



REQUEST FOR PROPOSAL 2022-2023



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SECTION 1

TOUGH MUDDER OVERVIEW

It is our mission to create unconventional experiences that empower people of all abilities to transform their lives.

With more than 100 annual races in 20 countries around the world, we have moved over 6 million people beyond their comfort zones, teaching them valuable lessons while empowering them to overcome physical and mental obstacles, all while helping them to forge unbreakable teams on and off the course.

Tough Mudder events cater to all types of participants. From athletes who love the outdoors searching for an extreme fitness experience that tests the body, mind and spirit, to people just getting off their couch in search of a supportive, healthy, and motivational community.

We offer numerous event formats within our portfolio, each escalating in distance, obstacle count and challenge level: Mini Mudder (1 Mile, ages 5-12), Tough Mudder 5k (3.1 Miles, 13 Obstacles, Ages 13+), Tough Mudder Classic (10 Miles, 25 Obstacles, Ages 14+), Toughest Mudder (12 Hours, Overnight) and World's Toughest Mudder (24 Hours).

Our ultimate goal is to create annual anchor events where communities come together to share in a physically challenging and socially rewarding experience. Local volunteers take ownership in our events, children get muddy and become active, adults can accomplish something that they may have never thought they would be able to do, coworkers will forge new bonds outside the office, charities will benefit from our fundraising platform, and so much more.

We strive to stay in tune and understand the habits of our participants. We constantly study how participants hear about our events, where they live, how far they travel and most importantly, what they contribute to the local economy during race weekends.

What is Tough Mudder? [Join the Revolution](#)

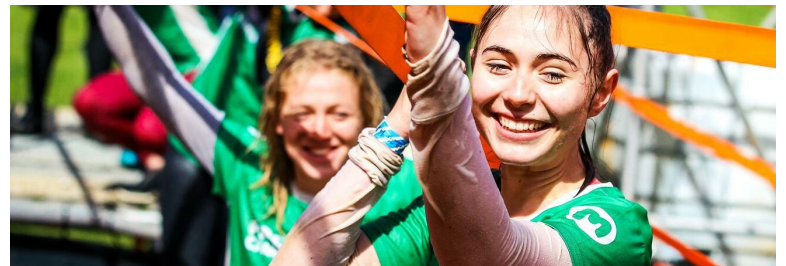
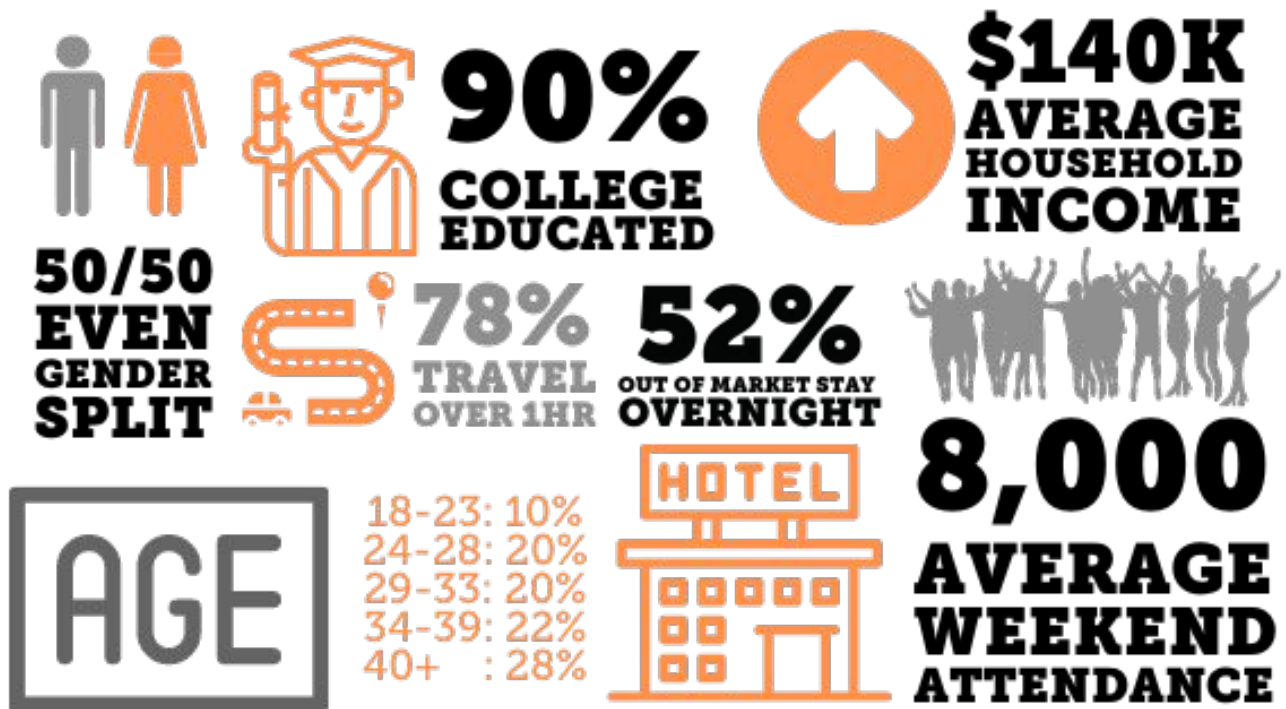


