



SPONSOR & PARTNER PACKAGE

Introducing **MUDDY WARRIORS**
XPERIENCE 2019





MUDDY WARRIORS™ XPERIENCE is an exciting trail running and obstacle course race that challenges you to push yourself to new levels of physical endurance and strength fitness. Featuring amazing trails, fun obstacles, panoramic views and a fun fitness fair, this event is perfect for both elite and novice athletes. Runners can register as an individual or with a team. Grab you friends and family, bring the kids and get ready for the ultimate race experience!

OBSTACLE COURSE

There are 3 trail courses to choose from: 10K, 5K and 1 Mile. There are 30 obstacles spread out between those courses and they are designed to test your physical and mental strength.

SCHEDULE AND LOCATION

Race day is on **Sunday, March 10, 2019** with an opening ceremony and activities starting at 7:30 am. The event will be located at **Paramount Ranch in Agoura Hills, CA.**



Our sponsors enjoy the benefits of receiving increased exposure of their business, brand and products by reaching a very targeted audience of consumers. The Muddy Warriors Xperience event attracts a great variety of participants from elite to casual athletes from within local communities of greater San Fernando Valley, Conejo Valley, Simi Valley and other communities of southern California ranging from Santa Barbara to San Diego.

TARGET AUDIENCE

- Local California residents
- Active and healthy lifestyle with focus on physical strength and healthy living
- Home and business owners
- Families and organizations engaged with local communities.

AUDIENCE EXPOSURE

- 800-1200 race participants
- 200+ volunteers
- 300+ spectators
- Thousands through local media, press and social media advertising

BENEFITS INCLUDE

- Brand and/or product placement at the Muddy Warriors Xperience event
- Logo placement on event materials such as postcards, tee shirts, banners
- Logo and link placement on event website, social media, email campaigns
- Space for a booth at the event venue
- Banner placement at the venue
- Exposure to local athletes, runners, business owners and volunteers.



MUDDY WARRIORS XPERIENCE OBSTACLES



There is a total of 30 obstacles such as such as walls, tire carry, spear throw, keg carry, tire jump, spider wall, monster tire flip, tire pull, bale jumps, balance beams, crawl spaces, sandbag carry, rope and cargo climb and many more cross fit challenges.

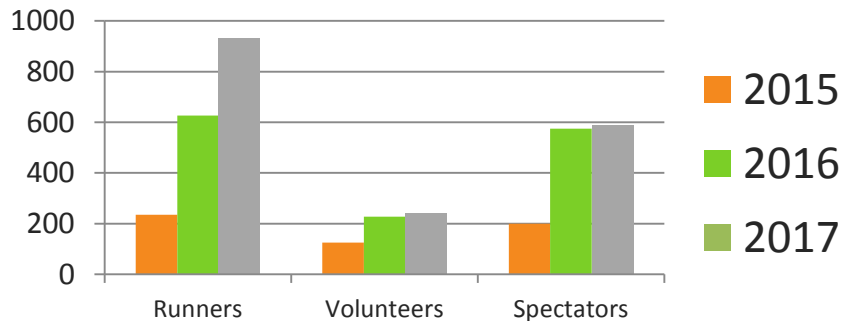
Event Demographics

The Muddy Warriors Xperience Inaugural event took place on September 20th, 2015 and it was received with great enthusiasm by both the race participants and the sponsors.

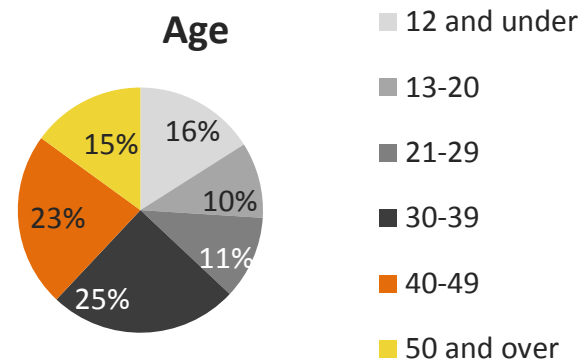
In 2017 our registrations almost quadrupled since the original event and we expect additional growth in numbers for the 2019 event.

Over the past several years obstacle course racing (OCR) and other non-traditional events have gone from barely existing to a huge level of popularity with millions of new competitors testing their endurance, agility, strength and speed. By combining the aspect of popular trail running with the component of the OCR, Muddy Warriors Xperience has a great growth potential within our local community.

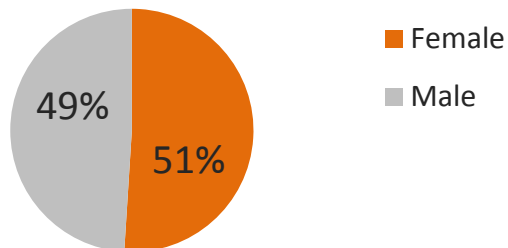
Participants



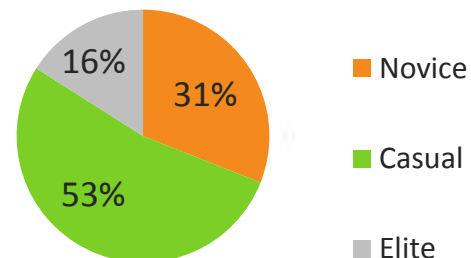
Age



Gender



Athletes



Title Sponsor (1 available)

