

5TH ANNIVERSARY!



SPONSORSHIP OPPORTUNITIES



SATURDAY, SEPTEMBER 9, 2017
PRESQUE ISLE STATE PARK



1,350
PARTICIPANTS IN THE 2016 BEAST

17
STATES AND CANADA REPRESENTED

16-74
AGE RANGE OF PARTICIPANTS

110
ADAPTED COURSE PARTICIPANTS

9,500+
FACEBOOK LIKES

77,000+
WEBSITE VISITS

ABOUT OUR EVENTS



Barber Beast on the Bay is a 10-mile obstacle course challenge that takes place at Presque Isle State Park and features over 25 challenging obstacles.

To 'Beat the Beast,' competitors have to jump, crawl, climb, and maneuver their way through sand, water, and the phragmites! It's the event of the year if we say so ourselves, and we do! But we've heard it again and again from participants and spectators! From one competitor: "I have done 3 Spartan Races, 1 Tough Mudder, and 1 Warrior Dash this year. Yours was by far the best race this year."



The Adapted Course is a one-mile obstacle course for adults with disabilities. The course intersects with the 10-mile course, allowing all participants to finish the Beast together. It's a fun time for all with plenty of dancing, running, and celebrating after 'Beating the Beast!'

All proceeds from Barber Beast on the Bay benefit the Barber National Institute, an organization committed to "Making Dreams Come True" for children and adults with intellectual disabilities and behavioral health challenges.

SPONSORSHIP LEVELS

PRESENTING SPONSOR
\$25,000

"BE THE FACE OF THE SHOW! IF YOU WANT YOUR BRAND'S NAME FRONT AND CENTER, THIS IS THE WAY TO DO IT."

Advertising and Publicity: Event name branded with "Barber Beast on the Bay presented by...", media advertising (mentions on radio spots, commercials, on-air interviews), logo with hyperlink on website and social media sites, print inclusion, branding on all entry materials, brochures, emails blasts and other promotional materials.

Event Day Presence: Entry for a team of 25 for the 10-mile course, obstacle sponsorship, signage at the event, inclusion of promotional items in participant goodie bags, inclusion of logo on volunteer t-shirts, course banners and signage.

Contact me to find out how we can partner to make this your best investment!

For information about sponsorships, contact Laura Schaaf at 814-874-5802 or LSchaaf@barberinstitute.org

SPONSORSHIP LEVELS

THERMAL BLANKET SPONSOR \$15,000

"RACERS NEED THE CHANCE TO COOL DOWN AT THE END OF THE COURSE -- HERE'S YOUR CHANCE TO HAVE YOUR LOGO SURROUNDING THEM!"



Advertising and Publicity: Exclusive logo on blanket distributed at final obstacle (estimated 1,200+ participants), logo with hyperlink on website and social media sites, print inclusion, branding on all entry materials, brochures, email blasts and other promotional materials.

Event Day Presence: Entry for a team of 10 to the 10-mile obstacle course, obstacle sponsorship, signage at the event, inclusion of promotional items in participant goodie bags, inclusion of logo on volunteer t-shirts, course banners and signage

REGISTRATION SPONSOR \$10,000

"EVERY TIME SOMEONE SIGNS UP ON OUR REGISTRATION PAGE, THEY'LL SEE YOUR LOGO!"

Advertising and Publicity: Exclusive logo on registration website (estimated 1,200 participants), logo with hyperlink on website and social media sites, print inclusion, branding on all entry materials, brochures, email blasts and other promotional materials.

Event Day Presence: Entry for a team of 10 to the 10-mile obstacle course, obstacle sponsorship, signage at the event, inclusion of promotional items in participant goodie bags, inclusion of logo on volunteer t-shirts, course banners and signage

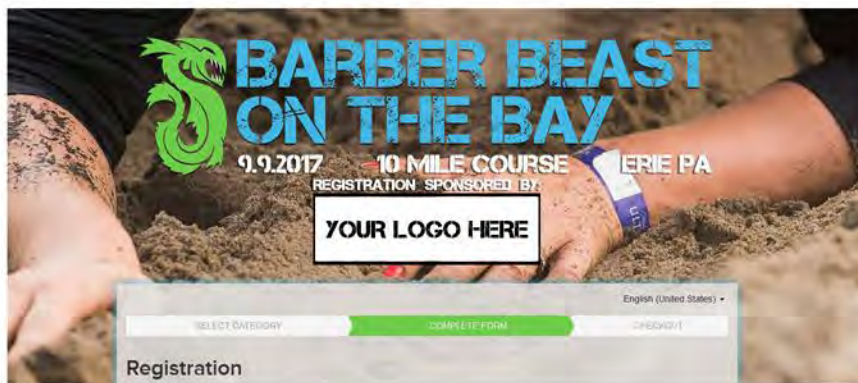


PHOTO BOOTH SPONSOR \$5,000

"EVERYONE CELEBRATES AFTER FINISHING THE BEAST! THEY'LL TAKE A PHOTO WITH YOUR LOGO IN IT!"



