATE RELEASE**

**VISIT SLO CAL RETURNS AS TITLE SPONSOR FOR 2025  
SPARTAN TRIFECTA WEEKEND AT HISTORIC SANTA MARGARITA RANCH**

*Supporting partners include Visit Atascadero and Visit SLO,  
showcasing the region's stunning landscapes and outdoor experiences.*



*Photo courtesy of Spartan Race. Download high-res images [HERE](#) (please credit Spartan Race).*

**San Luis Obispo County, California, [November 3, 2025]**– Visit SLO CAL, the official destination management and marketing organization (DMMO) for San Luis Obispo County (SLO CAL), returns as the title sponsor of the [2025 SLO CAL Spartan Trifecta Weekend](#) on November 8-9 at Santa Margarita Ranch (Santa Margarita Ranch, 5995 W Pozo Rd, Santa Margarita, CA). Supporting partners include [Visit Atascadero](#) and [Visit SLO](#). Purchase tickets at [Spartan.com](#).

The weekend offers a challenge for every competitor, regardless of skill level, combining exhilarating obstacle courses with the region's stunning landscapes. Visit SLO CAL will host a featured booth on both race days, from 7:00 AM to 7:00 PM, featuring a social media wall, SLO CAL cornhole toss and a selection of branded swag items. The booth will also provide tips and resources to help visitors make the most of their time in SLO CAL.



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“We’re thrilled to welcome Spartan athletes and fans back to SLO CAL,” said Cathy Cartier, President & CEO of Visit SLO CAL. “Events like the Spartan Trifecta weekend bring visitors from near and far, showcasing our sandy beaches, scenic trails and outdoor playgrounds, while supporting local businesses and the county’s economy. It’s the perfect opportunity for adventurers to challenge themselves in nature, explore the region’s stunning landscapes and experience the best of SLO CAL’s hospitality, cuisine and wine.”

As the host sponsor, Visit SLO CAL will offer one lucky participant the chance to win the ultimate “Return Trip to SLO CAL” prize package, designed to showcase the region’s best in relaxation, adventure and local cuisine. Participants can enter at the Visit SLO CAL booth during race weekend.

This curated getaway, valued at over \$2,000, includes:

- 2-Night Stay in San Luis Obispo at [Residence Inn](#) & [SpringHill Suites](#) by Marriott
- 2-Night Stay in Atascadero at [The Carlton Hotel](#)
- \$150 Gift Card to [Barley & Boar](#)
- \$150 Gift Card to [Wolff Vineyards](#)
- [Margarita Adventures](#) Zip & Sip Experience for Two

The Spartan Trifecta Weekend gives racers the opportunity to complete a Trifecta (Sprint 5K, Super 10K and Beast 21K). The weekend also features Spartan Trail Races on November 9, including the Spartan Trail 10K, Spartan Trail 50K and Spartan Trail Half Marathon.

## **Event Schedule:**

### **November 8**

- Sprint 5K – 20 Obstacles
- Beast 21K – 30 Obstacles
- Ultra 50K – 60 Obstacles

### **November 9**

- Sprint 5K – 20 Obstacles
- Super 10K – 25 Obstacles

### **November 8 – 9**

- Kids Race 1-3K + Obstacles



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To view the complete schedule, visit [Spartan.com](http://Spartan.com). For more information about Visit SLO CAL and Spartan Race, visit [slocal.com/events/signature-events-festivals/spartan-race](http://slocal.com/events/signature-events-festivals/spartan-race) or email Mayla Lohnes, [mayla@slocal.com](mailto:mayla@slocal.com).

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#### **ABOUT VISIT SLO CAL:**

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County, known as SLO CAL. Positioned midway between San Francisco and Los Angeles, SLO CAL features more than 100 miles of breathtaking coastline, rolling vineyards covering over 40,000 acres and some of California's most scenic open roads, including the iconic Highway 1. Visit SLO CAL promotes the region as a premier West Coast destination, celebrated for its signature slower pace of life and diverse, immersive experiences. By enhancing the area's reputation as a dynamic place to live, work and visit, Visit SLO CAL strengthens the local economy and creates opportunities for the entire community. Built on research and a strategy of continuous improvement, the organization is committed to showcasing SLO CAL's unique charm to travelers from around the world. For more information, visit [slocal.com](http://slocal.com).

#### **ABOUT SPARTAN RACE:**

[Santa Margarita Ranch](#) in SLO CAL offers epic landscapes surrounded by the Los Padres National Forest, with moderate November temperatures perfect for racing. Competitors can dash through rows of growing grapevines, spot wildlife and even pass a fossilized oyster bed, with courses featuring up to 3,000 feet of elevation gain. The region welcomes both first-time racers and seasoned Spartans alike.

#### **ABOUT SANTA MARGARITA RANCH:**

The historic Santa Margarita Ranch was established in 1841 and originally covered 17,000 acres. Today, the 14,000-acre ranch is among California's oldest continuously operating cattle ranch and is owned by three local winegrowing and ranching families – the Filipponis, Rossis and Wittstroms – who have maintained its tradition of hospitality while preserving its role as a working cattle ranch and a world class vineyard. Nestled between rugged mountains and rolling hills, Santa Margarita Ranch offers a private airstrip, a picturesque vineyard, an antique train, five ziplines, equestrian facilities and more. For more information, visit [historicsantamargaritaranch.com](http://historicsantamargaritaranch.com).