

THE TEXAS MUD RUN



Sponsorship Opportunities

What is the Mighty Mud Dash?





On March 14th and 15th, over 5,000 athletes will visit Sam Houston Race Park to compete in the semi-annual Mighty Mud Dash.

Mighty Mud Dash, “The Texas Mud Run,” is quickly becoming not only a Houston tradition, but also a Texas one serving over 35,000 runners since the inception of the event.

And unlike other mud runs, the Mighty Mud Dash is centrally located inside the Houston city limits at a well-known Houston venue, Sam Houston Race Park. The complex is inside the beltway, perfectly positioned with 100,000+ cars worth of drive by traffic per day. This location is well known by many Houstonians, hosting over 200 events a year and featuring live racing.

A 'dirty' business decision
that you will
not regret.





Promote your business. Support health and wellness.
Encourage **team-building**. And so much more.

Marketing through Mud Run/Obstacle Race events is one of the fastest growing segments in the world of event sponsorships. Companies of all sizes continue to tap into the growing popularity of the sport.

The Mighty Mud Dash sponsorship packages offer a host of options including, but not limited to, traditional elements, media inclusion, public relations, social media, direct and web marketing, obstacle branding and more. The Mighty Mud Dash provides various levels of sponsorship packages for business of all sizes. It is a great way to get corporate employees involved in the community, focused on health & wellness, and having a “Mighty Frickn’ Good Time.”



Community and Charitable Benefits:

For when simply getting muddy isn't progress enough.

It is critical to the success of the event that community partners support Mighty Mud Dash through sponsorship. The more support through sponsorship, the stronger the promotion of the event locally and nationally which increases the participation of both competitors and local residents.

The Mighty Mud Dash is proud to support the nonprofit organization The Boot Campaign. The Boot Campaign is a national nonprofit organization dedicated to Cultivating Awareness, Promoting Patriotism, and Providing Assistance to military personnel, past and present, and their families. Started in 2009 by five women from Texas known as the Original Boot Girls, the Boot Campaign encourages Americans to "Get Their Boots On" as an easy and tangible way to express one's Patriotism and Gratitude for all who serve.

Proceeds from all Boot Campaign combat boot sales, events, direct donations and corporate sponsorships fund the campaign's five Assistance initiatives: Jobs, Housing, Wellness, Urgent Assistance, and Family Support. As you read more about the organization you will see the robust lineup of musicians, entertainers, athletes and other celebrities who are lacing up combat boots with the Boot Campaign.

So what are you waiting for? Awaken the Patriot in you, and get your boots on today!



Event Participant Demographics

Gender Ratio: Male - 47% Female - 53%

Average Age: 33

Participant Household Income:

52% who make at least 70K a year

27% who make more than 100k a year

Other Participant Stats: (conducted by our participant survey)

80% of participants exercise three or more times week

64% of participants have completed a college degree or higher

88% of participants will recommend Mighty Mud Dash to a friend

77% of participants consume at least one alcohol beverage a week

68% of participants are very likely to buy new athletic shoes in the next 12 months

67% of participants consume some type of energy drink weekly

57% of participants bring at least 2 spectators with them to Mighty Mud Dash

58% of participants have at least one child under the age of 16 in their household.



Sponsorship Options



Category Exclusivity

Coupon Distribution

Packet Inserts

Wave Sponsors

Digital Signage
(15 second sponsor ad rotation)

Entertainment Stage Banners
(provided by sponsor)

Event Banners
(provided by sponsor)

Event Day Booth
(10 foot x 10 foot space)

Event Flags
(provided by sponsor)

Mileage Signs
(other on-course signage)

VIP Section Sponsor

Obstacle Course Sponsor

Onstage Promotion

E-Blast to Database
(shared with multiple sponsors)

E-Newsletter to Database
(shared space)

Social Media Postings

Tier 1 Web Banner
(homepage and all other pages)

Logo in Print Ad Buy

Logo in Web Ad Buy

Mention in Radio Ad Buy

Comp Entries
Start line Sponsor

Water station sponsor

T-Shirt and Bib sponsor

Push-up competition sponsor

Please call [281-550-1080](tel:281-550-1080) or email support@mightymuddash.com for pricing.
Custom packages available.