The mountain runners' inspirational award is named after Robert Spurr, a man famous for being the first person to run a time on Bird Ridge under his age. He was such an inspiration that after his death from a fall in Colorado in 1995, the Bird Ridge race was re-named the Robert Spurr Memorial Hill Climb. Talk of his mountain running exploits on mountains such as Wolverine and Bird Ridge went far and wide. Keeping with the Robert Spurr tradition, AMR annually awards an "InSpurrational" award to exceptional mountain runners who encourage and motivate as Robert did.

Previous InSpurrational Award recipients:

- 1996 Tim Neale
- 1997 Tom Corbin
- 1998 Barney Griffith
- 1999 Pam Richter
- 2000 Heinrich Gruber
- 2001 Ellyn Brown
- 2002 Alan "Corky" Corthell
- 2003 Craig Harpel
- 2004 Cedar Bourgeois
- 2005 Joe Mortiboy
- 2006 Norm Johnson
- 2007 Braun & Lance Kopsack
- 2008 Trond Flagstad
- 2009 Greg Brown
- 2010 Fred Moore
- 2011 Elaine Nelson
- 2012 Mary Hensel & Millie Spezialy
- 2013 Eric Strabel
- 2014 Matt Kenney
- 2015 Brad Precosky
- 2016 Christy Marvin
- 2017 Evan Steinhauser
- 2018 Matias Saari
- 2019 Michael Connelly
- 2020 No award due to pandemic
- 2021 Bill Spencer
- 2022 Nancy Pease
- 2023 Meg Inokuma
- 2024 Gail Taylor
- 2025 Lars Arneson