



# MUDDY WARRIORS XPERIENCE RACES

SPONSOR & PARTNER PACKAGE

## *Trail & Obstacle* RACE SERIES



# INTRODUCTION

MUDDY WARRIORS XPERIENCE RACE SERIES

2021



**MUDDY WARRIORS™ XPERIENCE TRAIL RACE SERIES** is an exciting series of trail running and obstacle course races for local communities within the Los Angeles and Ventura counties. Located on spectacular trails, these races are designed to challenge participants to reach new levels of physical endurance, strength and fitness. Featuring amazing views, fun obstacles, and festival atmosphere, these events are perfect for both elite and novice athletes, individuals, groups and families. Our mission is to promote healthy and active lifestyle, help overcome physical and mental obstacles, and inspire people to be the best version of themselves. Our events benefit numerous charities and non-profit organizations.

## 2021 RACE SCHEDULE

### MUDDY WARRIORS XPERIENCE OBSTACLE RACE

**November 21, 2021**

Corriganville Park, Simi Valley, CA  
5K course with 20+ obstacles



[www.MuddyWarriorsX.com](http://www.MuddyWarriorsX.com)



# MUDDY WARRIORS XPERIENCE OBSTACLES



Muddy Warriors Xperience obstacle races feature obstacles such as walls, tire carry, spear throw, keg carry, tire jump, spider wall, chain wall, monster tire flip, tire pull, bale jumps, balance beams, crawl spaces, sandbag carry, rope and cargo climb and many more cross fit challenges.



# HEALTH & FITNESS FAIR

2021



- Each one of the Muddy Warriors Xperience events is accompanied by a Health & Fitness fair featuring local businesses that join us in our quest to promote healthy and active lifestyle
- There is an award ceremony where top competitors are recognized and receive prizes
- All participants enjoy music, food, a beer garden, fun activities including contests with raffle and prizes.
- The fair is open to the public with FREE admission

## Contact Information

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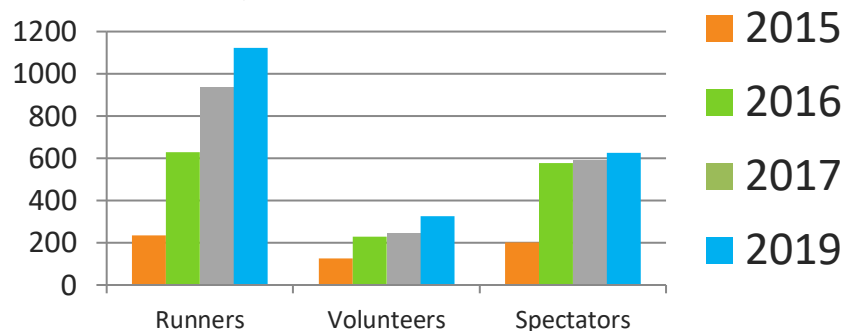


# DEMOGRAPHICS

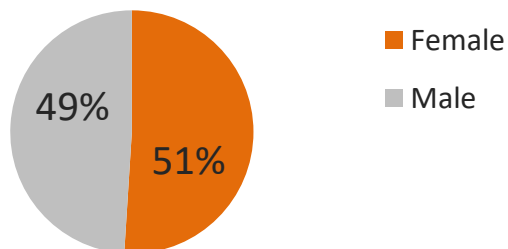
The Muddy Warriors Xperience Inaugural event took place on September 20<sup>th</sup>, 2015 and it was received with great enthusiasm by both the race participants and the sponsors in the Los Angeles and Ventura Counties. Since inception our registrations almost quadrupled since the original event and we expect additional growth in numbers for the 2020 events.

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 our local community.

