

# 40th Annual Mighty Mud Mania Sponsorship Levels

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Over 10,000 happy and muddy families flock to the heart of Scottsdale each year to compete in the original mud obstacle course: Mighty Mud Mania. The event is comprised of 3 mud obstacle courses, two free play mud pits, inflatable slide arena, Mudville play town, vendors and a sponsor alley. The 3 courses include Mini Mud Course for 5 and under, Original Course for 6 -12 and the Extreme Course for teens and adults. Mighty Mud Mania receives local media attention as has received national publicity over the past years, and is visited by participants from all over Arizona and surrounding states

## Title Sponsor

Title sponsor is the premier option for companies seeking marketing opportunities while helping support their customers and the community through this free event. Title sponsor will receive title name on all marketing (print, web, social media), up to 10 banners throughout the event, centralized promotional booth on event day (38x24 provided space), listed on the City's web page, business logo printed on staff shirts, Business name and logo on pre-event signage at the event site and all print media associated with the event, and 25 Extreme Course Passes. Title sponsorship will also include event presence and banner at one Concert in the Park event located at McCormick Stillman Railroad Park with expected attendance of 2,500 participants

**Cost: \$10,000**

## Main Course Sponsor

Stand out by sponsoring the Original Mud Obstacle course. Main Course sponsor receives 4 banners placed on obstacles in main course, logo on printed materials/web site, 10x10 promotional booth space, 10 Extreme Course passes. The main course receives the highest amount of media coverage during the event.

**Cost: \$4000**

## Extreme Course Sponsor

The Extreme Course is Mighty Mud Mania's newest obstacle course for ages 13 and up. Competitive adults will also have the opportunity to race at a nominal fee that benefits the event. Extreme Course sponsor receives 4 banners placed in course area, logo on all printed materials/web site, 10x10 promotional booth space, 6 Extreme Course passes.

**Cost: \$3000**

## In Kind Sponsor

In kind sponsorship is providing supplies needed for the event (i.e. bottles of water, inflatables, tools or dirt). In Kind sponsors receive 1 banner at the event, logo on all printed materials/web site and a 10x10 promotional booth space.

**Cost: \$1500 & at least \$1500 in retail supply**

## Mini Mud Course Sponsor

Mini Mud Course is for our 5 and under participants. Mini Mud sponsor receives 4 banners placed in course area, logo on all printed materials/web site, 10x10 promotional booth space, 6 Extreme Course passes.

**Cost: \$3000**

## Stage Sponsor

The stage is placed in the center of the event. Stage MC will recognize sponsors. The stage will host a variety of entertainment throughout the event. Stage sponsor receives 2 banners on both ends of the stage, logo on all printed materials/web site, 10x10 promotional booth space.

**Cost: \$3000**

## Promotional Booth

This is the opportunity for your product to be viewed by thousands of potential customers. Promotional Booth space is available in limited quantities and provides you with a 10x10 space to feature your products and services to the participants of this Scottsdale tradition.

**Cost: \$1000**

**For more information on Sponsorships contact Dan Miller at 480.312.0205 / [Dmiller@scottsdaleaz.gov](mailto:Dmiller@scottsdaleaz.gov)**