

RUGGED MANIAC



Launched with a single event in 2010, Rugged Maniac now welcomes over **250,000 annual attendees** of all fitness levels.

25 obstacles including giant water slides, flaming fire jumps, and of course gooey mud pits line the way for each 5k event, and are capped off with an **ALL-DAY PARTY** featuring music, sponsor booths, contests, games, and plenty of food and beer.

the **premier** ENTRY LEVEL
Obstacle course race
in North America



Rugged Maniac



GOOD



~~CLEAN~~



FUN

ATHLETE DEMOS



50% Female
50% Male



36% Post High School
58% Post-College



\$66k Average HHI
27% Over \$100k



71% Age 25-44
35 Average Age

The most **diverse** Athlete population
in the obstacle course industry



fitness

Will pay for



More than 2x more likely to own luxury brand vehicle (BMW index 262, Audi 259)
2.5 more likely to have a budget over \$75,000 for next vehicle (240 index)



frequent



tech

& connected

2.5x as likely to be a “gadget geek” (259 index)
63% more likely to own wearable tech/smart watch (163 index)

FITNESS IS BOOMING

Fitness as a form of self-care has **surged in popularity** during the pandemic, as it offers an easy and inexpensive outlet for physical activity that adheres to social distancing guidelines.

↑45% Health & Fitness App downloads

↑47% Run tracking App downloads

↑200% Ecommerce running footwear sales

More people are getting fit and having FUN doing it than ever before, creating a huge increase in pent-up demand for our full season of 2022 events.



where you'll find us in 2023

Date	City	Date	City
3/18/23:	Ravenel, SC	7/22/23:	Calgary, AB
4/1/23:	Phoenix, AZ	7/29/23:	Mohnton, PA
4/15/23:	Tampa, FL	8/5/23:	Denver, CO
4/22/23:	San Francisco, CA	8/12/23:	Atlanta, GA
4/29/23:	Petersburg, VA	8/19/23:	Grayslake, IL
5/6/23:	Columbus, OH	8/26/23:	Paoli, S.IN
5/13/23:	Los Angeles, CA	9/9/23:	Twin Cities, MN
TBD:	Kitchener, ON	9/16/23:	Kansas City, MO
6/3/23:	Rockingham, NC	9/23&24/23:	Southwick, MA
6/10/23:	Oklahoma City, OK	10/7/23:	Petersburg, VA
6/24/23:	New York, NY	10/21/23:	Julian, NC
7/1/23:	Portland, OR	11/4/23:	Phoenix, AZ
7/15/23:	Englishtown, NJ	11/11/23:	Austin, TX
		11/18/23:	Temecula, CA



PRESENTING PARTNER

Fully align your brand with the most exciting obstacle course race in the US!
Become the Presenting Partner and your brand will be completely integrated into all aspects of the event, generating immeasurable goodwill and concrete brand uplift.

- Full naming rights and logo lock-up: Rugged Maniac (City) Presented by (Your Brand)
- Your logo integrated into all event signage including entrance banner, check-in tents, festival area, main stage, start and finish arches, etc.
- 20' x 20' exhibition booth space in premier location at event festival
- Fully branded platinum obstacle on-course noted as "presented by (your brand)" on official course map
- Your logo integrated into every official photo taken at the event
- Your logo integrated throughout event website and Facebook page
- Your logo integrated into header image and hyper-linked banner included in every event related email
- Dedicated email and social post to all attendees, both pre and post event
- Full-page color ad or banner equivalent in the event guide emailed to every runner
- Promotional blurb about your brand in event post-race email sent to every runner
- Ten (10) VIP Participant Tickets to the event

Investment: \$15,000

*Cost of banner included in package.

**Includes two chairs and an 8' table. Sponsors must provide their own tent, branding, and staffing.



PHOTOGRAPHY PARTNER + PLATINUM OBSTACLE

Become the participant photo sponsor and your brand will receive high-visibility branding on the course, in the pre-race PDF event guide, and on the 30,000+ photos taken at each event that are emailed to every participant for free. This package includes:

- 10' X 10' exhibition booth space in event festival
- Branding on ALL PARTICIPANT PHOTOS taken at the event
- Fully branded PLATINUM OBSTACLE noted as "presented by (your brand)" on the event's official course map
- Full-page color ad or banner equivalent in the event guide emailed to every participant
- One (1) pre-event email and social post promoting your brand
- Your logo (hyperlinked) in the Local Sponsors section of event website
- Six (6) VIP Participant Tickets to the event

Investment: \$6,000

*Cost of banner included in package.

**Includes two chairs and an 8' table. Sponsors must provide their own tent, branding, and staffing.

**RUGGED
MANIAC**

 **SIERRA®**
SIERRA.COM

FESTIVAL BOOTH PARTNER + PLATINUM OBSTACLE

Become a platinum obstacle sponsor and your brand will receive high-visibility branding on the course and in the festival, along with a high-impact digital package that will keep your brand top of mind among attendees! This package includes:

- 10' X 10' exhibition booth space in event festival
- Fully branded PLATINUM OBSTACLE noted as "presented by (your brand)" on the event's official course map
- Half-page color ad or banner equivalent in the event guide emailed to every participant
- One (1) pre-event email and social post promoting your brand
- Your logo (hyperlinked) in the Local Sponsors section of event website
- Four (4) VIP Participant Tickets to the event

Investment: \$3,000

*Cost of banner included in package.

