



# Muddy Duck Dash



*5k Obstacle Course Race Supporting  
The Southeastern Brain Tumor Foundation*



**April 24, 2022**





## Our Mission

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The Southeastern Brain Tumor Foundation strives to **improve the quality of life** for brain tumor patients and their families. We do this by providing 1) **academic scholarships** to those students impacted by a brain tumor diagnosis 2) offering **patient programs** that support patients during their journey and 3) **fund brain tumor research** with hopes to find a cure!

## Patient Programs

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We offer four different brain tumor support group meetings designed to provide patients, as well as their families and caregivers, an opportunity to share stories and questions about treatment, as well as provide access to information and resources. [Read more](#) about our support groups.

In 2021, our patient gift card program debuted. Our “lighten the load” program is intended to offset a small expenses incurred during treatment phase of the brain tumor journey. To date, we distributed **375 gift cards totaling \$10,000** to local healthcare facilities that have in turn distributed them to brain tumor patients.

## Brain Tumor Research

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We fund scientific research and investigator-initiated clinical trials focused on finding a cure for brain tumors. Through the years, we have proudly awarded more than **\$2.8 million in research grants** and funded 59 projects. [Read more](#) about our impact on brain tumor research.

## Academic Scholarships

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Since 2019, **\$66,500 has been awarded to 30 students** impacted by a brain tumor diagnosis and are enrolled in a post secondary technical, associate, bachelor or graduate program. [Read more](#) about our scholarship program.



## Origin of the Muddy Duck Dash

The Muddy Duck Dash debuted in **April 2012** as a 5K family friendly obstacle course event held on the campus of the University of North Georgia Gainesville (Oakwood). The [Southeastern Brain Tumor Foundation](#) (SBTF), a 501(c)3 not for profit organization and public charity, was selected as a co-benefactor. The SBTF since became the sole benefactor and today owns and produces the [Muddy Duck Dash](#).

The Muddy Duck Dash provided the SBTF with a second annual fundraising event. The other event, a 5K road race titled "Race for Research," debuted in June of 2000 and continues to be offered 22 years later. The SBTF Race For Research is held each September in downtown Atlanta.

Both events proudly attract 1000+ participants year over year.





# Become a Sponsor

Feature	Benefit Details	DREAM \$500	COURAGE \$2,500	LOVE \$5,000	HOPE \$10,000	PRESENTING \$20,000
<b>Commitment Deadline*</b>	<i>*If received by commitment deadline</i>	3/24/22	3/24/22	3/24/22	2/24/22	1/5/22
<b>Social Media</b>	<i>@Tags &amp; Hashtags on Dash FB, IG pages, SBTF Twitter &amp; LinkedIn Pages</i>	*Sponsor announcement	*Sponsor announcement *ALL Dash related posts	*Sponsor announcement *ALL Dash related posts *(1) Individual tagged Story Feature across all platforms with preferred hashtags	*Sponsor announcement *ALL Dash related posts *(3) Individual tagged Story Feature across all platforms with preferred hashtags *(1) Paid FB and IG Sponsored/Boosted post highlighting the Dash and our partnership running for 7 days	*Sponsor announcement *ALL Dash related posts *(4) Individual tagged Story Features across all platforms with preferred hashtags *(2) Paid FB and IG Sponsored/Boosted post highlighting the Dash and our partnership running for (7) days
<b>Branding</b>	<i>Logo opportunities: *SBTF.org *MDD Dash Site (2022) *Participant Donor emails *Dash Swag *Dash Signage *VIP Experience *Finish Line</i>	<u>Logo shown on:</u> *MDD Dash Site (2022) [Sponsor Page: 6 months] *Dash Swag T-shirt	<u>Logo shown on:</u> *MDD Dash Site (2022) [Sponsor Page: 6 months] *Dash Participant & Donor Emails: All *Dash Swag- T-shirt *Dash Signage Registration Banner	<u>Logo shown on:</u> *SBTF.org [3 months] *MDD Dash Site (2022) [Sponsor Page: 6 months] *Dash Participant & Donor Emails: All *Dash Swag- T-shirt, swag bag promo card *Dash Signage- registration banner, (3) obstacles (2) 18x24 signs @ each	<u>Logo shown on:</u> *SBTF.org- 1 year *MDD Dash Site (2022) [Sponsor Page: 6 months] *Dash Participant & Donor Emails: All *Dash Swag- T-shirt, swag bag promo card & Dash Bib *Dash Signage- Registration banner, bubble slide (most popular obstacle) (2) 18x24 signs *VIP Experience- promoted sponsor on Dash website, social media channels & dash day banner	<u>Logo shown on:</u> *SBTF.org- 1 year *MDD Dash Site (2022) [Sponsor Page-top of page, Story Feature, All pages 6 months] *Dash Participant & Donor Emails: All *Dash Swag- T-shirt, Swag Bag, Swag bag promo card, Race Bib, Finisher Medal Ribbon & 5K Yellow Rubber Ducks *Dash Signage- Registration Banner, Start Line Banner, Duckling Dash Banner *Finish Line- Logo on all photos shared with participants to download as well as shared across all social media platforms and linked to our Flickr account.



