



# DIRTY KID OBSTACLE RACE

Saturday, October 9  
10 AM – 12 PM

## PROGRAM OVERVIEW

Join us for fitness fun at the 2<sup>nd</sup> 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 2020, 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:
  - Fairytale Town’s Social Media - **6 posts**  
Facebook 21,000+ followers and Instagram 3,800+ followers
  - Sacramento Adventure Playgrounds email list (1,000 households) - **4 mentions**
  - Fairytale Town’s e-newsletter (10,000+ subscribers) - **4 mentions**
  - Media releases
  - Day of event - MC announcement from podium
- Logo recognition:
  - Event t-shirts
  - Photo booth station
  - Event signage (at entrance)
- Promo booth/table at the race and Community Fun

### Event Sponsor: \$2,500

- Name recognition:
  - Fairytale Town’s Social Media - **4 posts**  
Facebook 21,000+ followers and Instagram 3,800+ followers
  - Sacramento Adventure Playgrounds email list (1,000 households) - **2 mentions**
  - Fairytale Town’s e-newsletter (10,000+ subscribers) - **2 mentions**
  - Media releases
- Logo recognition:
  - Event t-shirts
  - Photo booth station
  - Event signage (on course)
- Promo booth/table at race and Community Fun Day

### Course Sponsor: \$1,500

- Name recognition:
  - Fairytale Town’s Social Media - **2 posts**  
Facebook 21,000+ followers and Instagram 3,800+ followers
  - Sacramento Adventure Playgrounds email list (1,000 households) - **1 mention**
  - Fairytale Town’s email newsletter (10,000+ subscribers) - **1 mention**
- Logo recognition:
  - Event signage (on course)
- Promo booth/table at race and Community Fun Day

### Event Sponsor: \$500 or Supply Donation

- Promo booth/table at race and Community Fun Day

**For more information, please contact**

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