

## THE MISSION

*The Memorial Beach Challenge provides financial support to military families through our official partnership with 31Heroes, and creates a better awareness of the incredible sacrifice military families endure to ensure our freedom.*

– The MBC Team



## ABOUT THE MEMORIAL BEACH CHALLENGE

Memorial Beach Challenge is proud to organize and host an annual event that brings together athletes and families for a day of competition and comradery—but also to honor those who have served and support the heroes still in the fight.

With a soft-sand adventure race—featuring Navy SEAL-approved obstacles - and a Fun Run for kids, the Memorial Beach Challenge event has something for individual athletes and teams of all ages. But beyond the races that test our own physical and mental strength, the day is about honoring those whose sacrifice, strength, and bravery helps preserve the freedom we enjoy every day. The event closes with a moving memorial service, ensuring that the legacies of our heroes are never forgotten.



## BENEFICIARIES

Memorial Beach Challenge is proud to partner with the 31Heroes. 31Heroes was conceived in response to the Extortion 17 helicopter crash in Afghanistan on August 6, 2011 killing 30 military service members, as well as one military working dog. Men and women from all branches of our armed forces lay down their lives every day in defense of our freedom, sometimes with minimal recognition for their sacrifice or their family's sacrifice. The events of August 6, 2011 drove the Founders to recognize our responsibility, as Americans, to take care of the surviving families of this particular tragedy, but also to take action in support of all families of our fallen military heroes. Today, 31Heroes raises money and awareness through social and athletic events to support the families of Extortion 17 and honor their legacy by funding treatment for Veterans suffering from mental health issues.



# JOIN US MAY 25, 2024 BECOME A SPONSOR TODAY!

**SPONSORSHIP SELECTION** Please check your sponsorship level and send in this form with your check.

## PRESENTING SPONSORSHIP IS AVAILABLE!

If you would like your Logo at the Start/Finish line at both races, on all race bibs & key checks, and 8-12 competition entries along with everything else, please contact us today!

### ☐ **TITLE SPONSOR \$20,000**

- Logo and biography incl. on websites
- Logo on Start Finish
- Title sponsor on race shirts
- Logo on all race bibs & key check
- Sponsored key check
- Logo on all printed flyers
- Logo on all race email and marketing
- Logo on MBC website
- Promotion booth at the event
- Verbal recognition on race day
- 8 complimentary race entries

### ☐ **PLATINUM SPONSOR \$7,500**

- Logo in race shirt
- Logo on all printed flyers
- Logo on all race email and marketing
- Logo on MBC website
- Promotion booth at the event
- Verbal recognition on race day
- 7 complimentary race entries

### ☐ **OBSTACLE SPONSOR \$3,750**

- Branding of obstacle
- Logo on race shirt
- Logo on race email marketing
- Logo on website
- Promotion booth at the event
- Verbal recognition on race day
- 5 complimentary race entries

**Sponsors can pay online at 31Heroes.org**

### ☐ **GOLD SPONSOR \$2,500**

- Logo on back of race shirts
- Logo on race email marketing
- Logo on MBC website
- Promotional 10' x 10' booth at event\*
- Verbal recognition on race day
- 5 complimentary race entries

### ☐ **SILVER SPONSOR \$1,000**

- Logo on back of race shirts
- Logo on MBC website
- Promotional 10' x 10' booth at event\*
- Verbal recognition on race day
- 3 complimentary race entries

### ☐ **BRONZE SPONSOR \$500**

- Logo on MBC website
- Promotional 10' x 10' booth at event\*
- 1 complimentary race entry

### ☐ **ENTRY SPONSOR \$250**

- Company or Individual name on MBC website sponsor page

### ☐ **RACE BAG**

If your company or restaurant would like to donate a prize or offer an exclusive discount to our participants, please email: [info@31heroes.com](mailto:info@31heroes.com)

☐ **Veteran/Military Spouse owned businesses pay only \$250 for this level. Please check the box if this applies to you.**

**All sponsorship will be processed by 31Heroes. Sponsorship is tax deductible. The tax ID for 31Heroes is 45-3581265.**

\*Bronze through Platinum level sponsors are required to bring their own canopy, table & chairs for booth. Only 10 booth spots available on a first come first serve basis. All booths at event must be approved and show proof of insurance to 31Heroes and any other required municipality. If selling merchandise on race day, sponsors must donate 25% of profits back to 31Heroes.

\*\*Some fliers may have been printed so please inquire.

Sponsors must get approved before logo will go up on the MBC website. **Not all sponsors are guaranteed approval.** Please email [info@31heroes.com](mailto:info@31heroes.com) for inquiries before making a sponsor donation, because **there are no sponsorship refunds.** Website recognition will remain in place for all levels for four months after race date. Sponsor is responsible for sending name and logo to [info@31heroes.com](mailto:info@31heroes.com), subject line "SPONSOR", for all sponsorship levels. There are no refunds to sponsorship, even if the event gets cancelled due to weather or other reasons.

**BECOME A SPONSOR ONLINE TODAY** Submit online at [MemorialBeachChallenge.com/sponsor](http://MemorialBeachChallenge.com/sponsor) **OR MAIL IN THIS SPONSORSHIP AGREEMENT** Please fill out this form and mail to: **31Heroes, 2109 Thoroughgood Rd# 55436, Virginia Beach, VA 23455**

## SPONSOR INFORMATION

Make checks payable to: **31HEROES**

Business Name (or Individual Name): \_\_\_\_\_

Contact Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**PAYMENT INFORMATION** (please check one): ☐ Check Enclosed ☐ Credit Card

Card Type: ☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Name on Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing Zip Code: \_\_\_\_\_ Security Code: \_\_\_\_\_

Total Enclosed/To Be Charged to Card \$ \_\_\_\_\_

PLEASE NOTE before submitting sponsorship: Sponsorship is only valid for this one time event, unless a private agreement is signed. There are absolutely no refunds on sponsorship dollars once submitted. There are no refunds on sponsorship should the event be cancelled for any reason.