

2024 SPONSORSHIP OPPORTUNITIES



**MUD
HAPPENS**

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 24, 2024



PHIL MOORE PARK
7101 SCOTTSVILLE ROAD
ALVATON, KY 42122



INDIVIDUAL: \$45 PP
TEAM OF 4-9: \$40 PP
TEAM OF 10+: \$35 PP

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: 50%
- MALE: 50%
(269 Males, 268 Females)

RESIDENCE

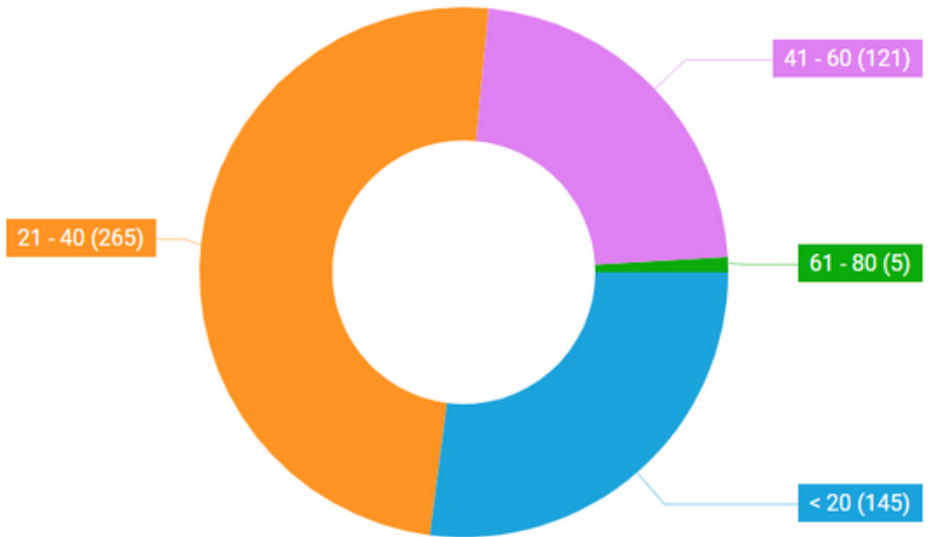
- KENTUCKY: 97%
(Warren, Simpson, Barren, Allen, Fayette, Logan, Jefferson, Ohio, Scott, Clark, Edmonson)
- TENNESSEE: 2%
- OTHER: 1%
(Alabama, Colorado & Missouri)

2023 ATTENDANCE



- 537 PARTICIPANTS
- 40 VOLUNTEERS
- 50 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, 2024
 T-Shirt: July 19, 2024
 Signage: August 2, 2024

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:

- | | |
|---|--|
| <input type="checkbox"/> \$5,000: Title Sponsor SOLD! | <input type="checkbox"/> \$1,000: Wash-Off Station Sponsor |
| <input type="checkbox"/> \$2,500: Start Line Sponsor | <input type="checkbox"/> \$1,000: Kid's Mud Bath Sponsor |
| <input type="checkbox"/> \$2,500: Finish Line Sponsor SOLD! | <input type="checkbox"/> \$500: Watering Hole Sponsor <i>(10 available)</i> |
| <input type="checkbox"/> \$1,000: Competition Sponsor | <input type="checkbox"/> \$250: Obstacle Sponsor <i>(22 available)</i> |

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 submitted online through our donor platform.

- Check made out to Family Enrichment Center is enclosed.
- Please send us an invoice to the address above.
- I will pay online. *A receipt will be sent for your records.*
 - Scan or click the QR code to submit payment.
 - Click the DONATE button.
 - Enter the amount you wish to sponsor.
 - Under the SUMMARY section there is an automatic, voluntary contribution added to your total. From the dropdown menu select "Other" and enter \$0.00.



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