



STOP, DROP & MUD 5K

CENTRAL FIRE MUD RUN

CAN YOU HANDLE THE MUD?

2018 SPONSORSHIP PACKET

Saturday, April 28, 2018

First wave 10:00 a.m.

Kids 1 mile Mud Run starts at 12:00 noon

Mountain Ranch Community Park

7867 Whiskey Slide Road

Mountain Ranch, CA 95246

Race information and registration available on line at: www.centralcalaverasfire.org/5K

Central Calaveras Firefighters Association is a registered 501c3 Tax ID # 45-2853418

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Why Sponsor the Mud Run?

Proceeds from this event will benefit the Central Calaveras Firefighters Association, a non-profit organization that works to assist the effectiveness of the Central Calaveras Fire and Rescue Protection District (Central Fire) in the preservation and protection of life and property within the Central Fire response area.

First, your contribution will help us purchase essential equipment for Central Fire that the state and county do not provide. The Association also helps to recruit and retain our volunteer firefighters.

Second, your brand will be showcased to up to 500 competitors, friends, family and volunteers during the pre-race marketing, training process, on race day, and long after in the form of merchandise, commemorative items, and memories that will last forever.

Last, sponsorships may be deductible as trade or business expenses if they are ordinary and necessary in the conduct of your business.

- The 2018 5K Mud Run is our 2nd Annual Mud Run event and the only event of its kind to be held in our area.
- Mud/Obstacle events are hugely popular!
- This is a huge opportunity for your company to be seen as part of a fun, family-oriented, successful, and growing event.

Central Fire and its Association feel that physical fitness, outdoor recreation and community events are a vital part of our small community. Events like this Mud Run help us come together as a community.

Chief Level - \$3,000 (SOLD)

Listed as top sponsor on website with logo and link

Most prominent and largest display of logo on race t-shirts

Logo prominently displayed on all race forms

Logo on all mile marker signs

Opportunity to speak at opening of race

Opportunity to set up table to display and distribute products and promotional materials

Promotional material in race packet

Special PA announcements mentioning sponsor name during and after race

Sponsor provided banner at finish line

Will place all check-in materials in any bags provided by sponsor

5 complimentary race entries

Assistant Chief - \$1,000 (2 available)

Listed as sponsor on website with logo and link
Second tier level company logo on back of race t-shirt
Sponsor provided banner placed at the park
Logo on one mile marker sign
Promotional materials in race packet
Special PA announcements mentioning sponsor name during and after the race
Opportunity to set up table to display and distribute products and promotional materials
3 complimentary race entries

Captain Level - \$500 (SOLD)

Listed as sponsor on website with link
Third tier company logo on back of race t-shirt
Logo displayed at registration area
Promotional materials in race packet
Opportunity to set up table to display and distribute products and promotional materials
2 complimentary race entries

Lieutenant Level - \$250

Listed as sponsor on website with a link
Fourth tier company name on back of race t-shirts
Promotional materials in race packet
Logo displayed at registration area
Opportunity to set up table to display and distribute products and promotional materials
1 complimentary race entry

Engineer Level - \$100

Listed as sponsor on website with link
Fifth tier company name on back of race t-shirt
Promotional materials in race packet
Opportunity to set up table to display and distribute products and promotional materials
Logo displayed at registration area

Firefighter Level - \$50

Listed as sponsor on website with link
Company name displayed on board near registration
"Shout out" in race packet

Specialty Sponsorships

Volunteer Shirt Sponsor - \$1,300 (SOLD)

Primary position logo on volunteer shirts
Listed as specialty sponsor on website with a link
Company name displayed on board near registration
Opportunity to set up table to display and distribute products and promotional materials
Promotional materials in race packet
4 complimentary race entries

Hydration Sponsor - \$1,000 (SOLD)

Company logo on race water bottles given to all runners
Listed as specialty sponsor on website with link
Company name displayed on board near registration
2 complimentary race entries
Promotional materials in race packet
Opportunity to set up table to display and distribute products and promotional materials

Water Station Stop – \$200 (2 available)

Listed as specialty sponsor on website with link
Company signage at a water stop along race route
Company name displayed on board near registration
1 complimentary race entry
Promotional materials in race packet
Opportunity to set up table to display and distribute products and promotional materials

Premium Obstacle Sponsor - \$300 (4 available)

Logo/Name on designated obstacle sign that will be in or around the park for spectators to see
Listed as specialty sponsor on website with link
1 complimentary race entry
Company name displayed on board near registration
Opportunity to set up table to display and distribute products and promotional materials
Promotional materials in race packet

Obstacle Sponsor - \$250 (2 available)

Logo/Name on designated obstacle sign
Listed as specialty sponsor on website with link
1 complimentary race entry
Company name displayed on board near registration
Opportunity to set up table to display and distribute products and promotional materials
Promotional materials in race packet

Post-Race Snack Bag Sponsor – (Product Donation) (One available)

Product donation – must provide sufficient quantity of item to distribute to all competitors

Listed as specialty sponsor on website with link

Will place all snack items in the bag provided by sponsor

Sponsor provided banner at snack bag distribution table

2 complimentary race entries

Opportunity to set up table to display and distribute products and promotional materials

Product Donations

In addition to the above listed sponsorships we are also seeking product donations (sports drinks, energy bars, and bottled water). It is requested that you provide the quantity of items for distribution to all racers. In exchange for such a product donation, the following promotional services will be provided:

Listed as supporter on website

Company name displayed on board near registration

Sponsor “shout out” in race packet



Stop, Drop & Mud 5K

Central Fire Mud Run



CAN YOU HANDLE THE MUD?

Sponsorship Agreement

Sponsor Company Name: _____ agrees to provide a financial sponsorship for the Stop, Drop & Mud 5K Mud Race on Saturday April 28, 2018. Sponsorship benefits are non-transferable. As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this packet.

Please check appropriate sponsorship. (X) is the number of sponsorships available at each level.

Sponsorship Levels:

_____	Chief Level (SOLD)	\$3,000.
_____	Assistant Chief (2)	\$1,000.
_____	Captain Level (SOLD)	\$500.
_____	Lieutenant Level	\$250.
_____	Engineer Level	\$100.
_____	Firefighter Level	\$50.

Specialty Sponsors

_____	Volunteer T-shirt Sponsor (SOLD)	\$1,300.
_____	Hydration Sponsor (SOLD)	\$1,000.
_____	Water Station Stop (2)	\$200.
_____	Premium Obstacle Sponsor (4)	\$300.
_____	Obstacle Sponsor (2)	\$250.
_____	Post-Race Snack Bag Sponsor (1)	Product Donation*
_____	Product Donation	Product Donation*

Sponsor Business Name: _____

Representative Name: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____ Email: _____

Authorized Sponsor Signature: _____ Date: _____

_____ YES, we will be needing a booth the day of the event. (Space size is 10x10) how many spaces needed: _____

* Contact the representative below to arrange delivery of products.

Central Calaveras Firefighters Association Contact Information

Please complete this sponsor agreement and return with payment to the following:

Central Calaveras Firefighters Association
 Mud Run
 P.O. Box 533
 Mountain Ranch, CA 95246
 Phone: (209) 736-6167
 Email: mudrun@calaverasfire.org
 Website: www.centralcalaverasfire.org/5k

501c3 Tax ID # 45-2853418