Advertising and Publicity: Exclusive logo on photo booth backdrop, logo with hyperlink on website and social media sites.

Event Day Presence: Greet participants and guests during awards ceremony on stage, Entry for a team of 5 to the 10-mile obstacle course, obstacle sponsorship, medal presenters at finish line, signage at the event, Inclusion of promotional items in participant goodie bags, inclusion of logo on volunteer t-shirts, course banners and signage.

For information about sponsorships, contact Laura Schaaf at 814-874-5802 or LSchaaf@barberinstitute.org

SPONSORSHIP LEVELS

ELITE AWARD SPONSOR \$5,000

"SOME JUST WANT TO FINISH, BUT OTHERS WANT TO WIN! SPONSOR AND PRESENT THE AWARDS FOR THE TOP MALE AND FEMALE FINISHERS!"

Advertising and Publicity: Logo with hyperlink on website and social media sites

Event Day Presence: Representatives from your business will be on stage to present awards to top finishers. Entry for a Team of 5 for the Adapted Course or 10-Mile Course, obstacle sponsorship, signage at the event, inclusion of promotional items in participant goodie bags, inclusion of logo on volunteer t-shirts, course banners and signage

SUPPORTING SPONSOR \$2,500

"SHOW YOUR SUPPORT FOR BARBER BEAST ON THE BAY AND THE BARBER NATIONAL INSTITUTE!"

UNLIMITED

Advertising and Publicity: Logo with hyperlink on website and social media sites

Event Day Presence: Event Day marketing opportunities, signage at the event, inclusion of promotional items in participant goodie bags, inclusion of logo on volunteer t-shirts, course banners and signage

REFUELING AND WATER STATION SPONSOR

\$1,000 EACH/2 AVAILABLE

"RUNNERS NEED TO REFUEL, AND THEY'LL SEE YOUR LOGO EACH TIME THEY DO!"

Advertising and Publicity: Logo with hyperlink on website and social media sites

Event Day Presence: Event Day marketing opportunities, signage at Refueling Station, inclusion of promotional items in participant goodie bags, inclusion of logo on volunteer t-shirts, course banners and signage

FRIENDS OF THE BEAST \$500

"THIS CAN BE A VERY BENEFICIAL FRIENDSHIP FOR US BOTH. GET YOUR BRAND OUT THERE!"

UNLIMITED

Advertising and Publicity: Logo with hyperlink on website and social media sites

Event Day Presence: Event Day marketing opportunities, Adapted Obstacle sponsorship, inclusion of promotional items in participant goodie bags, inclusion of logo on volunteer t-shirts, course banners and signage

DESIGN YOUR OWN OBSTACLE FREE

"WE ARE ENCOURAGING LOCAL ORGANIZATIONS, CLUBS AND GYMS TO BUILD THEIR OWN OBSTACLE!"

UNLIMITED

Advertising and Publicity: Logo with hyperlink on website and social media sites

Event Day Presence: Logo at the Obstacle that you have designed.

For information about sponsorships, contact Laura Schaaf at 814-874-5802 or LSchaaf@barberinstitute.org

SPONSORSHIP LEVELS- TAKEN

T-SHIRT SPONSOR

\$10,000



STAGE SPONSOR

\$10,000



MAJOR SUPPORTER

\$10,000



MAJOR SUPPORTER

\$7,625



MEDAL SPONSOR

\$7,500



"THE BEAST" SPONSOR

\$5,000



ADAPTED COURSE SPONSOR

\$5,000



CHEER ZONE SPONSOR

\$5,000



ANNIVERSARY SPONSOR

\$5,000



PARTICIPANT BAG SPONSOR

\$5,000



FUNDRAISER AWARD SPONSOR

\$5,000



SUPPORTING SPONSOR

\$2,500



REFUEL/WATER STATION

\$1,500



REFUEL/WATER STATION

\$1,500



REFUEL/WATER STATION

\$1,000



REFUEL/WATER STATION

\$1,000



REFUEL/WATER STATION

\$1,000



REFUEL/WATER STATION

\$1,000



REFUEL/WATER STATION

\$1,000

