



11TH ANNUAL MUDDER'S DAY MADNESS

5K & 10K MUD RUN

SPONSORSHIP - OPTIONS -

ABOUT THE EVENT

We are back bigger and better than ever! Harmony's 11th Annual Mudder's Day Madness is on Mother's Day weekend, Saturday, May 13, 2023. We raised the stakes last year and extended the traditional 5K course to include a 10K option with six more obstacles for only the toughest and bravest competitors to attempt. From Adversity Hill to the Tire Traverse and the A-Frame Climb to the Big Ol' Hill, runners from age 7 to 70 can race on their own or on a team. Proceeds from the event will allow Harmony to continue to provide and expand upon the life-changing services offered at Camp Montvale and ensure the historic 364-acre property remains a beautiful, functional space where kids, adults, and families can live their best lives.

Harmony provides a robust continuum of mission-based services and programs at Camp Montvale including animal-assisted therapy, therapeutic horseback riding, nature-based experiential learning, and specialized camps for foster and adoptive children and their families as well as individuals in underserved populations. To date, Harmony has impacted over 164,000 lives throughout Tennessee.



TARGET AUDIENCE

Families, groups, and individuals in Blount, Knox, and surrounding counties
Past participants, sponsors, donors, and partners
Child and family welfare advocates
Outdoor & fitness enthusiasts

REACH

Day-of: 500+ Runners, 100+ Volunteers
Email distribution: 2,000+ contacts
Website visits: 2,500+ visitors monthly
Social media interactions: 20k+ monthly





11TH ANNUAL MUDDER'S DAY MADNESS

5K & 10K MUD RUN

SPONSORSHIP - OPTIONS -

FLAT-OUT FILTHY - PRESENTING SPONSOR

\$7,500

- Business name integrated into event name
 - Example: Mudder's Day Madness presented by ACME Business
- Most prominently displayed name/logo on race website, event emails, and race shirts
- Company name displayed on signage, awards, and swag items
- Company logo most prominently placed at start/finish line
- Prominent booth space at event
- Opportunity to place item in race swag bag
- Company logo on obstacle sign
- 20 complimentary 5k race registrations (a \$1000 value)
- Social media spotlight

GRUBBY GIANT

\$5,000

- Company logo highlighted on race website, at the top of t-shirt, and at start/finish link
- Company logo displayed in Runner's Village
- Opportunity for booth at event & item in race swag bag
- Company logo on obstacle sign
- 10 complimentary 5k race registrations (a \$500 value)
- Social media spotlight

MIGHTY MUDDY

\$2,500

- Booth space at event
- Opportunity to place item in race swag bag
- Company logo displayed at Bag Check
- Company logo on obstacle sign
- 5 complimentary 5k race registrations (a \$250 value)
- Company logo displayed on t-shirts
- Social media spotlight

SUPER SLUDGY

\$1,000

- Booth space at event
- Company logo displayed in post-race shower area
- Opportunity to place item in race swag bag
- Company logo on obstacle sign
- 2 complimentary 5K race registrations (a \$100 value)
- Company logo displayed on t-shirts
- Social media spotlight

DANG DIRTY

\$500

- Company logo on obstacle sign
- 1 complimentary 5K race registration (a \$50 value)
- Company logo displayed on t-shirts
- Social media spotlight

SLIGHTLY SLIMY

\$300

- Company logo displayed on t-shirts
- Social media mentions



11TH ANNUAL
MUDDER'S DAY
MADNESS
5K & 10K MUD RUN

SPONSORSHIP
- OPTIONS -

YES! I WANT TO BE A 2023 MUDDER'S DAY MADNESS SPONSOR

- ☐ **\$7,500** FLAT-OUT FILTHY - PRESENTING SPONSOR
- ☐ **\$5,000** GRUBBY GIANT
- ☐ **\$2,500** MIGHTY MUDDY
- ☐ **\$1,000** SUPER SLUDGY
- ☐ **\$500** DANG DIRTY
- ☐ **\$300** SLIGHTLY SLIMY
- ☐ I choose not to sponsor, but I will make a one time donation of \$ _____

SPONSORSHIP DETAILS

Company Name _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

How would you like your name to appear in recognition _____

I would like to structure my sponsorship of \$ _____ as follows:

- ☐ I enclosed a check with this form.
- ☐ I plan to pay at a later date on or before race day; please send me a invoice.

To pay by credit card go to <https://www.harmonyfamilycenter.org/hfcsponsor>

Please return sponsorship form online at www.harmonyfamilycenter.org, via email at connect@harmonyfamilycenter.org, or mail to 118 Mabry Hood Road, Suite 400, Knoxville, TN 37922.
Please email logo in .png or .eps format to connect@harmonyfamilycenter.org