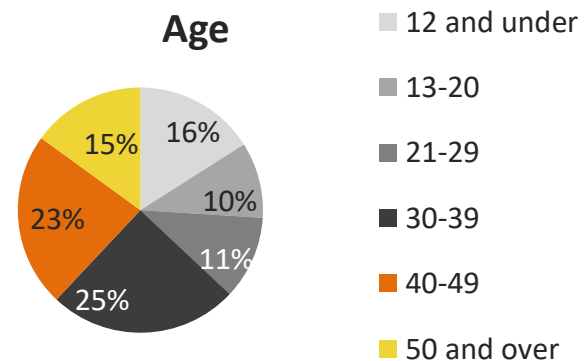
## Participants



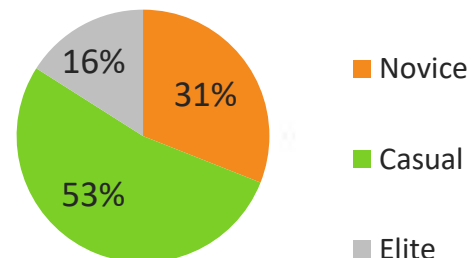
## Gender



## Age



## Athletes





Muddy Warriors Xperience race series offers great sponsorship opportunities for businesses who want to help promote healthy and active community lifestyle through trail and obstacle racing. Our sponsors will receive the benefits of increased exposure for their business, brand and products by reaching a very targeted audience of consumers. Our event attracts a great variety of participants from elite to casual athletes from within local communities of greater San Fernando Valley, Conejo Valley, Simi Valley, Ventura and other communities of southern California, ranging from Santa Barbara to San Diego.

### TARGET AUDIENCE

- Local California residents
- Active and healthy lifestyle with focus on physical strength and healthy living
- Home and business owners
- Families and organizations engaged with local communities.

### AUDIENCE EXPOSURE

- 500-1200+ race participants per event
- 200+ volunteers
- 300+ spectators
- Thousands through local media, press and social media advertising

### BENEFITS INCLUDE

- Brand and/or product placement at the Muddy Warriors Xperience event
- Logo placement on event materials such as postcards, tee shirts, banners
- Logo and link placement on event website, social media, email campaigns
- Banner placement at the venue
- Exposure to local athletes, runners, business owners and volunteers.
- Booth presence at the Health and Fitness fair that accompanies each event.



# SPONSORSHIP OPPORTUNITIES

2021

## TITLE SPONSOR (1 available)

- Naming rights to the event
- Title Sponsor name and logo will be added to the Race Series title (*exclusive to one sponsor*)
- Recognition as the title sponsor on all marketing materials: tee shirts, bibs, race bags, medal ribbons, website and social media marketing.
- Company name and logo on all race shirts.
- Weekly promotional blasts on Muddy Warriors social media pages.
- Banner prominently placed throughout venue, including Start/Finish
- 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
- Marketing materials or samples will be inserted in the goodie-bag given to the participants.
- 20 Complimentary Race passes per event
- 5 VIP Parking passes per event

**\$15,000**

## RACE BAG SPONSOR

- Sponsor all the race bags. Your company logo will be featured on one side of the race bag.
  - Marketing materials placement in the goodie bags
  - Corporate Banner placed throughout the venue
  - 10x10 exhibit space at the event
  - Includes 1 race entry & a parking pass
- \$2500**



*"Believe in yourself and all that you are.  
Know that there is something inside you  
that is greater than any obstacle"*

*~ Christian D Larson*



# SPONSORSHIP OPPORTUNITIES

## TEE SHIRT SPONSOR

- Sponsor 100 tee shirts. Each race shirt will feature your company logo on the back of the shirt.
- Marketing materials placement in the goodie bags
- Corporate Banner placed throughout the venue
- Includes 1 race entry & Booth Sponsorship

**\$1000** (per 100 tee shirts)

## WATER STATION SPONSOR

- Sponsor must provide 200 water bottles for the finish line
- Banner placement on the water station table.
- One 10x10 exhibit space located at the Finish Line.
- Publicity of your event sponsorship on the event website, including a link to your website.

**\$500**

## BOOTH SPONSOR

- 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.
- Marketing materials placement in the goodie bags

**\$300**

### Contact Information

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

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

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### BEER GARDEN AND KEG SPONSOR

- Sponsor will receive exclusive advertising tent space by the finish line and the Keg Carry obstacle
- Sponsor will provide beer for the runners over 21+ years
- Sponsor will provide 20 empty keg for the Keg Carry obstacle with Sponsor logo on the kegs.
- Keg Obstacle will be named after the Sponsor and Sponsor's logo will be displayed on event marketing materials
- Marketing materials placement in the goodie bags
- Complimentary 2 Entries to the event and 2 VIP Parking passes.

**\$1000**



### BANNER SPONSOR

- Sponsor's banner will be displayed at the finish line

**\$150** (per event)

### RACE BAG INSERTS

- Sponsors will be able to provide materials to be inserted in the race bag given to the participants.

**\$100** (per event)

### SPONSORSHIP FUNDS

The support and monetary donations from our sponsors serve as a backbone of our operations and they allow us to bring the Muddy Warriors Xperience events to our community.

