



2016 SPONSORSHIP & ADVERTISING



The TOP 2 websites in the world for OCR, Mud Runs, & Outdoor Adventure

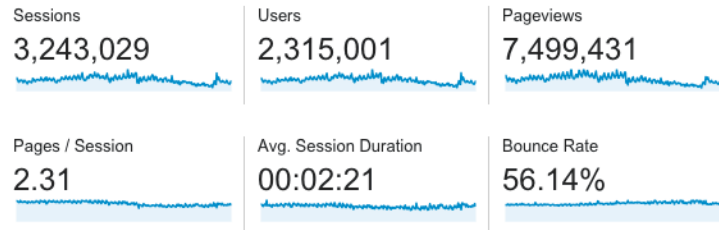
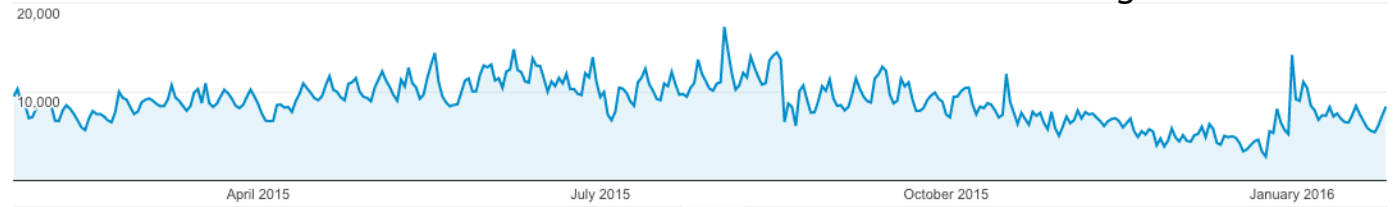
- 1.1 million monthly page views combined
- Over 250,000 active Facebook followers
- Over 70,000 opt-in email addresses
- Over 11,000 Twitter followers



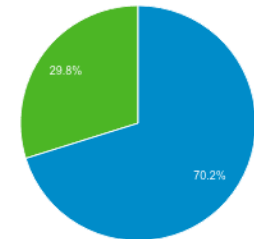
Over 2.5 million unique visitors a year turn to Mud Run Guide and Mud + Adventure for Race Listings, News, Reviews, Gear, Daily Articles, Shows, and Event Discounts

Jan 26, 2015 - Jan 26, 2016

mudrunguide.com



■ New Visitor ■ Returning Visitor



Domain Overview "mudrunguide.com"