TOUGH MUDDER DEMOGRAPHICS

TOUGH MUDDER ATTRACTS A HIGHLY DESIRABLE AUDIENCE

Let Tough Mudder connect your destination with the passion, engagement, and reach of the Tough Mudder community and maximize the marketing opportunities in the emerging sport and lifestyle of extreme fitness experiences.

The Tough Mudder community travels from event to event to experience not only the event but the destination. On average, 78% of attendees are traveling from outside the market, 52% from outside the area will stay overnight, and 67% indicate they plan on visiting the market again in the future..



SECTION 3

BRAND REACH

WHEN WAS THE LAST TIME YOU DID SOMETHING FOR THE FIRST TIME?

For 10 years, Tough Mudder has been motivating people to take on new challenges and push beyond their comfort zone. More than an event experience, our 6 Million+ loyal global “Legionnaires” live, eat and breathe the Tough Mudder ethos-- and support the brands, destinations and experiences that we align with.

Tough Mudder has a fully integrated portfolio of assets for our partners to connect with our community globally across multiple platforms. Our ability to deliver customized, global content keeps our endurance sports community engaged year-round.

Hosts and destinations benefit from 12+ months of engagement through preparation, training, and the celebration of achievements surrounding each destination.

TOUGH MUDDER FACTS & FIGURES



6M

Global
Participants

120+

Event days a year

15

Countries

200K

Repeat
customers

13.5K

Total Obstacles

10.5M

TikTok Video
Views

145

Charities helped

10M

Monthly social
impressions

5M+

Facebook
Followers

4.1M

Email Database

161K

Twitter Followers

125M

Organic video
views



SECTION 4

TOUGHEST MUDDER PRODUCTS

Each event weekend provides an adventure that is suited to challenge participants regardless of their abilities. Our courses are designed to offer an experience like no other, but also ensure the obstacles are achievable. Having fun and making memories are our goals.

Mini Mudder (1 Mile, ages 5-12) is a great way to get kids out of their comfort zone, learn team building skills, and best of all, get muddy.

Tough Mudder 5k (3.1 Miles, 13 Obstacles, Ages 13+) is catered to those that are looking for a fun challenge with friends and family. Those taking on this course will definitely break a sweat and feel a great sense of accomplishment.

Tough Mudder Classic (10 Miles, 25 Obstacles, Ages 14+), is geared towards participants looking to test their abilities and push themselves to the next level.

A standard Tough Mudder event weekend offers all three race distances in an effort to provide a course type suited for all. Over 10,000 participants & fans will take on our 1K, 5k, or 10 Mile courses, enjoy the live music, cold beer and local food in our festival, and bring their kids and dogs along for Mini Mudder and Ruff Mudder.

These classic event weekends target the traveling community, which generates media exposure, creates a significant economic impact, and assists in developing a localized health and wellness platform.



SECTION 5

HOST DESTINATION BENEFITS

Benefits below are intended to offer a brief summary. Extensive list of benefits will be provided upon request.

