



## SPONSOR & PARTNER PACKAGE

Introducing **MUDDY WARRIORS**  
**XPERIENCE 2016**





**MUDDY WARRIORS™ XPERIENCE** is an exciting event that will take place on **November 20<sup>th</sup>, 2016** at **Paramount Ranch in Agoura Hills, CA**. This one day event will be a unique occasion to reach a targeted audience of outdoor, trail running and obstacle racing enthusiasts.

### EVENT HIGHLIGHTS

- There are 3 courses: 1 Mile, 5K and 10K
- Duration time: 8:00 am – 4:00 pm
- This is a trail run with fun obstacles along the way.
- Runners can register as an individual or with a team.
- Each participant receives a medal and a tee shirt
- There is a post-race health and fitness fair with contests, raffle, food, drinks, music and other activities for the families.
- Anyone from elite to novice and youth athletes can participate in this event
- This event is advertised on a regional level from Santa Barbara through San Diego and it attracts participants throughout Southern California
- There are multiple levels of sponsorship available and are detailed in the following pages.



# XPERIENCE OBSTACLES



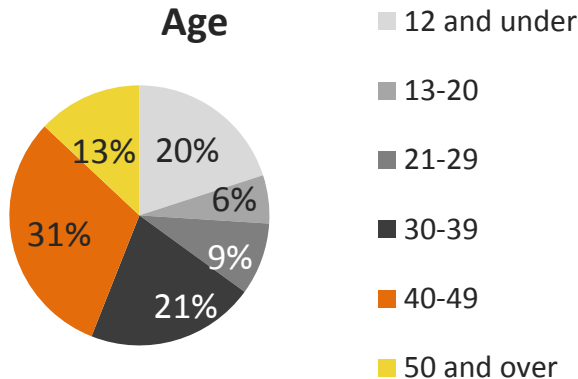
There is a total of 30 obstacles such as walls, tire carry, spear throw, keg carry, tire jump, spider wall, monster tire flip, tire pull, bale jumps, balance beams, crawl spaces, sandbag carry, cross fit challenges and many more.

# 2015 Event Demographics

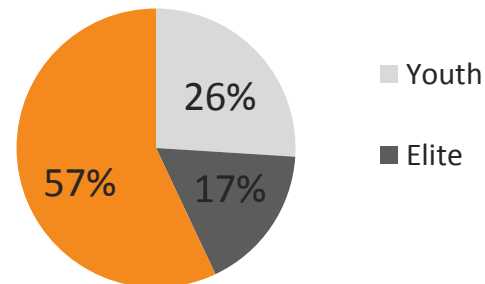
The Muddy Warriors Xperience Inaugural event took place on September 20<sup>th</sup>, 2015 and it was received with great enthusiasm by both the race participants and the sponsors. We are happy to report that pre-registration numbers for the year 2016 are already 60% higher than last year and we expect to at least double participation in this year's 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 or local community.

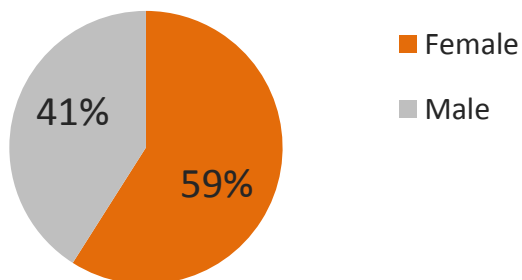
## Age



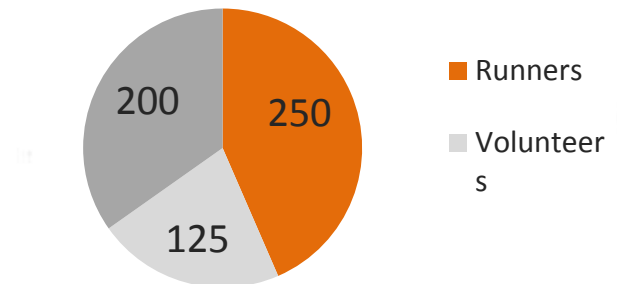
## Athletes



## Gender



## Participation



### Title Sponsor - \$10,000 (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





# SPONSORSHIP OPPORTUNITIES

2016

## Corporate Sponsor - \$1000

- 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 - \$750

- Corporate logo on the bag that will be given to each runner at packet pick up

## Tee Shirt Sponsor - \$500

- 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
- Includes 1 race entry



### Water Station Sponsor - \$350

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

### Booth Sponsor - \$250

- 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.

### Race Bag Inserts – \$50

- 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.

#### Contact Information

Email: [muddywarriors@gmail.com](mailto:muddywarriors@gmail.com)

Website: [www.MuddyWarriors.com](http://www.MuddyWarriors.com)

Laura Page: 818-427-1945

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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

2016



- 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 4:00pm.
- The fair is open to the public with FREE admission



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