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<b>Commitment Deadline*</b>	<i>*If received by commitment deadline</i>	3/24/22	3/24/22	3/24/22	2/24/22	1/5/22
<b>Perk Promotion</b>	<p><i>Opportunity to offer, promotional discount, share info about a product/service or other promotional idea.</i></p> <p><i>*Booth on race day for Perk Promotion</i></p> <p><i>*SBTF Quarterly Newsletter</i></p> <p><i>*Swag Bag</i></p> <p><i>*Social Media</i></p>	<p>Opportunity to offer, promotional discount, share info about a product/service or other promotional idea.</p> <p>*Booth: Space only (no tent, tables &amp; chairs provided)</p>	<p>Opportunity to offer, promotional discount, share info about a product/service or other promotional idea.</p> <p>*Booth: Space only (no tent, tables &amp; chairs provided)</p>	<p>Opportunity to offer, promotional discount, share info about a product/service or other promotional idea.</p> <p>*Booth: Space w/ Table &amp; chair (no tent provided)</p> <p>*Social Media: (1) Individual tagged Advertising Promotion across all platforms with preferred hashtags</p>	<p>Opportunity to offer, promotional discount, share info about a product/service or other promotional idea.</p> <p>*Booth: Space w/ Table, (2) chairs and tent provided</p> <p>*SBTF Qtlly Mag: Perk w/ Logo and thank you to run in qrtly magazine (1) issue</p> <p>*Social Media: (2) Individual tagged Advertising Promotion across all platforms with preferred hashtags</p>	<p>Opportunity to offer, promotional discount, share info about a product/service or other promotional idea.</p> <p>*Booth: Space w/ Tent, Table &amp; (4) chairs provided</p> <p>*SBTF Qtlly Mag: Perk w/Logo and thank you to run in each qrtly magazine for one year (4) issues</p> <p>*Swag Bag: Bag Branded with Logo and opportunity to include branded swag in swag bag</p> <p>*Social Media: Three Individual tagged Advertising Promotions across all platforms with preferred hashtags</p>
<b>Additional Exposure</b>	<p><i>*Sponsor Plaque</i></p> <p><i>*General Admission Comp. registration</i></p>	*Sponsor Plaque	<p>*Sponsor Plaque</p> <p>* (5) General Admission Comp registrations.</p>	<p>*Sponsor Plaque</p> <p>* (10) General Admission Comp. registrations.</p>	<p>*Sponsor Plaque</p> <p>* (15) General Admission Comp registrations</p>	<p>*Sponsor Plaque</p> <p>* (30) General Admission Comp registrations</p>

# Branding Metrics



300%

Dash Day Photos:  
Social media posts receive 300% higher engagement and 130% greater reach with branded images.

3k+

Sponsor Signage/Swag: Over 3k impressions of sponsor logo. (increases with sponsor level)

130k+

Dash Facebook Page: Reach of over 130k, with 6.6k engaged, and 172k impressions. Boosted Posts reach 41 times more viewers on average.

516%

SBTF LinkedIn: Sponsor-related posts receive 516% higher engagement rates on average than other posted content.

11k+

Dash Email: Distribution network of 2,000+ supporters with 11k+ exposure opportunities.

15k+

Dash Instagram: Account with over 15k impressions reaching over 10k viewers. Boosted Posts reach 44 times more viewers on average.

4k+

Dash Website: Provides over 4k+ impressions.

16k+

SBTF Newsletter: 16k+ impressions/year. Based on level of sponsorship, exposure can be times 2 or 4.

2k+

Dash Flickr: 2696 Dash Photo Album views with additional re-shares across 130k+ FB account reach

# Branding Opportunities:

[Click HERE to Experience the Fun of Muddy Duck Dash!](#)