● ORGANIC SEARCH

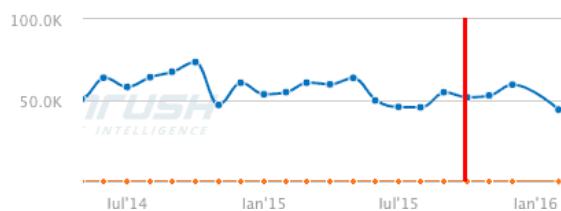
43.9K TRAFFIC

SEMrush Rank 27.2K

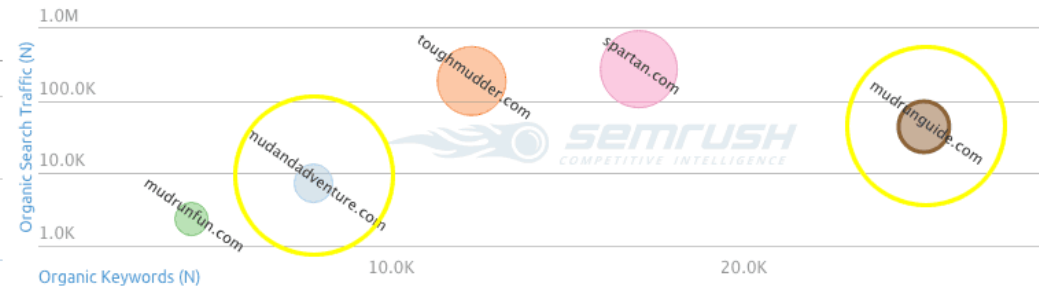
Keywords 25.1K

Traffic Cost \$88.4K

● ORGANIC ● PAID

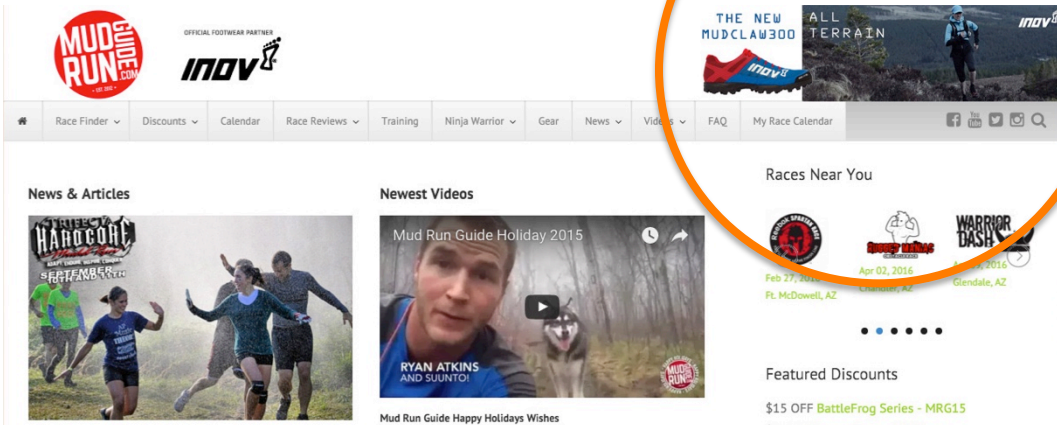


COMPETITIVE POSITIONING MAP



Title Sponsorship – Mud Run Guide & Mud + Adventure
visible on on over 1 million page views per month

