



Harmony Family Center's 10th Annual

Mudder's Day Madness 5k

get a little dirty to do a lotta good

SPONSORSHIP INFORMATION

ABOUT THE EVENT

Harmony's 10th Annual Mudder's Day Madness is coming up Mother's Day weekend on Saturday, May 7, 2022. In honor of 10 years we are adding a 10K in addition to our 5K race. Both courses will take runners through Montvale's beautiful property while getting muddy on over 20 obstacles including a muddy slide, a sludgy army crawl, and a jump into the lake. Proceeds benefit the work of Harmony at historic Camp Montvale to ensure the property remains a space for connection and wellness for years to come.

Harmony provides a host of mission-based services and programs including animal-assisted therapy, therapeutic horseback riding, and specialized therapeutic camps for foster and adoptive children and their families at Montvale. To date, Harmony has served over 135,000 Tennessee children and families.



TARGET AUDIENCE

Families, groups, and individuals in
Blount, Knox, and surrounding counties
Past participants, sponsors, donors, and partners
Child and family welfare advocates
Outdoor & fitness enthusiasts

REACH

Day-of: 850+ Runners, 100+ Volunteers
Email distribution: 6,000 contacts
Website visits: 2,500 visitors monthly
Social media interactions: 53,000 monthly



connect@harmonyfamilycenter.org

| 865-982-5225

| harmonyfamilycenter.org



Harmony Family Center's 10th Annual

Mudder's Day Madness 5k

get a little dirty to do a lotta good

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$10,000

- Business name integrated into event name
 - Example: Mudder's Day Madness presented by ACME Business
- Most prominently displayed on race website
- Most prominently displayed logo on all event emails
- Most prominently displayed logo on all race shirts
- Company name displayed on signage
- Company name displayed on awards and swag items
- Company logo most prominently placed at start/finish line
- Prominent booth space at event
- Opportunity to place item in race swag bag
- Company logo on obstacle sign
- 20 complimentary 5k race registrations (a \$1000 value)
- Social media mentions

VOL-UNTARILY GRUBBY

\$5,000

- Company logo highlighted on race website
- Company logo highlighted at the top of t-shirt
- Company logo highlighted at start/finish line
- Company logo displayed in Runner's Village
- Opportunity for booth at event
- Opportunity to place item in race swag bag
- Company logo on obstacle sign
- 10 complimentary 5k race registrations (a \$450 value)
- Social media mentions

MIGHTY MUDDY

\$2,500

- Booth space at event
- Opportunity to place item in race swag bag
- Company logo displayed at Bag Check
- Company logo on obstacle sign
- 5 complimentary 5k race registrations (a \$225 value)
- Company logo displayed on t-shirts
- Social media mentions



Harmony Family Center's 10th Annual

Mudder's Day Madness 5k

get a little dirty to do a lotta good

SPONSORSHIP OPPORTUNITIES

SUPER SLUDGY

\$1,000

- Booth space at event
- Company logo displayed in post-race shower area
- Opportunity to place item in race swag bag
- Company logo on obstacle sign
- 2 complimentary 5K race registrations (a \$100 value)
- Company logo displayed on t-shirts
- Social media mentions

DANG DIRTY

\$500

- Company logo on obstacle sign
- 1 complimentary 5K race registration (a \$50 value)
- Company logo displayed on t-shirts
- Social media mentions

LITTLE MUDDY

\$250

- Company logo displayed on t-shirts
- Social media mentions



Harmony Family Center's 10th Annual

Mudder's Day Madness 5k

get a little dirty to do a lotta good

SPONSORSHIP COMMITMENT

YES! I WANT TO BE A MUDDER'S DAY SPONSOR

- ☐ **\$10,000 PRESENTING SPONSOR**
- ☐ **\$5,000 VOL-UNTARILY GRUBBY**
- ☐ **\$2,500 MIGHTY MUDDY**
- ☐ **\$1,000 SUPER SLUDGY**
- ☐ **\$500 DANG DIRTY**
- ☐ **\$250 LITTLE MUDDY**
- ☐ I choose not to sponsor, but I will make a one time donation of \$_____

SPONSORSHIP DETAILS

Company Name _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

How would you like your name to appear in recognition _____

I would like to structure my sponsorship of \$_____ as follows:

- ☐ I enclosed a check with this form.
- ☐ I plan to pay at a later date on or before race day; please send me a invoice.

To pay by credit card go to <https://www.harmonyfamilycenter.org/hfcsponsor>

Please return sponsorship form online at www.harmonyfamilycenter.org, via email at connect@harmonyfamilycenter.org, or mail to 118 Mabry Hood Road, Suite 400, Knoxville, TN 37922.

Please email logo in .png or .jpg format to connect@harmonyfamilycenter.org