

Dirty Kid Obstacle Race Sponsorship 2021

Saturday, October 9

Event Details:

- 2021 expected to have 250+ runners.
- Entry fees of \$10-\$20.
- Training Program and Team Racing available.
- Collaborative Community Fun Day 11am-4pm. A free family festival.

Program Overview:

Join us for fitness fun at the 3rd annual Dirty Kid Obstacle Race Fundraiser! Youth ages 4-15 will race in a .25 to 6 mile course with 10-22 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, but also allows the continued offering of a free adventure play for underserved youth.

Featured Sponsor: \$5,000

- Prime logo position on all event materials and category exclusivity
- Tee shirt – prime logo position
- Marketing materials – prime logo position on all event marketing materials, both print and electronic
- Media – lead mention in all media announcements
- Visibility at event – podium time as a co-presenter of awards
- On-site presence – sponsor table at event, recognition at photo booth station
- Social media – prominent mentions both on Sacramento Adventure Playground (SAP) social media (1,700 Facebook, Instagram 300, website 2,000 visitors per month) and on Fairytale Town's social media (20,000 Facebook, 2,750 Instagram, website 15,000 visitors per month)
- Numerous logo and/or name recognition – SAP newsletter (3,500 households), SAP email blast (1,000 households), Fairytale Town's e-newsletter (8,000+ households)
- 12-month recognition – signage on site so every family visiting SAP knows of your sponsor support!

Event Sponsor: \$2,500

- Sponsor table at event
- Social media • Logo on all event materials
- Tee shirt – logo placement
- Takeaways – logo on keepsake competitor medals
- Marketing materials – logo position on all event marketing materials, both print and electronic
- Media – mention in all media announcements
- Visibility at event – podium time as a co-presenter of awards
- On-site presence – sponsor table at event, recognition at photo booth station
- Social media – mentions both on Sacramento Adventure Playground (SAP) social media (1,700 Facebook, Instagram 300, website 2,000 visitors per month) and on Fairytale Town's social media (20,000 Facebook, 2,750 Instagram, website 15,000 visitors per month)
- Various logo and/or name recognition – SAP newsletter (3,500 households), SAP email blast (1,000 households), Fairytale Town's e-newsletter (8,000+ households).

Course Sponsors: \$1,000

- Logo on all event materials
- Marketing materials – logo position on all event marketing materials, both print and electronic
- Media – mention in all media announcements
- Visibility at event – announced as sponsor from podium
- On-site presence ia – mentions both on Sacramento Adventure Playground (SAP) social media (1,700 Facebook, Instagram 300, website 2,000 visitors per month) and on Fairytale Town's social media (20,000 Facebook, 2,750 Instagram, website 15,000 visitors per month)
- Various logo and/or name recognition – SAP newsletter (3,500 households), SAP email blast (1,000 households), Fairytale Town's e-newsletter (8,000+ households).

Basic Sponsor: \$500 or Supply Donation

- Marketing materials – name listing on all event marketing materials, both print and electronic
- Social media – mentions both on Sacramento Adventure Playground (SAP) social media (1,700 Facebook, Instagram 300, website 2,000 visitors per month)
- Name recognition – SAP newsletter (3,500 households), SAP email blast (1,000 households)
- Name listing on course map and any event handouts

Event Supporter: \$250

- Name listing as sponsor of an obstacle.

For more information, please contact

Lisa Keyson, Director of Advancement, at (916) 808 – 8886 or lkeyson@fairytaletown.org
Kelsey Ladd Stobener, Marketing & Sponsorship Coordinator, at (916) 808-7085 or kladdstobener@fairytaletown.org



Play is the work of childhood. Play allows children to use their creativity while developing their imagination, dexterity, physical, cognitive, and emotional strength. Play is important to healthy brain development. It is through play that children learn and interact in the world around them.

An adventure playground encompasses "free play" and "risky" play into a setting that research shows clearly stimulates children mentally, physically and socially. Although adventure playgrounds are proven and popular in other countries, they are rare in the United States. The Sacramento Adventure Playground follows more of the European model of a "junkyard" atmosphere. In our base program youth ages 6-15 are encouraged to attend absent a parent to build a fort with real tools, play in the mud, climb a tree, do a challenging obstacle course, dig a hole, make a friend, make a craft (including using a hot glue gun), pretend, build with junkyard items, pound away in the "Wreck Center", and much, much more. Even though we openly promote this type of play as "risky" statistically adventure playgrounds are safer than your traditional USA playgrounds allowing children to grow socially and emotionally.



Adventure Playground Participants	Guardians of Participants
<p>"I didn't know there was so much to do besides video games."</p>	<p>"I can see that the kids gain self-confidence here, and after only one visit even."</p>
<p>"This place reminds me of the Bridge to Terabithia because everything comes to life!"</p>	<p>"I have an eight-year-old and a seven-year-old who think it's heaven on earth"</p>
<p>"I love my job here – being a kid"</p>	<p>"What I am learning here is when children are allowed and encouraged to take risks and think divergently, the children excel."</p>
<p>"This is the only place I smile and laugh".</p>	<p>"I must admit I've grown" parent discovering trust in herself in allowing her children being without her.</p>
<p>"This place is better because we can do crafts and build and do what we want"</p>	