

TITLE SPONSOR

(Limited to one per race)

As the **Title Sponsor**, your business will receive premier branding and recognition throughout the entire event experience. This is our highest level sponsorship opportunity and is designed to maximize exposure before, during, and after race day.

TITLE SPONSOR BENEFITS

- Your business name incorporated into the **official event name**
- Opportunity to host the **official bib packet pickup** at your business location
- Opportunity to set up a **vendor booth*** at the event
- Large featured logo placement on the **front of participant shirts**
- Approx. **5" x 5" logo size**
- Featured branding on the **event banner and photo backdrop**
- Your logo displayed on the **medal lanyards**
- Recognition on the **official event website**
- Exposure in **social media promotions and advertisements**
- Special recognition during the **event and awards ceremony**
- Opportunity to place promotional items, coupons, or marketing materials in participant **goodie bags**


SPONSORSHIP INVESTMENT


\$1,500 Sponsorship Fee + Grand Prize Contributions valued at \$200

This partnership provides direct exposure to athletes, spectators, families, and the local fitness community while positioning your business as the premier supporter of the event.

GET IN TOUCH

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JOIN THE MAYHEM.

SHELLBACK RACING SPONSORSHIP PROGRAM

POWERED BY  RACE RESULT



GOLD SPONSOR

(Limited to three per race)



As a **Gold Sponsor**, your business will receive strong event visibility and direct engagement opportunities with athletes, spectators, and the local fitness community.

GOLD SPONSOR BENEFITS

- Opportunity to set up a **vendor booth*** at the event
- Large featured logo placement on the **back of participant shirts**
- Approx. **3" x 3" logo size**
- Recognition on the **official event website**
- Exposure in **social media promotions and advertisements**
- Special recognition during the **event and awards ceremony**
- Opportunity to place promotional items, coupons, or marketing materials in participant **goodie bags**
- Participation in the **podium presentation** for grand prize winners

SPONSORSHIP INVESTMENT

\$500 Sponsorship Fee + Grand Prize Contribution valued at \$100

This sponsorship level is perfect for businesses looking to increase brand awareness, connect with the local community, and gain meaningful exposure throughout the event experience.

*Additional fees may be required for a vendor to have a booth or to sell products/services at their booth. Contact us for more information regarding booth policies.

SILVER SPONSOR



As a **Silver Sponsor**, your business will receive valuable brand exposure throughout the event while connecting directly with athletes, spectators, and the local community.

SILVER SPONSOR BENEFITS

- Opportunity to set up a **vendor booth*** at the event
- Large featured logo placement on the **back of participant shirts**
- Approx. **3" x 3" logo size**
- Special recognition during the **event and awards ceremony**
- Opportunity to place promotional items, coupons, or marketing materials in participant **goodie bags**

SPONSORSHIP INVESTMENT

\$500 Sponsorship Fee

This sponsorship tier is a great opportunity for businesses looking to increase visibility, support the community, and engage with event participants in a meaningful way.

BRONZE SPONSOR



As a **Bronze Sponsor**, your business will still receive valuable exposure while supporting a high-energy community fitness event.

BRONZE SPONSOR BENEFITS

- Logo placement on the **back of participant shirts**
- Approx. **2" x 2" logo size**
- Opportunity to place promotional items, coupons, or marketing materials in participant **goodie bags**

SPONSORSHIP INVESTMENT

\$200 Sponsorship Fee

This sponsorship level is a great option for businesses looking to support the event and gain visibility among athletes, spectators, and the local community.

WHY PARTNER WITH US?

Functional fitness is one of the fastest-growing trends in the fitness industry, and **MAYHEM** brings that energy to life through a unique, high-intensity, and fun race experience. Our events attract a diverse mix of athletes, gym communities, and active lifestyle participants who are highly engaged and loyal to the brands that support them. By partnering with **MAYHEM**, sponsors gain direct exposure to a motivated audience while aligning their brand with health, performance, and community-driven competition. This is more than a race—it's an unforgettable fitness experience that continues to grow in popularity across the United States.