

Sponsorships

Diamond Title Sponsor Opportunity - \$5,000

- Named as title sponsor
- Prominent recognition on all media promotions
- Event day – Race starter of first race
- 1st position and largest logo on race shirts
- Logo on printed event materials
- 8 complimentary individual race entries or Two four-person teams (includes race t-shirts)
- Company promotional table at event expo
- Logo and website link on the Hero Mud Run website
- Logo on event day banner - Sponsor can also provide company banner to display on site
- Full page Ad/Coupon included in electronic race packet OR printed flyer can be included in race packet
- 3 Special “Sponsor Only” Parking Passes
- First choice for sponsorship at next events

Platinum Sponsor Opportunities - \$2,500

- Recognition on all media promotions
- Logo on race shirt – to be sized by sponsor level
- Logo on printed event materials
- 4 complimentary individual race entries or One four-person team (includes race t-shirts)
- Company promotional table at event expo
- Logo and website link on the Hero Mud Run website
- Logo on event day banner – Sponsor can also provide company banner to display on site
- 2 Special “Sponsor Only” Parking Passes
- Half page Ad/Coupon included in electronic race packet OR printed flyer can be included in race packet

Gold Sponsor Opportunities - \$1,000

- Logo on race shirt – to be sized by sponsor level
- Name on printed event materials
- 3 race entries (includes race t-shirts)
- Logo and website link on the Hero Mud Run website
- Logo on event day banner
- 2 Special “Sponsor Only” Parking Passes
- Quarter page Ad/Coupon included in electronic race packet OR printed flyer can be included in race packet

Silver Sponsor Opportunities - \$500

- Name on race shirt – to be sized by sponsor level
- Name on printed event materials
- 2 race entries (includes race t-shirts)

- Website link on the Hero Mud Run website
- Name on event day banner
- 1 Special "Sponsor Only" Parking Pass
- 1/8 page Ad/Coupon included in electronic race packet OR printed flyer can be included in race packet

Bronze Sponsor - \$250

- Name on printed event materials
- 1 race entry (includes race t-shirt)
- Website link on the Hero Mud Run website
- Name on event day banner
- 1 Special "Sponsor Only" Parking Pass
- 1/8 page Ad/Coupon included in electronic race packet OR printed flyer can be included in race packet



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Specialty Sponsorships

The Mud Music Sponsor (1) \$4,000

- Recognition on all media promotions (to be sized by sponsor level)
- Name or logo on race t-shirt (to be sized by sponsor level)
- Named as Hero Mud Music Sponsor before and after the race
- Company promotional table at race
- Logo on the Hero Mud Run website as Hero Mud Music Sponsor
- Logo on event day banner
- 6 complimentary race entries [3 teams of 2 – no single entries, must be a 2-person team] (includes a race t-shirt)
- 3 sponsor area parking passes
- First choice for sponsorship at next events
- During the after party, the bands will showcase your sponsor of this portion of our event by mentioning your company and its contribution to the success of this event a minimum of 5 times. This is the perfect way to further your reach to runners and those there to support them!

VOLUNTEERS SHIRT SPONSOR - \$1500

- Primary Position Logo on Volunteers shirts
- Name and Logo on printed materials
- 3 race entries (includes race t-shirts)
- Logo and website link on the Hero Mud Run website
- Half page Ad/Coupon included in electronic race packet OR printed flyer can be included in race packet

AWARDS SPONSOR - \$500

- Name on race shirt
- Introduction and recognition during awards announcements
- Name on printed materials
- 2 race entries (includes race t-shirts)
- Link on the Hero Mud Run website
- 1/8 page Ad/Coupon included in electronic race packet OR printed flyer can be included in race packet

OBSTACLE SPONSOR - \$250

- Logo on designated obstacle sign
- Name on printed materials
- 1 individual race entry (includes race t-shirt)
- Link on the Hero Mud Run website
- 1/8 page Ad/Coupon included in electronic race packet OR printed flyer can be included in race packet

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HERO MUD RUN Sponsorship Letter of Agreement

Company/Donor Name: _____

Agree to provide a financial/material sponsorship for the 2015 Hero Mud Run. As a sponsor, I understand I will receive the applicable sponsorship opportunities described in this packet. I further understand that these opportunities will not be valid until this agreement is signed and my check/merchandise has been issued to and accepted by the Hero Mud Run Committee. As a sponsor, I agree to provide all digital artwork for all promotional advertising as well as advertising banners when applicable. The deadline for this agreement to be received is February 28th, 2015. Sponsorships will still be accepted after that date, but with no guarantee on inclusion in all marketing material.

Please check appropriate sponsorship:

_____ Diamond Title Sponsor/Donor \$5,000	_____ Mud Music Sponsor/Donor \$4,000
_____ Platinum Sponsor/Donor \$2,500	_____ Volunteer Sponsor/Donor \$1,500
_____ Gold Sponsor/Donor \$1,000	_____ Awards Sponsor/Donor \$500
_____ Silver Sponsor/Donor \$500	_____ Obstacle Sponsor/Donor \$250
_____ Bronze Sponsor/Donor \$250	

Description of Non-Cash Donation & Value: _____

Contact Name _____

Address _____

City _____ State _____ Zip Code _____

Representative Name _____

Phone _____

Email _____

Website _____

Authorized Sponsor Signature _____ Date _____

Please send this completed agreement with a check made payable and mail to: **Hero Mud Run, 4895 Terravita Dr. Whitehall MI. 49461**

Contact our sponsorship department to arrange for merchandise delivery or to pay with a credit card at **Sponsorship@heromud.com**