



## 2019 - 2020 Request For Proposal





# Event Overview

Tough Mudder is the global innovator in obstacle course challenges, and believes that it is crucial to form strong relationships with host communities in order to fulfill our purpose of creating unconventional, life-changing experiences, not only for our participants, but the cities that we partner with year after year.

Hosting a globally renowned Tough Mudder event in your community will increase brand awareness for your region, solidify brand identity for your community, and encourage organic tourism post-event.

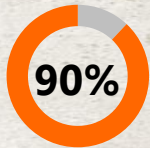
Tough Mudder events typically draw 7,000 to 13,000 visitors over each event weekend.



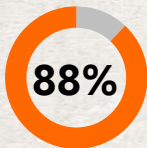


# Psychographics

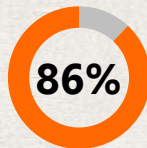
At Tough Mudder, our core mission is to create unconventional, life changing experiences for our participants and community partners. Since 2010, Tough Mudder has consistently delivered on this mission by hosting over 200+ events across 11 countries - drawing almost three million participants to date and raising over ten million dollars for various charities.



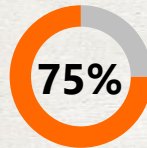
Are college educated



Exercise regularly/often



Love trying new things



Are early adopters  
Or early majority

Adventurous  
Courageous  
Millennials

Desire for  
Community

Value  
Experience  
over Material  
Items





# Demographics

## Tough Mudder 5K



**3 Miles & 13 Obstacles**

Live Entertainment  
Free Beer and Epic Games

### Age

18-23	10%
24-28	24%
29-33	19%
34-39	17%
40+	30%

**59% Female**

**41% Male**

Average  
Income

**\$75K**

## Tough Mudder Classic



**8-10 Miles & 25 Obstacles**

Challenge yourself  
Collaborative and untimed

### Age

18-23	9%
24-28	20%
29-33	20%
34-39	22%
40+	29%

**58% Male**

**42% Female**

Average  
Income

**\$80K**





## Economic Impact

Tough Mudder has demonstrated a world-class ability to organize, market, and execute large-scale events by continuing to create lasting relationships with participants and providing significant economic benefits, and increased tourism and occupancy rates to each host community.

On average, Tough Mudder events generate **\$3,000,000 - \$7,000,000** in overall economic impact to each host community.

Tough Mudder spends between **\$250,000 - \$300,000** in each host community. This includes hiring temporary skilled and unskilled labor, equipment rentals, construction materials, room nights for staff, and spend in local restaurants.



# Economic Impact



38% of event guests stay overnight in the host community.

90%

of event guests are from outside the host community.



53% of event guests stay overnight in local hotels.



49% of event guests travel over two hours to attend the event.



63% of event guests have never visited the host community prior to the event.



the average length of stay is 1.8 nights.



the average travel party size is 4 people.



the average daily spending by event guests in the host community.





# Venue Requirements

Tough Mudder events have occurred on a variety of public and private properties, including ski resorts, hunting clubs, parks, farms, motor speedways, decommissioned airports, military facilities, off-road driving clubs, and undeveloped land. Mudders love rugged features, changes in elevation, natural beauty, and of course – lots and lots of mud.



## Course Acreage

- A minimum of 250 acres of open land are needed to design the course and build obstacles. Some obstacles will be built above grounds and others will require light excavation.



## Parking Acreage

- A minimum of 20 acres of weatherproof parking areas on-site are preferred, or sufficient access for potential shuttle operations.



## Accessibility

- Site must be accessible from major highways and multiple access roads for successful ingress and egress from the property. A proximity to local or public transportation is a plus.



## Permitting

- It is crucial for Tough Mudder to have the ability to secure relevant permits, including special event and alcohol permits.





# Community Requirements

## Municipal Support

- Assistance securing Fire, EMS, and Police services, ambulances, event permits, local partnerships, and waste management.

## Marketing Support

- Assistance securing local or federal grant funding, hotel occupancy tax funding, in-house media assets, or allocated marketing spend to leverage Tough Mudder marketing campaigns.

## Sponsorship Support

- The average rights fee for this event is \$75,000. Grants, financial support and value-in-kind support can all contribute towards the rights fee. This fee is based on market variables and is subject to shift.

## Accommodations Support

- Assistance securing local hotel partnerships at a negotiated commissionable rate, and provision of complimentary room nights for event staff for planning trips and event week.

## Volunteer Support

- Primary contact to assist with community inquiries, volunteer recruitment, and coordination of local volunteers under the direction of Tough Mudder.

## Equipment & Construction Rentals Support

- Assistance securing tents, tables, port-a-potties, excavation equipment and operators, ATV and UTV rentals, and water trucks.





# Proposal Requirements

## Statement of Interest

- Describe why Tough Mudder should select your host community and what makes your host community a good fit to host a Tough Mudder event.
- Describe the potential of your host community to draw an increased number of Tough Mudder participants and the general demographic.

## Contact Information

- Provide detailed information for the lead contact(s) representing the host community, as well as additional contact information for other relevant key stakeholders.

## Date Availability

- Describe which weekend dates are available to host the event, and if your host community is flexible with respect to available weekends and time of year.
- Provide average and historic weather temperatures for the dates listed.

## Prospective Site Details

- Confirm interest from owner(s) of potential Tough Mudder sites.
- Describe the site location, ownership, parking, trails, and hotels in proximity (name, distance, number of rooms, date).
- Provide detailed site and parking maps.

## Community Commitment & Financial Package

- Describe your host community support package including municipal support, rights fees, local and federal grant support, operational and marketing value-in-kind, permit assistance, potential for local brewery partnership, event labor, and accommodations support.
- Provide letters of support from relevant officials and key community stakeholders.





# Selection Criteria

## Community Location

- Where is the host community located? Is it easily accessible?
- Preference will be given to communities no more than a two-hour drive from a large city and/or a known tourist destination.

## Event Site

- Is there a viable venue in the host community?
- Is there suitable and seasonally appropriate parking on-site or nearby? Preference will be given to communities that have confirmed the availability and interest of such sites.

## Community Commitment & Financial Package

- What are the host community's financial commitments to Tough Mudder, including monetary and in-kind support?
- What other support can the host community offer with respect to accommodations, transportation management, and marketing?
- What are the host community's commitments with respect to providing public services such as permitting, police, fire, and medical?
- Is there a lead point of contact coordinating the proposal, local resources, permitting, and other related tasks?

## Date Flexibility

- What dates are available to bring the event to the host community?
- How flexible is the host community with respect to available weekends and time of year?

## Testimonials

- Does the host community have support from relevant and key local stakeholders to host an event? Preference will be given to communities with strong local interest.





# Contact Information

## Final Proposals

Interested host communities should submit final proposals digitally to [communities@toughmudder.com](mailto:communities@toughmudder.com) with the subject line "Request For Proposal." Applications are accepted on a rolling basis for 2020 and beyond.

Tough Mudder may select a proposal for further consideration without discussion or any contact concerning the proposal received. Therefore, final proposals submitted should reflect the most favorable terms that the host community can commit to.

## Inquiries

For more information on the event or proposal process, please contact the Tough Mudder representative listed below.

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