



DIRTY KID OBSTACLE RACE

Saturday, October 10
10 AM – 12 PM

PROGRAM OVERVIEW

Join us for fitness fun at the 2nd annual Dirty Kid Obstacle Race Fundraiser! Youth ages 6-15 will race in a half-mile course with 10-15 obstacles, including MUD! All proceeds will support the Sacramento Adventure Playground and help continue to keep play time free!

BENEFITS OF SPONSORSHIP

- Positively impact the lives of children and families in your community
- Position your business as community-oriented and accessible in the Sacramento market
- Align your organization with the worthwhile causes of a landmark nonprofit organization
- Sponsorships not only help to underwrite this event program but also help to improve educational programs and park improvements

EVENT DETAILS

- In 2019, over 150+ kids participated
- \$10 per race participant.
- \$10 per shirt.
- \$40 per race participant for training program, race, & Dirty Kid Obstacle Race t-shirt.
- Community Fun Day begins right after the Race from 12 – 4PM
- Community fun day is a family event with food & drink, music, and fun activities for everyone.
- Activities include arts and crafts, tree climbing, mud play, and more!

Featured Sponsor: \$5,000:

- Name recognition on Sacramento Adventure Playgrounds social media (1,700 Facebook, and Instagram 300) and website (2,000 visitors per month)
- Name recognition on Fairytale Town's Social Media (20,000 Facebook and 2,750 Instagram) and website (15,000 visitors per month)
- Bi-annual newsletter (3,500 households)
- Featured name recognition on Sacramento Adventure Playgrounds email list (1,000 households)
- Featured logo recognition on Fairytale Town's email newsletter the Humpty Report (8,000+ households)
- Featured logo recognition at photo booth station
- Featured logo on event t-shirts and signage at the event feature and exclusive industry representation
- Name recognition on media releases
- Name acknowledgement on biannual newsletter (3,500 households)
- Promo booth/table at the race and Community Fun

Medal Sponsor: \$2,500

- Name recognition on Sacramento Adventure Playgrounds social media (1,700 Facebook, and Instagram 300) and website (2,000 visitors per month)
- Name recognition on Fairytale Town's Social Media (20,000 Facebook and 2,750 Instagram) and website (15,000 visitors per month)
- Featured name recognition on Sacramento Adventure Playgrounds email list (1,000 households)
- Featured name recognition on Fairytale Town's email newsletter (8,000+ households)
- Logo on winner medals & participation medals
- Logo recognition at photo booth station
- Name recognition on event t-shirt
- Name recognition on media releases
- Bi-annual newsletter (3,500 households)
- Promo booth/table at race and Community Fun Day

Photo Booth Sponsor: \$1,500

- Name recognition on Sacramento Adventure Playgrounds social media (1,700 Facebook and Instagram 300) and website (2,000 visitors per month)
- Name recognition on Fairytale Town's Social Media (20,000 Facebook and 2,750 Instagram) and website (15,000 visitors per month)
- Featured name recognition on Sacramento Adventure Playgrounds email list (1,000 households)
- Featured name recognition on Fairytale Town's email newsletter (8,000+ households)
- Logo recognition at photo booth station
- Name recognition on the event t-shirt
- Name recognition on Fairytale Town's Social Media (20,000 Facebook, 2,750 Instagram, & 4,300 Twitter) and website (15,000 visitors per month)
- Bi-annual newsletter (3,500 households)
- Promo booth/table at race and Community Fun Day

Event Sponsor: \$500 or Supply Donation

- Name recognition on Sacramento Adventure Playgrounds social media (1,700 Facebook, and Instagram 300) and website (2,000 visitors per month)
- Name recognition on Fairytale Town's Social Media (20,000 Facebook and 2,750 Instagram) and website (15,000 visitors per month)
- Sponsorship may be in the form of supplies.
- Promo booth/table at race and Community Fun Day

For more information, please contact

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