#### How do we use the funds provided by sponsors?

The funds donated are used to produce the events and cover items such as permits, insurance, race & volunteer tee shirts, medals, bibs, bags, course obstacles, signage, volunteer meals, media, advertising, staff, transportation, timing systems, start/finish materials, first aid services, portable services, waste & recycling services, equipment rental, event labor, transportation, station and general event supplies. We also donate funds to local charities that support our events.





### BELIEVE IN YOURSELF AND GROW STRONG

## Muddy Warriors

Author and fitness enthusiast, Stacey Smith, shares "I believe in myself and grow strong" as the theme for the Muddy Warriors Xperience Race Series. The series is a collection of obstacle courses that challenge participants to push their limits and achieve their goals. The series is designed for people of all ages and fitness levels, and it is a great way to stay active and healthy. The series is also a great way to build a sense of community and support among participants. The series is a testament to the power of belief and the importance of staying active and healthy.

### Acorn

Up to the challenge, one obstacle at a time

Annual Muddy Warriors Xperience pushes athletic boundaries to the next level



### STACKEWORMS - Above

Stacy Valley resident, Joe Pano, left, climbs a rope while competing in the 10K obstacle run at the Muddy Warriors Xperience at Camarillo Park in Stacy Valley on Nov. 24. The event included a 5K obstacle run. At right, Los Angeles resident, Jennifer Barajas, front, and Steve Pano carry bags during the 10K obstacle race. Below, runners climb over one of nearly two dozen obstacles during the Muddy Warriors Xperience.



### 5TH ANNUAL MUDDY WARRIORS XPERIENCE

Photographs by the Santa Barbara County Reporter

September 26 was an exciting day for first timers, experienced runners, and outdoor enthusiasts as all ages and fitness levels gathered at Camarillo Park in Stacy Valley for the 5th annual Muddy Warriors Xperience. The series is a collection of obstacle courses that challenge participants to push their limits and achieve their goals. The series is designed for people of all ages and fitness levels, and it is a great way to stay active and healthy. The series is also a great way to build a sense of community and support among participants. The series is a testament to the power of belief and the importance of staying active and healthy.

Participants tackled through a series of challenges, including a 10K obstacle run, a 5K obstacle run, and a 10K obstacle run. The series is a collection of obstacle courses that challenge participants to push their limits and achieve their goals. The series is designed for people of all ages and fitness levels, and it is a great way to stay active and healthy. The series is also a great way to build a sense of community and support among participants. The series is a testament to the power of belief and the importance of staying active and healthy.

For more photos of our events, please visit our website at [www.muddywarriorsx.com](http://www.muddywarriorsx.com).



**MUDDY WARRIORS™ XPERIENCE EVENTS** and the Muddy Warriors brand have gained popularity over the past several years within the local Obstacle Course Racing and Trail Running communities within the Los Angeles and Ventura counties.

We have been recognized in the local publications such as Calabasas Style Magazine and the Acorn for putting on events the bring our communities together and promote healthy and active lifestyles .

We take great pride in putting on each event and strive to only bring top quality race experience to participants, volunteers, sponsors and spectators. Please join us in our mission!

*We thank all our local business partners, sponsors, and volunteer groups that continue to support our events and make it possible to bring them to our community year after year.*

***We are stronger together!***

### WEB & SOCIAL MEDIA STATS

Website:	167,771 unique visitors
Twitter:	2,295,753 hits over 12 months
Facebook:	7,100+ Followers 1,400+ Followers



[www.MuddyWarriorsX.com](http://www.MuddyWarriorsX.com)



# 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!

- Local charities can register with Muddy Warriors, LLC and fundraise through our events.
- Charity names are added to the event registration page so that participants can make a donation directly to the cause and 100% of these donations go to the charities.
- Muddy Warriors also donates a percentage of the sign-up fees to local organizations when participants sign up to run for their cause with an assigned charity code.

## VOLUNTEERS

Muddy Warriors Xperience event offers volunteer opportunities, and we depend on our volunteers in a great measure to be able to bring our events to the community. Volunteers assist the event staff with various tasks such as registration, packet and gear pick up, selling merchandise, handing out water, directing parking lot traffic, manning water and obstacle stations.

Our Volunteers receive:

- A Muddy Warriors Volunteer 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 hours
- Organizations that provide 10 or more volunteers are able to have a booth at the event.

**Muddy Warriors also proudly sponsors the non-profit volunteer groups with monetary donations.**

