

2023 SPONSORSHIP OPPORTUNITIES



MUD HAPPENS

PRESENTED BY:



WHAT IS MUD HAPPENS?

MUD HAPPENS, ONE BAD MUD RUN IS A 3 MILE RUN FEATURING 20+ NATURAL AND MAN-MADE OBSTACLES DESIGNED TO CHALLENGE PARTICIPANTS MENTALLY AND PHYSICALLY.

AS PARTICIPANTS MAKE THEIR WAY THROUGH THE COURSE THEY'LL TACKLE ICE DUNKS, ROPE CLIMBS, SLIP AND SLIDES, MUDDY CRAWLS AND MORE TO REACH THE BIG FINISH AT "MUD MOUNTAIN".

PROCEEDS FROM MUD HAPPENS DIRECTLY SUPPORT FAMILY ENRICHMENT CENTER'S CHILD ABUSE PREVENTION PROGRAMS IN SOUTH CENTRAL KENTUCKY.



SATURDAY, AUGUST 26, 2023



PHIL MOORE PARK
7101 SCOTTSVILLE ROAD
ALVATON, KY 42122



INDIVIDUAL: \$45
TEAM OF 4-9: \$160
TEAM OF 10+: 350

THE WHY BEHIND THE MUD

Funds raised by Mud Happens allow us to continue offering our Parent Education and Childcare services to families in need for free or at an income-based rate.

Here is a quote from one of the parents who recently completed our Nurturing Parenting Program:

"I loved every step of the way. Very comforting class. I never open up to anyone. After the class and during I found myself wanting to be open and let some things out. This class taught me more in 12 sessions than my family has in 27 years. I can proudly say I am and will be a better parent!"

DEMOGRAPHICS



GENDER

- FEMALE: 51%
- MALE: 49%

Did You Know...

According to a Forbe's study, women drive 70-80% of all consumer purchasing decisions.

RESIDENCE

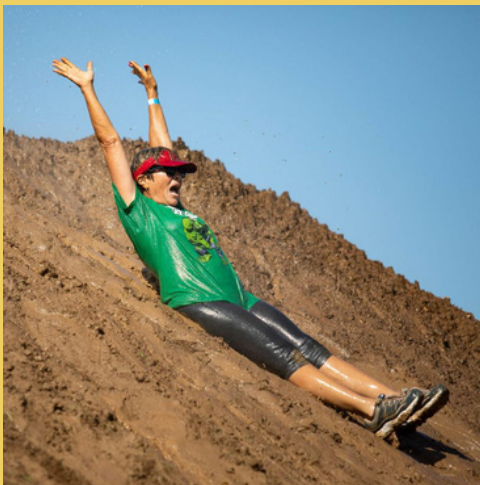
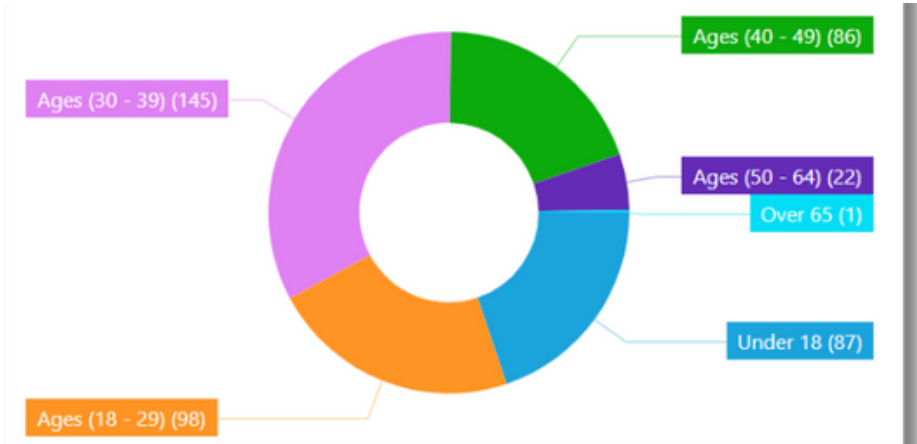
- KENTUCKY: 94%
(Warren, Simpson, Barren, Allen, Logan, Jefferson, Clark, Edmonson)
- TENNESSEE: 4%
- OTHER: 2%
(Georgia, Idaho, Missouri)

2022 ATTENDANCE



- 441 PARTICIPANTS
- 100 VOLUNTEERS
- 75 SPECTATORS

AGE OF PARTICIPANTS



SPONSORSHIPS

DRAG YOUR NAME THROUGH THE MUD WITH A MUD HAPPENS SPONSORSHIP!

SPONSORSHIP INCLUDES	\$5,000	\$2,500	\$1,000	\$500	\$250
FREE MUD HAPPENS ENTRIES	10	8	4	2	0
EXCLUSIVITY AT SPONSOR LEVEL/AREA	✓	✓	✓		✓
LOGO INCLUDED ON PSA	✓	✓			
LOGO FEATURED ON PRE-EVENT PRINT MATERIALS	POSTCARD & POSTER	POSTCARD & POSTER	POSTER		
DEDICATED SOCIAL MEDIA SHOUT-OUT(S)	✓	✓	✓		
EVENT WEBPAGE & DIGITAL PROMOTIONS	LOGO	LOGO	LOGO	NAME	
RACE T-SHIRT	LOGO	LOGO	LOGO	NAME	
LOGO SIGNAGE AT SPONSORED AREA	✓	✓	✓	✓	✓
LOGO ON PARTICIPANT COMMUNICATIONS	✓	✓	✓		
LOGO FEATURED ON PARTICIPANT GOODIE BAG	✓				
VENDOR SPACE ON RACE DAY	✓	✓	✓		
OPTION TO PROVIDE 500 ITEMS FOR GOODIE BAG	✓	✓	✓		
OPTION TO HAVE REP(S) AT SPONSORED AREA	✓	✓	✓	✓	✓

IMPORTANT DEADLINES:

PSA, Posters & Mailer: June 1, 2023
 T-Shirt: July 24, 2023
 Signage: August 4, 2023

COMMITMENT FORM

Business/Individual Name: _____
As you wish it to appear on print and/or media.

Address	City	State	Zip Code
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Business Website: _____

Primary Contact: _____

Email: _____ **Phone:** _____

Signature: _____

SELECT YOUR SPONSORSHIP LEVEL:

- \$5,000:** Title Sponsor **SOLD**
- \$1,000:** Wash-Off Station Sponsor **SOLD**
- \$2,500:** Start Line Sponsor **SOLD**
- \$1,000:** Kid's Mud Bath Sponsor **SOLD**
- \$2,500:** Finish Line Sponsor **SOLD**
- \$500:** Watering Hole Sponsor
- \$1,000:** After Party Sponsor **SOLD**
- \$250:** Obstacle Sponsor

PAYMENT OPTIONS:

By signing this agreement, the sponsor agrees to submit final payment prior to event. If payment is not collected immediately, your indicated option(s) will be invoiced to your account in and must be paid in full no later than 30 business days after the event.

Check payments are preferred. Credit card payments may be accepted but a 2.9% processing fee will be added to the total.

- Check made out to Family Enrichment Center is enclosed.
- Please send us an invoice to the address above.
- Please send me an electronic invoice for an online credit card payment.



Response Forms can be returned via:



Katie@

familyenrichmentcenter.com



270.842.5831



1133 Adams Street, Bowling Green, KY 42101

THANK YOU!

Your contribution is tax deductible.

Please make checks payable to:

Family Enrichment Center
(Tax ID #610956466)

For more information call
270- 781-6714