- Exclusive to one sponsor per event
- Corporate logo displayed prominently with the MW Xperience logo on all race materials
- Inclusion in all race media campaigns
- Monthly promotional blasts on Muddy Warriors social media pages.
- Banner* prominently placed throughout venue, including Start/Finish
- Exclusive Corporate Banner sponsoring an obstacle of your choice
- Logo placed on the runners bibs
- Logo placed on the front of the race t-shirt
- Publicity of your event sponsorship on the event website, including a link to your website.
- Two 10x10 exhibit spaces or one 10x20 exhibit spaces located in the Main Entrance Expo Area
- Your marketing materials or samples will be inserted in the goodie-bag given to the participants.
- Complimentary registration for 10 runners
- 5 VIP Parking passes



Corporate Sponsor

- Corporate Logo on the back of 100 official race t-shirts.
- Publicity of your event sponsorship on the event website, including a link to your website.
- One 10x10 exhibit space located in the Main Expo Area
- Your marketing materials or samples will be inserted in the goodie-bag given to the participants.
- Corporate Banner placed throughout the venue
- Complimentary registration for 5 runners
- 1 VIP Parking Pass

Race Bag Sponsor

- Corporate logo on the bag that will be given to each runner at packet pick up
- Publicity of your event sponsorship on the event website, including a link to your website.
- One 10x10 exhibit space located in the Main Expo Area
- Your marketing materials or samples will be inserted in the goodie-bag given to the participants.

Tee Shirt Sponsor

- Sponsor 100 tee shirts. Each shirt will feature your company logo with event graphics.
- Your marketing materials or samples will be inserted in the goodie-bag given to
- Corporate Banner placed throughout the venue
- Includes 1 race entry

Contact Information

Email: muddywarriors@gmail.com

Website: www.MuddyWarriors.com

Laura Page: 818-427-1945

Klaudia Moran: 818-554-9958



Parking Lot Sponsor

- Sponsor's Flags will be displayed in the parking lot, designating VIP Parking
- Sponsor's logo will appear on the back of 100 Runners Tee shirts
- Sponsor's logo will be displayed on event marketing materials
- marketing materials or samples will be inserted in the goodie-bag given to the participants.
- Complimentary 4 Entries to the event and 2 VIP Parking passes.

Beer Garden & Keg Carry Sponsor

- Sponsor will receive exclusive advertising tent space by the finish line and the Keg Carry obstacle
- Sponsor will provide beer for the runners over 21 years of age and 20 empty keg for the Keg Carry obstacle with Sponsor logo on the kegs.
- Keg Obstacle will be named after the Sponsor and Sponsor's logo will be displayed on event marketing materials
- marketing materials or samples will be inserted in the goodie-bag given to the participants.
- Complimentary 2 Entries to the event and 2 VIP Parking passes.

Water Station Sponsor

- Sponsor must provide 100 water bottles
- Banner placement on the water station table.
- One 10x10 exhibit space located in the Main Expo Area.
- Publicity of your event sponsorship on the event website, including a link to your website.

Booth Sponsor

- Booth Sponsors will get a 10 x 10 booth space at the expo and have their booth listed in appropriate marketing materials for the event.

Banner Sponsor

- Sponsor's banner will be displayed at the finish line
- Sponsor's logo will be displayed on event marketing materials

Race Bag Inserts

- Sponsors will be able to provide materials to be inserted in the race bag given to the participants.

Supporting Sponsorship

- Any company who donates \$50.00 - \$200.00 in cash or product will be listed as a supporting sponsor. As a supporting sponsor your company's name will be listed on the website and on our sponsorship banner displayed at the event.

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Operation Kindness

With **Operation Kindness**, Muddy Warriors proudly supports local charity organizations and those in need who overcome obstacles everyday, whether fighting for their lives, our safety and freedom, looking for cures for devastating diseases or striving to make our community a better place to live!

- You may register your charity with Muddy Warriors, LLC and fundraise through the event.
- Your organization name will be added to the event registration page so that participants can make a donation to your cause
- Muddy Warriors will also donate a percentage of the sign up fees to your organization when participants sign up to run for your cause with your assigned charity code.

Volunteers

Muddy Warriors Xperience event offers volunteer opportunities. During their shift, volunteers will assist the event staff with various tasks such as registration, assisting with packet and gear pick up, selling merchandise, handing out water, directing parking lot traffic, manning water stations and obstacle stations.

Volunteers receive:

- A MW Xperience t-shirt
- Water and snacks during the volunteering shift
- Complimentary race entry to any MW Xperience event that can be used by a volunteer in the future or given to friends and family to use in the current event.
- Community service approval
- Organizations that provide 10 or more volunteers will be able to have a promotional 10 x 10 booth at the current event.



Health & Fitness Fair

2019



- A health and fitness fair will take place during and after the run.
- There will be an award ceremony, music, food, beer garden, fun activities including contests with raffle and prizes.
- Each registered event participant over the age of 21 will receive a beer with entry.
- The fair will take place between 8:00am and 2:00pm.
- The fair is open to the public with FREE admission

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