

LORD'S GYM MUD RUN KIDS



2023 SPONSORSHIP PACKAGE

PROJECTED PARTICIPANTS



ONE
WEEKEND



8,500+
SPECTATORS



3,250
RUNNERS

PROMOTE
YOUR BUSINESS
TO 11,000+
PEOPLE.

WAYS TO GET INVOLVED

1

CORPORATE SPONSORSHIP

- Help make the event possible by providing financial backing or in-kind donations
- Choose one of the sponsorship options in this packet and receive recognition from thousands of potential customers for your business
- Financial and in-kind sponsorships are tax-deductible

2

PERSONAL DONATION

- While it is FREE for children to participate in the Kids Mud Run, it takes about \$30/child to put on the event
- Cover the cost of the race for children by making a personal financial donation (which is also tax-deductible)

3

VOLUNTEERING

- Join hundreds of dedicated volunteers on Race Day to provide an unforgettable experience for runners and their families!

SATURDAY, JUNE 3, & SUNDAY, JUNE 4, 2023

LORD'S GYM MUD RUN | 3556 ORO BANGOR HWY. OROVILLE | (530) 324-5355 | INFO@LORDSGYMMORVILLE.ORG

LORD'S GYM MUD RUN KIDS

MUD RUN FAQS

WHO WE ARE

The Kids Mud Run is organized by the Lord's Gym Oroville, which is a non-profit, volunteer-run gym dedicated to enhancing the well-being of Butte County. Located in Oroville, CA, the Lord's Gym is a first-class fitness center offering an affordable and well-equipped workout facility for both youth and adults, promoting a positive atmosphere for training and mentorship. The gym's proceeds are channeled towards supporting various charitable initiatives that cater to the needs of the elderly, poor, addicted, and marginalized individuals in our local community and beyond.

THE KIDS MUD RUN

The FREE Kids Mud Run draws families from across the North State and beyond, capturing children's love for running, climbing, and getting muddy, contributing to its success. Our Mud Fest activities include a range of fun-filled inflatables, bounce houses, and a custom-built sled hill. We honor local elementary schools with high participation rates through our Superhero School Bell program, ensuring turnout from students, parents, and teachers. We remain committed to showcasing our family-friendly components, including Family Heats, FREE family games and activities, all aimed at attracting more families and spectators to join in the fun. We are confident these activities will continue to make the Kids Mud Run engaging and exciting for all involved.

2022 STATS

2,965 REGISTERED
RUNNERS

7,513
SPECTATORS

OUR REACH & RESULTS

- Kids Mud Run participation has grown steadily over the years since 2016. In particular, we had over 2,600 kids signed up in 2021 and over 2,900 kids signed up in 2022.
- In 2022, we added more **family elements** such as Family Heats where parents and children can run together, and FREE family games & activities. We received amazing response for these family elements, and we will continue to expand our options in 2023.
- In 2023, over 850 runners signed up in the first week of online registration being open. With the expansion of Family Heats and addition of new obstacles, we anticipate increased interest and more participants than previously seen.
- We project that **3,250 children** will be participating and **8,500 spectators** will be on site over the June 3 & 4 weekend in 2023.



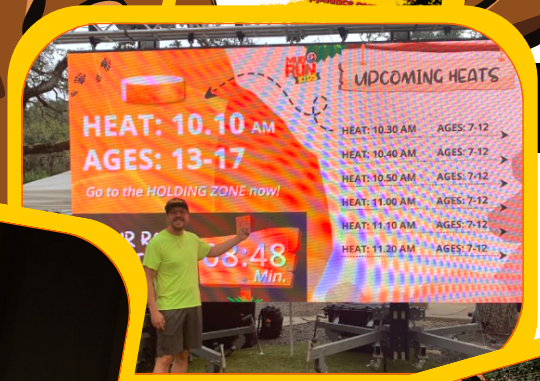
LORD'S GYM MUD RUN KIDS

ADVERTISING OPPORTUNITIES



MAIN EVENT AND OBSTACLE SPONSORSHIP

The premier sponsorship tiers include 3 x 10 ft, custom-designed full-color banners located at large race obstacles or in high traffic areas, such as Event Central, for greatest visibility and impact. Our Obstacle and Event Central Sponsors also receive multiple mentions from our MC, a short ad with multiple plays during our video presentation, as well as social media and web promotion.



OTHER SPONSORSHIP OPTIONS

Our sponsorship packages come with multiple creative options suited to your budgetary and advertising needs. You can be a Roadmap Sponsor and have a quarter page ad on the course flyer map that is handed out to every runner's family. Or you can have your name or logo put on a road/traffic-style sign placed at a prominent section of the Spectator Trail. Each option provides your business with the opportunity to be promoted to over 11,000 people from across the North State.

SPONSORSHIP OPTIONS

SPONSORSHIP	WHAT IS OFFERED	PRICE
STAGE SPONSOR	The stage will be named after Stage Sponsor with large signage and plenty of mentions from the MC. Also includes On-Screen benefits. (Only 1 available)	\$5,000
EVENT CENTRAL SPONSOR	Includes a custom 3x10 ft banner with your business name and logo at Event Central (our main event area), with multiple mentions from the MC. <i>Options include: Registration, Parking, Merchandise, Bathrooms, Luxury Booths, Sled Hill, Mudfest (Inflatables play area).</i>	\$2,500
OBSTACLE SPONSOR	Choose an obstacle to sponsor: includes a custom 3x10 ft banner with your business name and logo next to the obstacle on the course for all runners and spectators to see. Business name appears in the official map and in advertising media.	\$2,000
WATER STATION SPONSOR	Prominent signage with your business name and logo on one or multiple water stations on the course for all the runners and spectators to see.	\$2,500 for 3, or \$1,000 each
SHOWER SPONSOR	Shower area will be named after Sponsor with prominent signage.	\$1,500
SPECTATOR TRAIL ROAD SIGN	Your name or logo will be put on a road/traffic style-sign and prominently displayed at a section of the Spectator Trail near one of our large course obstacles.	\$1,000
ROADMAP SPONSOR	Sponsor will have a quarter page ad space on the course map flyer that we hand out to every runner's family. You can design content for your ad or let us design it for you. (Only 1 available)	\$800
BANNER BLITZ	Three banners (2x3 ft size) prominently displayed across the event.	\$650
ON-SCREEN AD	Display your business on our giant screen by the main stage to advertise to 11,000+ spectators and runners. Includes your logo, tagline (no more than 120 characters), and 1 photo of your product or business. Get 5 to 6 on-screen plays each day (once an hour).	\$400
SINGLE BANNER	Purchase a 2x3 ft banner advertising your business. Sponsor banner will be prominently displayed at the main event area.	\$350