

DOWN & DIRTY™ RACE SERIES 10

BRINGING MUD TO THE MASSES...

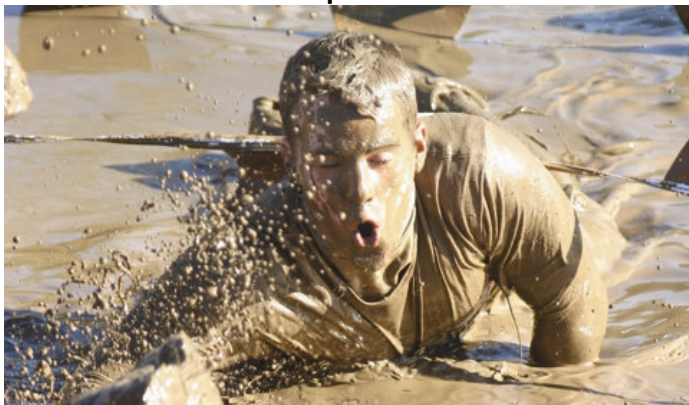
The Down & Dirty National Mud Run Series will take the running world by storm with thousands of athletes competing in the most exciting 10k race to hit the trails! Racers will run through a fun off-road, muddy course that includes military style obstacles, water crossings and finishes with the biggest, muddiest mud pit anyone has ever seen!

SCHEDULE:

✂ Los Angeles	April 25, 2010
✂ Philadelphia	July 18, 2010
✂ New York	October 3, 2010
✂ Sacramento	October 31, 2010

EVENT:

✂ 10K course	✂ 4-5 Obstacles
✂ Mud pits	✂ 2,000 Racers
✂ 4,000 Spectators	✂ Down & Dirty Interactive Fitness Expo



SPONSOR BENEFITS:

- ✂ Category exclusivity
- ✂ Custom branded signage
- ✂ Custom branded stage and backdrop
- ✂ Product sampling
- ✂ Custom event technical t-shirts
- ✂ Cross promotions
- ✂ Web and email promotions
- ✂ Racer goody bags
- ✂ Exhibitor displays
- ✂ Race announcements
- ✂ Data capture and race survey opportunities
- ✂ Custom event medals and race bibs
- ✂ Brochures and posters
- ✂ Event hospitality opportunities
- ✂ Unique public relations outreach

DOWN & DIRTY™