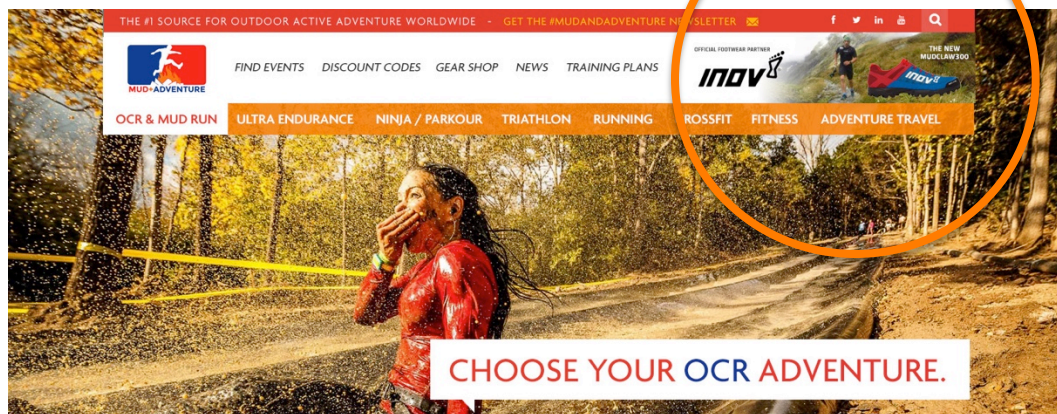
mudrunguide.com



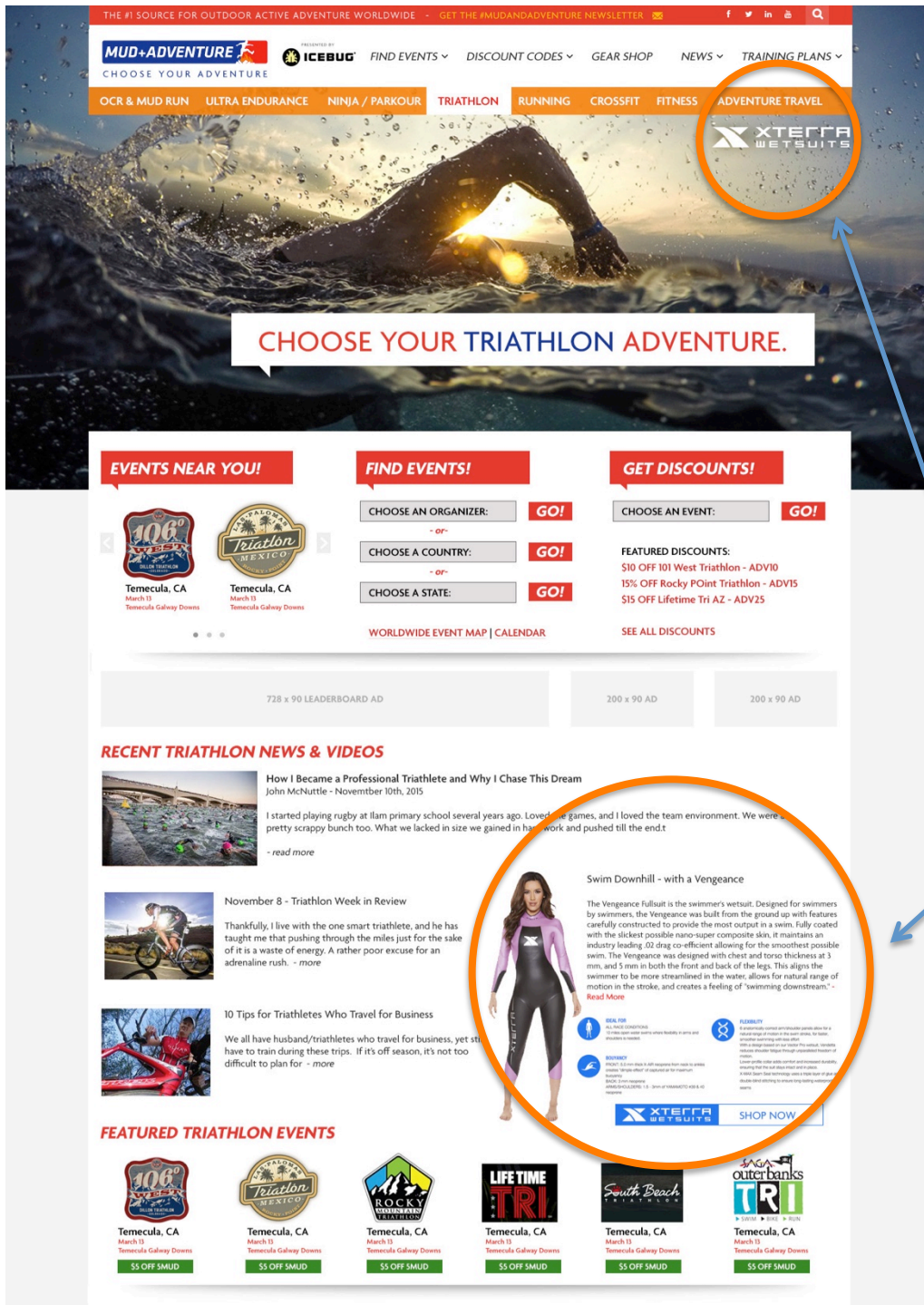
2016 Title Sponsorship

- Top Branding visible on every page of the site
- All branded areas/logos link to a landing page on each site specific to title sponsor to highlight specific products, promotions, etc. to target demographic

mudandadventure.com



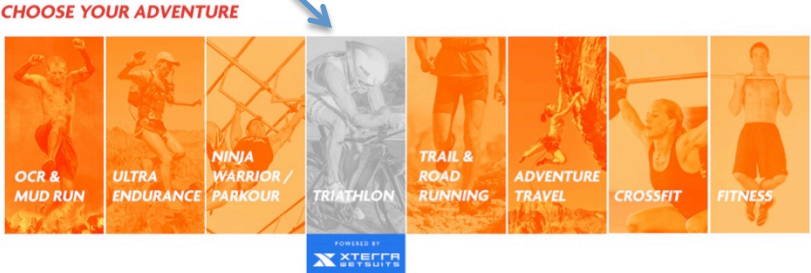
- Title Sponsor logo lockup / co-branding with Mud Run Guide and Mud + Adventure on any branded materials: Banners, t-shirts, promotions, etc.



Individual "Adventure" Sponsorship:
Choose the Adventure That Fits Your Brand Best

- OCR & Mud Run
- Ultra Endurance Events
- Ninja Warrior & Parkour
- Triathlon
- Trail & Road Running
- CrossFit / Functional Fitness
- Adventure Travel

- Large, branded "hero" image
- Product Spotlight
- Branded sub-navigation





TITLE SPONSOR
625 x 115

(visible on every page)

- Home
- Race Finder
- Discounts
- Calendar
- Race Reviews
- Training
- Ninja Warrior
- Gear
- News
- Videos
- FAQ
- My Race Calendar




LEADERBOARD AD (2, Top & Bottom of page) 728 x 90
(not available on home page)