**Includes two chairs and an 8' table. Sponsors must provide their own tent, branding, and staffing.



FESTIVAL BOOTH PARTNER + OBSTACLE

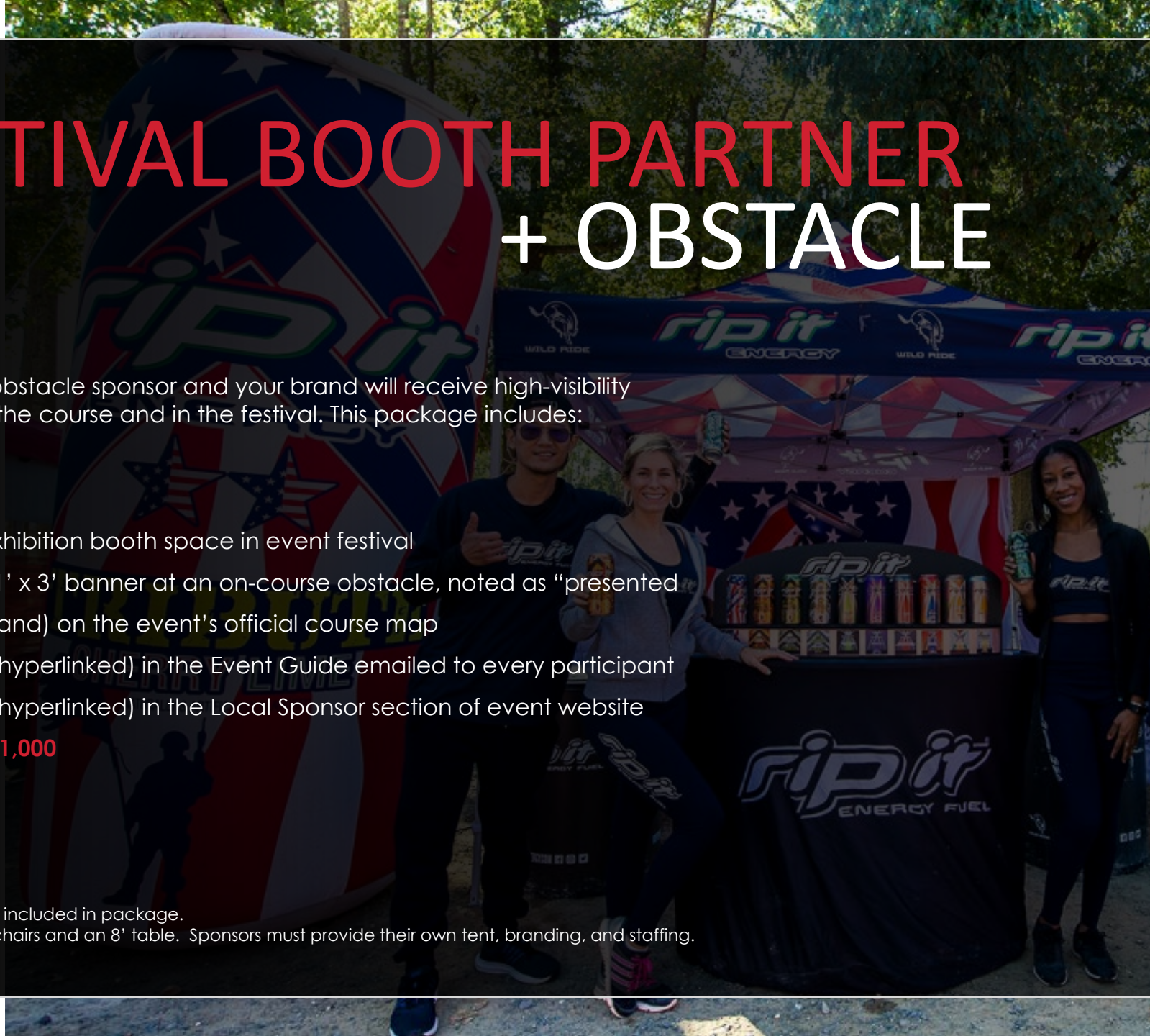
Become an obstacle sponsor and your brand will receive high-visibility branding on the course and in the festival. This package includes:

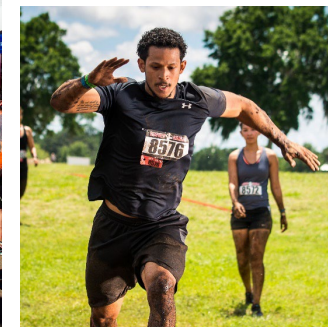
- 10' X 10' exhibition booth space in event festival
- Branded 11' x 3' banner at an on-course obstacle, noted as "presented by (your brand)" on the event's official course map
- Your logo (hyperlinked) in the Event Guide emailed to every participant
- Your logo (hyperlinked) in the Local Sponsor section of event website

Investment: \$1,000

*Cost of banner included in package.

**Includes two chairs and an 8' table. Sponsors must provide their own tent, branding, and staffing.





Thank you!

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