

SPONSORSHIP INFORMATION

2022



GERMUD

GRAND RAPIDS RUN

Presented By  neverthesame

WHY SPONSOR THE GRAND RAPIDS MUD RUN?!

THERE ARE 20 OTHER 5K RUNS TO CHOOSE FROM

- 1. HELD IN GRAND RAPIDS, BASED IN GRAND RAPIDS**
 - The run is held in South Kentwood, the offices are in Hudsonville, and all the money supports the local economy
- 2. MICHIGAN'S FIRST MUD AND OBSTACLE BASED 5K**
 - Has set the standard for many other 5k's
- 3. LONGEVITY**
 - Started in 2010, the GR Mud Run has held 14 events in 12 years
- 4. THE MOST AFFORDABLE OBSTACLE COURSE 5K IN MICHIGAN**
 - Tough Mudder price: \$99 - \$155
 - Spartan Race: \$120 - \$160
 - **Grand Rapids Mud Run: \$49**
- 5. 100% OF THE PROCEEDS FUND NEVER THE SAME**
 - The ministries of Never The Same include: Claim Your Campus, NTS Camp, Soul Exercises, The Thought Factory Podcast, and Enlightened Students
- 6. SPONSORSHIP BUY-IN FOR ANY BUDGET**
 - Due to less overhead, we can offer you more benefits at a lower cost.

GR MUD RUN RAVES

"IN JULY 2014, MY SON CHALLENGED ME TO PARTICIPATE IN THE MUD RUN WITH HIM. AT THE TIME I WAS VERY OVERWEIGHT, AND NOT ABLE TO PERFORM THAT SORT OF ACTIVITY. WHILE AT HOME THAT YEAR, I WATCHED THE NEWS FOOTAGE OF THE MUD RUN. I DECIDED THAT PARTICIPATING THE NEXT YEAR WOULD BE MY GOAL. A YEAR OF HARD WORK AND DETERMINATION PASSED, AND MY SON AND I GOT OUR CHANCE TO RUN. THIS YEAR, MY SON AND I HAVE CHALLENGED MY HUSBAND TO RUN WITH US! THE GR MUD RUN HAS HELPED BRING A NEW ATTITUDE OF HEALTH TO MY FAMILY."



"GETTING DOWN AND DIRTY WAS LIKE A JOG ON THE BEACH...WELL NOT REALLY!"



"WHO ON A NORMAL DAY RUNS AND GETS MUDDY? I'VE BEEN RUNNING FOR 12 YEARS AND THIS IS AWESOME!"



"I'VE DONE THE WARRIOR DASH TWICE AND THE TOUGH MUDDER ONCE, THIS WAS THE BEST BY FAR. MUCH BETTER RUN, MORE AFFORDABLE, MORE FUN!"

WHAT IS THE GR MUD RUN?

IT'S A MESSY, MUDDY, OBSTACLE AND CHALLENGE-BASED 5K RUN THAT'S DESIGNED TO BE SAFE AND FUN FOR COMPETITIVE ATHLETES, FUN SEEKERS, AND FAMILIES. THE GRAND RAPIDS MUD RUN STARTED IN 2010 RIGHT HERE IN MICHIGAN. TODAY IT ATTRACTS THOUSANDS OF MUD-LOVERS, AND INCLUDES 25+ MUD PITS, A 60-FOOT MUD SLIDE, 2 MURKY SWAMPS, TIGHT TUNNELS, LOTS OF MESSY CRAWLS, 8 CLIMBING WALLS, SLIPPERY HILLS, AND MUCH MORE.

WHEN?

SATURDAY, AUGUST 27, 2022

REGISTRATION COSTS:

ADULT 5K - \$49

KID'S MINI MUD - \$25

WHERE?