Nevada (NV) Mud Runs & Obstacle Races

A complete list, guide & directory to obstacle races, adventure runs, and mud runs in Nevada

Click an event name below to see course descriptions, obstacle lists, coupons, discounts, prizes, awards, parking cost, spectator fees and more about each event.

| Race | Discount | More Info |
|--|---|----------------------------|
|  February 27, 2016 Las Vegas Nevada BattleFrog Obstacle Race Series 2016 TBA 90 minute drive from Las Vegas, Las Vegas, NV, United States | Save \$15 on your BattleFrog Series with code MRG15 | Learn More |

Races Near You



Apr 02, 2016
Chandler, AZ



Apr 09, 2016
Glendale, AZ



Apr 09, 2016
Chandler, AZ



Featured Discounts

- \$15 OFF BattleFrog Series - MRG15
 - \$5 OFF Savage Race - MRG5
 - \$10 OFF Dirty Girl Mud Run - MRG10
 - \$5 OFF Rugged Maniac - MRG2016
 - \$5 OFF Warrior Dash - WD2016MRG
 - 15% OFF Spartan Race - MUDRUNGUIDE15
- [Find all discounts for upcoming events](#)

FEATURED EVENTS (8)

(visible on all pages, largest on home page)

home page



South Temecula, CA

30 Jan Vail Lake Resort

15% OFF MUDRUNGUIDE15



Phoenix, AZ

30 Jan Fort McDowell Adventures

\$15 OFF MRG15

all other pages in sidebar

Featured Events



Feb 06, 2016
Benson, VT



Mar 12, 2016
Conroe, TX



Apr 09, 2016
Dallas, GA



SIDEBAR AD (2 Per Page)
325 x 250

(available on all pages)



FIND EVENTS DISCOUNT CODES GEAR SHOP NEWS TRAINING PLANS

TITLE SPONSOR
430 x 100

(visible on every page)

OCR & MUD RUN

ULTRA ENDURANCE

NINJA / PARKOUR

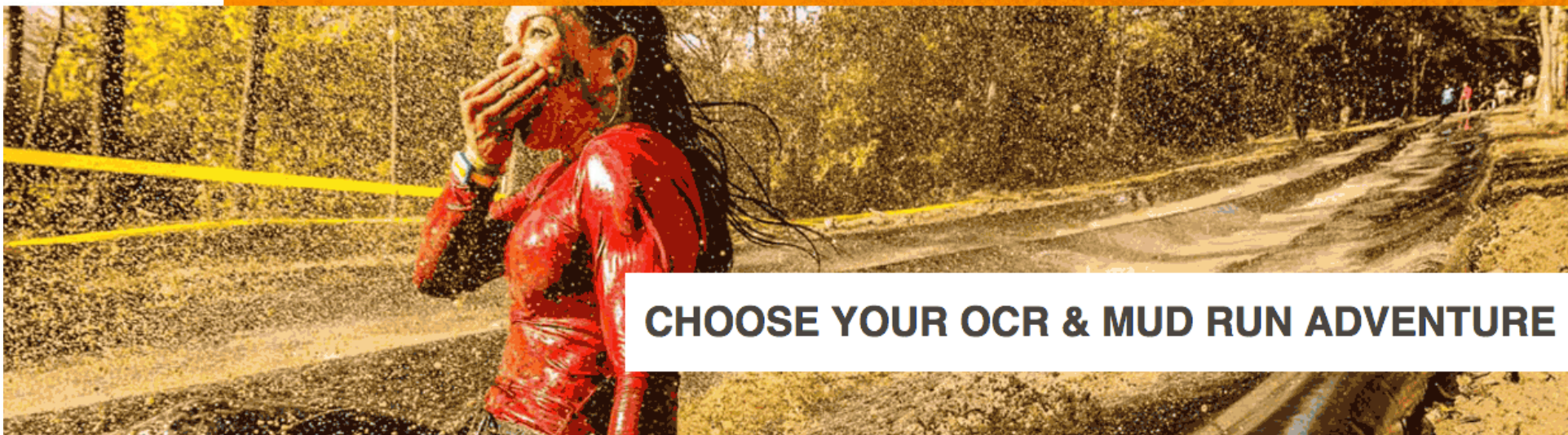
TRIATHLON

RUNNING

CROSSFIT

FITNESS

ADVENTURE TRAVEL



CHOOSE YOUR OCR & MUD RUN ADVENTURE

EVENTS NEAR YOU



Ft. McDowell,
AZ

FIND EVENTS

Choose an Organizer **GO!**

- or -

Choose a Country **GO!**

- or -

Choose a State **GO!**

WORLDWIDE EVENT MAP | CALENDAR

GET DEALS

Choose an Organizer

Featured Deals
15% OFF SPARTAN RACE
SEE ALL DEALS

SIDEBAR AD (2 Per Page)
325 x 250

(available on all pages except home page)

