

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**
- **Free Vendor Booth Space**

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**
- **Free Vendor Booth Space**

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Gold Sponsor Opportunities - \$1,000

- Logo on race shirt – to be sized by sponsor level
- Name on printed event material;
- 3 race entries (includes race t-shirt)
- 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
- Free Vendor Booth Space

Silver Sponsor Opportunities - \$500

- Name on race shirt – to be sized by sponsor level
- Name on printed event material;
- 2 race entries (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
- Free Vendor Booth Space

Bronze Sponsor - \$250

- Name on printed event material;
- 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
- Free Vendor Booth Space

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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!
- Free Vendor Booth Space

VOLUNTEER SHIRT SPONSOR - \$1500

- Primary Position Logo on Volunteer shirts
- Name and Logo on printed materials
- 3 race entries (includes race t-shirts)
- 2 special "Sponsor Only" Parking Passes
- 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
- Free Vendor Booth Space

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
- Free Vendor Booth Space

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 and free vendor booth space

HERO MUD RUN Sponsorship Letter of Agreement

Company/Donor Name: _____

Agree to provide a financial/material sponsorship for the 2018 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. To ensure sponsors are on all advertising material for race day this agreement must be received by April 1st, 2018. All participating sponsors after this date will be accepted and we will do our best to include them in all media material. 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 | _____ "In Honor of" Hero Plaque \$100 |

Description of Non-Cash Donation & Value, Name on plaque if applicable:

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, 323 Cimarron Dr Howell, MI 48855**

Contact our sponsorship department to arrange for merchandise delivery or to pay with a credit card at: **Sponsorship@heromud.com** or call Josh Mueller at (231) 557-7430

Muskegon, MI HEROMUD.COM