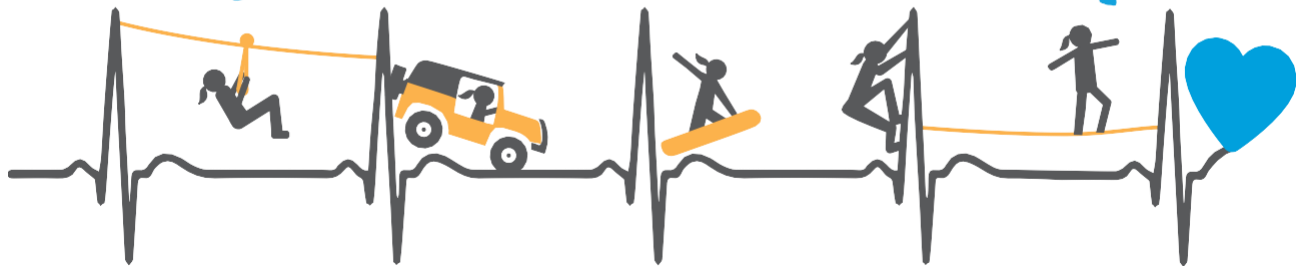


# The Beat Goes On



## ADVENTURE RACE

### Sponsorship Opportunities

Roundtop Mountain Resort / Saturday, April 29th, 2023



Supporting the lifesaving work of



## Summary of 2022 Race:

300 Runners • 100 Volunteers • 200 Spectators



*“The event was well put together.  
Had such a blast and met great individuals.”  
- Stephanie B.*



## Goals for 2023 Race:

- Anticipate 600 participants and 500 spectators.
- All day musical performances, food truck, sponsors and more at our Vendor Village.
- Regional Draw - Runners from all across Pennsylvania, Virginia, New Jersey, New York, Delaware, Maryland and North Carolina participate.

## Two Race Options:

### 5K

Race features 12+ obstacles, steep hills and a course that will challenge every level of fitness.

### 2K

Fun run offers 5+ obstacles for most skill levels and ages.

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**Proceeds from this event will support the lifesaving work of the Peyton Walker Foundation. Our award-winning and nationally-recognized programs and services include:**

- Free heart screenings for over 3,500 kids in partnership with UPMC, CHOP, U Penn / Lancaster General Health and Geisinger Health Systems.
- Donating over 350 Automated External Defibrillators (AEDs) throughout Central PA;
- Advocating and successfully passing, “Peyton’s Law,” which went into effect in July 2020 - positively impacting all students who participate in PIAA sports;
- Bringing the 4 Minute City to Cumberland County - strategically deploying Avive’s state-of-the-art AED technology and cardiac arrest response platform in an effort to increase bystander intervention and Sudden Cardiac Arrest survival rates.

# Sponsorship Opportunities



## Standard Sponsorship Benefits - Included for all sponsorships:

- Opportunity to have volunteers at race
- Company name or logo related to sponsorship item (i.e. trash cans, obstacle, parking lots)
- Company or individual logo on The Peyton Walker Foundation website and event page
- Opportunity to include item in swag bag
- Company or individual logo on sponsor recognition signage at event
- Social Media Acknowledgment
- Race Registrations and discounts

## Presenting Race Sponsor: \$25,000 Sold Out



- Standard Sponsorship Benefits
- Company logo on event marketing emails
- Company or individual logo on all press releases
- Recognition on all Social Media Announcements
- Logo on all Adventure Race materials and promotional items
- Opportunity for opening remarks at start of Race
- Logo on all race signage
- 25 complimentary race registrations

*"The race was an absolute blast. I especially loved the water obstacles and climbing up the Gun Barrel slope."*

*Sam R.*

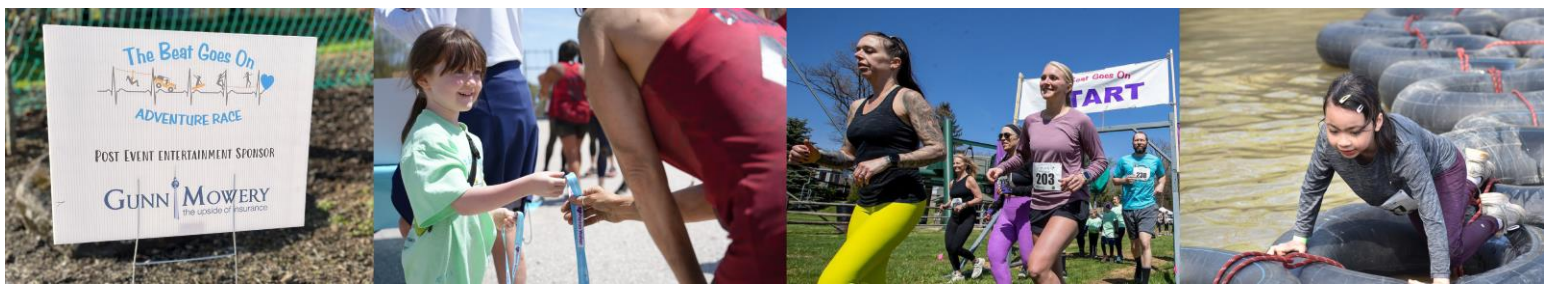
## Presenting 2K Fun Run Sponsor: \$15,000 Sold Out



- Standard Sponsorship Benefits
- Company logo on event marketing emails
- Company or individual logo on all press releases
- Recognition on Social Media Announcements
- Logo on all Fun Run materials and promotional items
- Opportunity for opening remarks at start of Fun Run
- Logo on all Fun Run race signage
- 15 complimentary race registrations

*"The race was so well organized! Count us in for 2023."*

*Susan Graham Consulting,  
Registration Sponsor*





# Sponsorship Opportunities

*continued*

## First Aid Sponsor: \$10,000 Sold Out



- Standard Sponsorship Benefits
- Branding opportunity at First Aid station and mobile stations
- 10 complimentary race registrations

## Start Line Sponsor or Finish Line Sponsor \$5,000 Sold Out



- Standard Sponsorship Benefits
- 5 complimentary race registrations



### Individual Sponsorship Opportunities:

**\$2,500 (Opportunities Below)**

**includes 2 Registrations and Standard Sponsorship Benefits**

**Obstacle Sponsor:** Sponsor one of the 12 obstacles

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

**Race Entertainment Sponsor:** Post Event Band

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



**Restroom Sponsor:** Extra Restrooms for Event

**Registration Sponsor:** Naming opportunity for registration desk

**Post-Race Shower Sponsor:** Participant showers for post-race

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



The Peyton Walker Foundation was created in 2014, 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. Ski Roundtop embodied all the things that Peyton loved, and because of that, she worked there throughout high school and college in various roles including mountain adventures, paintball, trek guide for ziplines and during ski season.

# Sponsorship Commitment Form



Roundtop Mountain Resort / Saturday, April 29th, 2023

## Sponsorship Level:

<input type="checkbox"/> Presenting Sponsorship	SOLD OUT		\$25,000
<input type="checkbox"/> Fun Run Presenting Sponsorship	SOLD OUT		\$15,000
<input type="checkbox"/> First Aid Sponsor	SOLD OUT		\$10,000
<input type="checkbox"/> Start or Finish Line (Please List)	SOLD OUT	 	\$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:

Asheleigh Forsburg  
asheleigh@peytonwalker.org  
717.695.1917, ext. 203 (0)  
peytonwalker.org