(available on home page only)

LEADERBOARD AD 728 x 90

(available on all pages)

200 x 90

200 x 90



Your Brand.

Our (millions of) Users.

*MILLIONS of
POSSIBILITIES.*



Branded Content Available for Sponsorship:

- *Special Sections*
- *Podcast*
- *Workouts / WOD's*
- *Training Videos*
- *MRG Original Programming: OCR Warrior*

Podcast Partner:



Adventure Travel Partner:



MRG Original Programming: OCR Warrior



Affiliate Partnerships:

The best ROI you can get as there is **NO up-front investment**; we only receive referral fees when YOU make a sale!

It's as simple as making a trackable discount code, contact us to get started promoting your event, products, training programs, or special promotions immediately – the biggest presence in the sport of Obstacle Course Racing with **NO up-front costs at all** including:

Weekly Emails to over
70,000 subscribers



\$15 OFF
BattleFrog Series

use Exclusive Discount Code

MRG15

Nationwide with Events Near You!



\$5 OFF

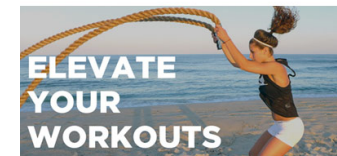
Warrior Dash

Register for 2016 events NOW!
use code [WD2016MRG](#)

Social Media Posts to
over 250,000 fans



Gear Page for Products



Muscle Ropes are the down and dirty, no BS, blood-sweat-and-tears approach to total fitness. Whether you're looking to slim down, bulk up, or be a first round draft pick, these first quality ropes are a great place to start. All you need is a Muscle Rope and a tree or a pole, and you're ready to tear it up. Ditch the hi-tech equipment at the gym and get back to good old push/pull strength training.

Save \$15 w/code MRG15

Premium Placement on our sites – Even Geotargeted at Visitors

**SAVAGE
RACE**

Dallas, GA



Moonlight
Stables
Equestrian
Center

\$5 OFF MRG5

Featured Discounts

\$15 OFF BattleFrog Series - MRG15

\$5 OFF Savage Race - MRG5

\$10 OFF Dirty Girl Mud Run - MRG10

\$5 OFF Rugged Maniac - MRG2016

\$5 OFF Warrior Dash - WD2016MRG

15% OFF Spartan Race - MUDRUNGUIDE15

Find all discounts for upcoming events

Races Near You



Apr 09, 2016
Glendale, AZ



Apr 09, 2016
Chandler, AZ



Nov 05, 2016
Chandler, AZ





2016 Pricing

Affiliate Partnership

- **No up-front costs**
- Simply create a trackable discount code (ex: MRG5 for \$5 Off)
- Monthly billing based on completed sales using that code
- Referral code minimum 10% on products, \$8 per registration
- Active Affiliate Partners receive 30% off advertising

Site-Wide Sponsorship (Mud Run Guide & Mud + Adventure)

\$35,000/year

Individual Adventure Sponsor (Mud + Adventure only)

\$10,000/year for each Individual Adventure: Crossfit, Triathlon, OCR, etc.

Home Page Ads

- Featured Event: \$350/mo.
- Preferred Side Banner 325 x 250: \$550/mo.
- Site-wide Bottom Leaderboard 728 x 90: \$650/mo. (viewable on all pages)

Page 2 Ads (Specific pages on either MRG or M+A, prices based on traffic and availability)

- Top Leaderboard 728 x 90: starting at \$200/mo.
- Side Banner 325 x 250: starting at \$150/mo.
- Bottom Leaderboard 728 x 90: starting at \$100/mo.

Advertising & Sponsorship Bulk Pricing & Availability:

Kristen Stewart, VP Accounts, Mud Run Guide LLC

kristen@mudrunguide.com