1200 60TH STREET

KENTWOOD, MI 49508

(BEHIND CELEBRATION CINEMA SOUTH)



JOIN THE GRAND RAPIDS MUD RUN AND "EXPOSE YOUR BRAND TO THE FASTEST GROWING AND DEMOGRAPHICALLY RICH SPORT IN THE WORLD."

- US OBSTACLE COURSE RACING

MEDIA AND PARTNERSHIPS

- STRONG DIGITAL MEDIA PRESENCE AND CONNECTIONS
- 9,000 FOLLOWERS ON FACEBOOK AND INSTAGRAM
- MORE THAN 11,000 PEOPLE ON AN EMAIL LIST
- 80,000 ANNUAL HITS TO GRANDRAPIDSMUDRUN.COM
- VOLUNTEER BASE OF 100 WORKERS

"I'VE RUN ALONG ROUTES THAT INCLUDED A MILE OF SANDY BEACH, 280-PLUS STAIRS AND COPIOUS HILLS, AND I'VE RUN IN WIND, RAIN, SNOW AND OPPRESSIVE HEAT. BUT NOTHING COULD HAVE PREPARED ME FOR THE FIRST-EVER GRAND RAPIDS MUD RUN. I MEAN THAT AS A COMPLIMENT!"

- MICHAEL ZUIDEMA



"THE GRAND RAPIDS MUD RUN HAS INSTANTLY BECOME ONE OF THE BEST EVENTS IN THE WEST MICHIGAN AREA."



DEMOGRAPHICS

1. GENDER

- Male: 42%
- Female: 58%

2. AGE OF RUNNERS

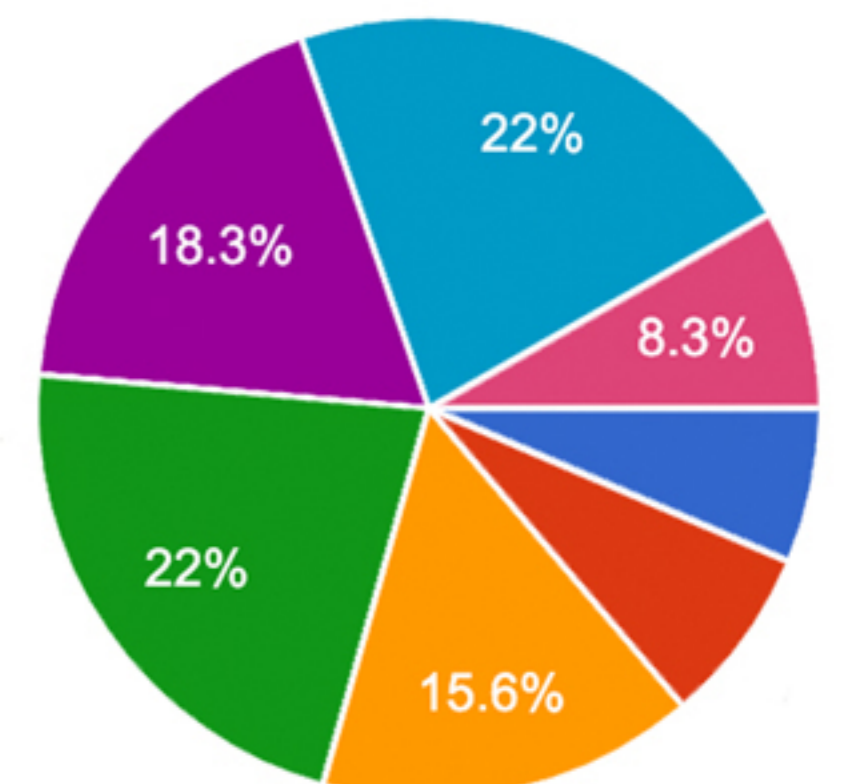
- Under 18: 17%
- 18-24: 13%
- 25-34: 27%
- 35-44: 25%
- 45-54: 14%
- 55 and up: 4%

3. RESIDENCE

- 65% of runners live in and around Grand Rapids
- 10% live in and around Holland
- 5% live in and around Detroit

4. INCOME

- < \$25k - 6%
- \$25k - \$34k - 7%
- \$35k - \$49k - 16%
- \$50k - \$74k - 22%
- \$75k - \$99k - 18%
- \$100k - \$149k - 22%
- \$150k + - 8%



2022 SPONSOR PACKAGES

EXCLUSIVE TITLE SPONSOR

\$12,500/year *Only 1 Available!

