



EXTREME

ADVENTURE 2024

CHALLENGE

Sponsorship Packet



Why: Life Adventure Center is a Woodford County nonprofit using outdoor adventure to build internal resilience in people affected by trauma from across Central Kentucky.

Our first annual Extreme Adventure Challenge will help fund our mission and operations, providing scholarships to youth and adults from across Central Kentucky to access our programs and camps.

When: May 18, 2024

Where: Our 575-acre farm in Versailles located at 570 Milner Road

Who: 50 teams of 4 people each (morning heat of 25 teams, afternoon heat of 25 teams) for 200 participants total. Participants must be 16 and up.

What: A timed two-hour high-adventure challenge spanning hundreds of acres, with checkpoints ranging from physical to mental - requiring endurance, strategy, and resilience. Participants will work in teams of four to earn points and complete checkpoints before the clock runs out. Some of our checkpoints will look familiar, but we promise you've never seen them like this! Teams should expect to be mountain biking, climbing our 40-foot wall and ziplining down, archery, canoeing, bouldering, and much more.

We will be heavily advertising this race through multiple mediums including print and social media advertisements, radio ads, and more.

All participants will receive a race t-shirt, race buff, hydration and nutrition – and an incredible adventure!

Contact:

Laurel Hostetter, Director of Philanthropy and Engagement

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LIFEADVENTURECENTER.ORG/CHALLENGE

TITLE PRESENTING SPONSOR

\$15,000

Be our most prominent partner in promoting health and community through the challenge! Benefits include:

1. All event promotions/Social Media presence will be revised/stated as: Extreme Adventure Challenge presented by YOUR COMPANY NAME
2. Receive all perks associated with the Platinum Sponsorship
3. Your company name will appear on trophies for winning team
4. Opportunity for representative to speak at Challenge
5. Flagpole banners, for use at the start and finish lines, showing the event logo and your logo
6. **Year-round** banner on Life Adventure Center fence advertising Challenge and presenting sponsor with your logo (plus right of first refusal for being presenting sponsor in 2025)

PLATINUM SPONSOR

\$7,500 X 3

Your company logo included on participant t-shirts, logo listed on event website, sponsorship announced on social media, and announced at event. Platinum sponsors will also be included on participant's race buffs and have an opportunity to provide customized assets to be included in swag bag (at sponsors expense).

Platinum sponsors are also provided one team registration for either the morning or afternoon challenges AND a half-day of teambuilding for up to ten people at Life Adventure Center.

GOLD SPONSOR

\$5,000 X 5

Your company logo included on participant t-shirts, logo listed on event website, sponsorship announced on social media, and announced at event. Gold sponsors will also be included on participant's race buffs and have an opportunity to provide customized assets to be included in swag bag (at sponsors expense).

Gold sponsors are also provided a half-day of teambuilding for up to ten people at Life Adventure Center.

SILVER SPONSOR

\$2,500 X 7

Your company logo included on participant t-shirts, logo listed on event website, sponsorship announced on social media, and announced at event.

BRONZE SPONSOR

\$1,000 X 10

Your company name included on participant t-shirts, name listed on event website, and announced at event.

EXTREME CHECKPOINT SPONSOR

\$500 X 6

Your company name as checkpoint presenter on large sign for one of our “Extreme Adventure Checkpoints” including mountain biking, climbing wall/ziplining, equine challenge, canoeing, and more.

WATER TABLE SPONSOR

\$500 X 2

Your company name prominently displayed on one of our water tables.

CHECKPOINT SPONSOR

\$250 X 12

Your company name on one of our checkpoint activities, with the exception of one of our “Extreme Adventure” checkpoints.

IN-KIND SPONSORSHIPS

We are also soliciting nutrition and hydration sponsors, swag sponsors, and more.