EVENT PROMOTION

- Destination name and/or logo will be included in all event marketing
- Press release
- Destination highlights to include:
 - Travel package promotion
 - Travel guide distribution
 - Dedicated travel focused social posts
 - Destination description included on event page
- Destination to be included in Tough Mudder Event Guide - including prominent front page placement and interior advertisements
- Dedicated emails (minimum of 2) to registered event weekend participants
- Website homepage hero take over

ON-SITE

- Branding:
 - Barrier Signage
 - Awards Stage backdrop
- Branded “obstacle” on-course, either from Tough Mudder’s portfolio or custom designed with local influence (host to provide branding)
- Onsite 40” x 40” Festival Space
- MC announcements
- Complimentary race entries for VIP guests
- Complimentary parking for VIP guests

*ECONOMIC IMPACT WILL BE PROVIDED AFTER NDA EXECUTED



HOST DESTINATION BENEFITS

AS PART OF A TURNKEY EVENT, TOUGH MUDDER WILL:

Facilitate event production to include, but not limited to:

- Event Management
- Logistics, Build, Setup, and breakdown of the event
- Procurement of Local goods and services
- Coordinate staff and selected international VIP guests travel
- Develop Event schedule and activity programming
- Coordinate product, equipment, and branding shipments and deliveries
- Produce all Branding collateral, Merchandise, and Event credentials

Develop and execute a 12-month marketing and media campaign that will encompass:

- Digital and Social advertising
- Global Press Release
- Content series
- Local, Regional, and Global messaging
- Promotion of Destination Packages, Videos, Travel Guides, Lodging

Most importantly, Tough Mudder will work with all local stakeholders to ensure the host community, values, and culture are respected during the promotion and execution of the event.



SECTION 6

DESTINATION REQUIREMENTS

VENUE SELECTION

Identify at least one venue options in accordance to the venues selection criteria below:

- Must be within 60 miles of a metropolitan area
- Area requirements: 600+ acres
- Prefer waterway to be incorporated into the course
- 10 acres of flat land for festival, tents, camping, restrooms, and spectators
- 5 acres s of flat land to be utilized for parking.
- Must be able to excavate water pits up to 10' deep to support obstacle construction.
- Venue reservation for a minimum of 14 days for onsite build, race, and breakdown

Information provided must include:

- Name of venue (if applicable)
- Venue point of contact (if applicable)
- Address or coordinates with property boundaries outlined
 - Images and/or GPS coordinates are mandatory
- Type of roads that lead to the venue (paved, gravel, dirt, sand)
- Type of infrastructure (buildings, utilities, lodging, etc.) that exist onsite
- Identify any restrictions or limitations with each respective property

TIMING AND AVAILABILITY

World's Toughest Mudder & Classic weekend must be hosted on back to back weekend in the latter part of October through mid November. Please provide the preferred weekend for each bid year.

SITE VISIT

The venue is one of the most important considerations in the selection process. For this reason, the Destination Selection Committee (DSC) may conduct multiple site visits to evaluate the condition, location, terrain, parking ,and any other aspects of the proposed venue. Please identify how the destination can support and assist during the site visit process.



SECTION 7

PROPOSAL COMPONENTS

COVER LETTER OR EXECUTIVE SUMMARY

Following items to be included in Official Document:

- Name of the bidding organization(s), main contact, and officer(s) responsible for bid
- If the bid contains multiple contributors please identify one main point of contact for the collective group
- Total bid amount for each respective year: 2022, 2023 and/or 2024
- Date availability for a site visit (if applicable)

OFFICIAL BID LETTER

This document must be on an official letterhead and signed by the authorized signatory and include the following components:

- Identify the years the bid includes
- Maximum bid + VIK for each respective year

ADDITIONAL INFORMATION

- Availability. Please list preferred date to host the Destination event weekend
- Volunteers. Identify plan for volunteer recruitment
- Promotion. Identify how your destination will help market and promote the event
- Destination. Provide an overview of the destination and why your destination is superior

CONTACT INFORMATION

All questions and communication regarding a bid of the RFP should be directed to Cherie Bortnick, Senior Director of Business Development.

Email: cherieb@spartan.com

Phone: +1 (909) 260-7778

SELECTION PROCESS

Tough Mudder is currently seeking venues in Texas, California, Oregon, Colorado, New York, New Jersey, Poconos, South Carolina, Tennessee.

Cash and VIK have a significant impact on destination selection as they help offset risk and enable the event to remain in one destination year over year. With that said, other factors can outweigh financial contribution, therefore a minimum bid fee has not been set.