



The Peyton Walker Foundation was created in 2013, after the untimely and tragic passing of a vibrant and ambitious nineteen-year-old college student, daughter, sister and friend, whose future was stolen by Sudden Cardiac Arrest.

Peyton was a true adventure-seeker and absolutely loved and embraced the outdoors. She enjoyed snowboarding, rock climbing, hiking, 4-wheeling in her Jeep Wrangler, and anything that involved adventure. She lived life in a manner that most would envy – full of energy and passion, never missing an opportunity to share a laugh or give a hug to someone who needed it.

Ski Roundtop embodied all the things that Peyton loved, and because of that, she worked there throughout high school and college. She held every position possible on the mountain from taking tickets to rescuing people on ziplines. She loved her time at Ski Roundtop / Roundtop Mountain Resort.

To celebrate Peyton's love of adventure, we are hosting our first ever, **"The Beat Goes On Adventure Race"** on April 30<sup>th</sup>, 2022 at Roundtop Mountain Resort. The 5K race will feature 12 obstacles, steep hills and a course that will challenge every level of fitness. We will also offer a Fun Run - a 2K race with 5 friendly obstacles for all skill levels and ages.

Proceeds from this event will support the lifesaving work of The Peyton Walker Foundation. Our mission is to increase awareness and survival rates of Sudden Cardiac Arrest. Our award-winning and nationally-recognized programs and services include:

- Free heart screenings for kids in partnership with UPMC, CHOP, U Penn / Lancaster General Health and Geisinger Health Systems;
- Donating over 200 Automated External Defibrillators (AEDs) throughout Central PA;
- Advocating and successfully passing, "Peyton's Law," which went into effect in July 2020 – impacting all students who participate in PIAA sports;
- Providing CPR and AED certification classes and community demonstrations;
- Partnering with the Cardiac Safety Research Consortium to provide heart screening data for research in the hopes of positively impacting the future of youth cardiac healthcare.

We are incredibly excited to be able to tell Peyton's story through this race and educate the public about Sudden Cardiac Arrest. Please join us so that "The Beat Will Go On" for our youth.



*— checking hearts — protecting hearts — saving lives —*

# The Beat Goes On



## ADVENTURE RACE

Roundtop Mountain Resort / Saturday, April 30<sup>th</sup>, 2022

### SPONSORSHIP OPPORTUNITIES



**Presenting Race Sponsor: \$25,000 SOLD**

- Company logo on event marketing emails
- Company or individual logo on all press releases
- Company or individual logo on The Peyton Walker Foundation website and event page
- Recognition on all Social Media Announcements
- Invited to participate in all press events
- Opportunity to include item in swag bags
- Logo on all Adventure Race materials and promotional items
- Opportunity to engage with runners and spectators before, during and after event
- Opportunity for opening remarks at start of Race
- Opportunity to participate at packet pickup (location TBD)
- Logo on all race signage
- Opportunity to provide volunteers at event
- 25 Race Shirts



**Presenting Fun Run Sponsor: \$15,000 SOLD**

- Company logo on event marketing emails
- Company or individual logo on all press releases
- Company or individual logo on The Peyton Walker Foundation website and event page
- Recognition on Social Media Announcements
- Opportunity to include item in swag bags
- Logo on all Fun Run materials and promotional items
- Opportunity to engage with runners and spectators before, during and after event
- Opportunity for opening remarks at start of Fun Run
- Opportunity to provide volunteers at event
- Opportunity to host packet pick up for kids fun run
- Logo on all Fun Run race signage
- 15 Race Shirts



**First Aid Sponsor: \$10,000**

**SOLD**

- Branding opportunity at First Aid station and mobile stations
- Opportunity to have volunteers man stations
- Opportunity to engage with runners and spectators
- Company or individual logo on event website
- Company or individual logo on sponsor recognition signage at event
- Recognition on social media announcement
- Opportunity to include item in swag bags
- 10 race shirts

**Obstacle Course, Sponsor: \$5,000 (10/10 Available)**

**Start Line Sponsor or Finish Line Sponsor (Sold):**



- Branding opportunity at obstacle
- Opportunity to have volunteers man obstacle
- Opportunity to engage with runners and spectators at obstacle
- Company or individual logo on event website
- Company or individual logo on sponsor recognition signage at event
- Recognition on social media announcement
- Opportunity to include item in swag bags
- 5 race shirts

**Individual Sponsorship Opportunities: \$2,500 (Opportunities Below)**

- Opportunity to have volunteers at race
- Company name or logo related to sponsorship item (i.e. trash cans, parking lots)
- Opportunity to include item in swag bag
- Company or individual log on sponsor recognition signage at event
- Company or individual log on event website
- 2 race shirts

**Green Sponsor:** Trash, Recycling, Maintaining a Green Event

**Post-Race Entertainment Sponsor:** Post Event Band, 1 Drink Per Person

**Parking Sponsor:** Naming Opportunity for Designated Parking Lot

**SOLD**

**Restroom Sponsor:** Extra Restrooms for Event

**Swag Bag Sponsor:**

**Post-Race Shower Sponsor:**

**Lift Sponsor:** Ski lifts will be running for spectators to watch race from above

**Photographer Sponsor:**





### Sponsorship Commitment Form

Sponsorship Level:

<input type="checkbox"/> Presenting Sponsorship <b>SOLD</b>	\$25,000
<input type="checkbox"/> Fun Run Presenting Sponsorship <b>SOLD</b>	\$15,000
<input type="checkbox"/> First Aid Sponsor <b>SOLD</b>	\$10,000
<input type="checkbox"/> Obstacle Sponsor _____ Start or Finish Line <b>SOLD</b> (Please List)	\$5,000
<input type="checkbox"/> Individual Sponsor _____ (Please List)	\$2,500

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Contact Phone Number \_\_\_\_\_

Contact Email \_\_\_\_\_

Contact  
Address \_\_\_\_\_

***Checks to be made payable to:***

The Peyton Walker Foundation  
2929 Gettysburg Road, Suite 8  
Camp Hill, PA 17011

***For More Information, Please Contact:***

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