Year-round benefits, naming rights, multiple forms of printed, digital, and social media advertisement with premium exhibit area!

Naming Rights

- Listed as "Presenting" sponsor of entire event reflected in all printed and electronic media - year round benefits
- Area re-naming options:
 - Saturday registration booth, medical tent, refreshments area, etc...

On-Site Benefits

- Banner on start gate
- Banner backdrop at photo opportunity area after race finish
- Verbal acknowledgement at start of all heats
- Speaking opportunity from your company rep prior to race start and during or between heats
- Prominent banner placement near start & finish lines
- Premium 30' x 20' exhibit area with preferred location

Print Benefits

- Logo on all printed rack cards (2500+ copies)
- Logo on runner's t-shirt with preferred placement

Digital Benefits

- Logo and link on all website scrollers
- Recognition through 30+ social media posts - year-round promotion
- Promoted Facebook advertisement campaign featuring your product
- Email blast from Mud Run email list - year round promotion
- Inclusion in 2022 Mud Run promo videos - logo and verbal
- Acknowledged on all TV, Radio, & Press Releases
 - 2 invited appearances to TV segments the week before the race
 - Company name mentioned in all radio ads
 - Named in all press releases

Additional Benefits

- 20 Complimentary race entries
- Handouts (coupon, flyer, gift) to all runners

2022 SPONSOR PACKAGES

GRUBBY AND GRIMY SPONSOR

\$7,500

**Only 3 Available!*

An extensive marketing campaign with digital, printed, and social media benefits with a large on-site presence.

On-Site Benefits

- Banner/Logo on start gate
- Preferred banner placement near start & finish lines
- Large 25' x 20' exhibit area
- Area re-naming options:
 - Saturday registration booth, medical tent, refreshments area, etc...

Print Benefits

- Logo on all printed rack cards (2500+ copies)
- Logo on runner's t-shirt at the top

Digital Benefits

- Logo and link on all website scrollers
- Recognition through 15 social media posts
- Acknowledged on TV, Radio, & Press Releases
 - 1 invited appearances to TV segments the week before the race
 - Company name mentioned in select radio ads
 - Named in main press releases

Additional Benefits

- 15 Complimentary race entries
- Handouts (coupon, flyer, gift) to all runners

MUDDY SPONSOR

\$4,500

On-Site Benefits

- Banner along start & finish fence (2'x5')
- Large 20 x 20 booth space
- Area-renaming - 2nd choice

Print Benefits

- Logo on all printed rack cards (2500+ copies)
- Logo on runner's t-shirt

Digital Benefits

- Logo and link on select website scrollers
- Recognition through 5 social media posts
- Company name mentioned in select radio ads

Additional Benefits

- 10 Comp race entries
- Handouts (coupon or flyer) to all runners

2022 SPONSOR PACKAGES

\$1000 SPONSOR

- Placement on runner's t-shirt
- Logo and link on website scrollers
- Recognition through 1 social media post
- Recognition in 1 sponsor email to runners
- 10 x 15 booth space
- 2 Comp race entries

BOOTH ONLY

Connect with over 5,000 local residents

- Premiere - 20' x 20' \$500
- Standard - 10' x 15' \$300

**MORE PACKAGES CAN BE FOUND ONLINE AT:
GRMUDRUN.COM/SPONSORS**

FOR MORE INFORMATION CONTACT ROBIN JOHNS:

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Presents

**GRMUD
GRAND RAPIDS RUN**