



**SPARTAN<sup>®</sup>**

2023 SCHEDULE

**SPARTAN OCR**  
**SPARTAN TRAIL**  
**DEKAFIT**  
**TOUGH MUDDER**



## 2023 RACE SCHEDULE

### JANUARY

1/28 - 1/29 **SOCAL** SUPER/SPRINT/KIDS

### FEBRUARY

2/11 **AUSTIN** DEKA  
2/18-2/19 **ARIZONA** TOUGH MUDDER  
2/25-2/26 **ARIZONA** SUPER/SPRINT/KIDS/TRAIL  
2/25-2/26 **JACKSONVILLE** SUPER/SPRINT/KIDS/TRAIL

### MARCH

3/4 **KNOXVILLE** DEKA  
3/11-3/12 **HOUSTON** SUPER/SPRINT/KIDS  
3/18-3/19 **ATLANTA TRIFECTA** BEAST/SUPER/SPRINT/KIDS/TRAIL  
3/18-3/19 **LAS VEGAS** SUPER/SPRINT/KIDS  
3/25-3/26 **JACKSONVILLE** TOUGH MUDDER

### APRIL

4/1 **BAYLOR STADION** STADION/KIDS  
4/1 **NORCAL** DEKA  
4/1-4/2 **LOS ANGELES** TOUGH MUDDER  
4/15-4/16 **CHARLOTTE** SPRINT/KIDS  
4/15-4/16 **SAN DIEGO** SPRINT/KIDS  
4/22-4/23 **ATLANTA** TOUGH MUDDER  
4/22 **PALM BEACHES** SPRINT/KIDS  
4/29-4/30 **TRI STATE NEW JERSEY** SUPER/SPRINT/KIDS  
4/29-4/30 **MISSOURI** TOUGH MUDDER

### MAY

5/6 **SOCAL** DEKA  
5/6-5/7 **MONTANA** ULTRA/BEAST/SUPER/SPRINT/KIDS/TRAIL  
5/6 **BEAR MOUNTAIN** TRAIL  
5/13 **RAYMOND JAMES** STADION/KIDS  
5/13-5/14 **FAYETTEVILLE** ULTRA/BEAST/SUPER/SPRINT/KIDS  
5/13-5/14 **TORONTO** SUPER/SPRINT/KIDS  
5/13-5/14 **WISCONSIN** TOUGH MUDDER  
5/20-5/21 **AUSTIN** SUPER/SPRINT/KIDS/TRAIL  
5/20-5/21 **BIG BEAR** BEAST/SUPER/SPRINT/KIDS/TRAIL  
5/20-5/21 **PHILADELPHIA** TOUGH MUDDER

### JUNE

6/3-6/4 **MONTEREY** SUPER/SPRINT/KIDS/TRAIL  
6/10-6/11 **CINCINNATI** BEAST/SUPER/SPRINT/KIDS  
6/10-6/11 **COLORADO SPRINGS** BEAST/SUPER/SPRINT/KIDS  
6/10-6/11\* **NEW ENGLAND** TOUGH MUDDER  
6/17-6/18 **TRI STATE NEW YORK** SPRINT/KIDS  
6/17-6/18 **MONT-TREMBLANT** ULTRA/BEAST/SUPER/SPRINT/KIDS  
6/17-6/18 **MICHIGAN** TOUGH MUDDER  
6/24 **CAROLINAS** DEKA

\* Subject to change



## 2023 RACE SCHEDULE

### JULY

7/8-7/9	<b>TWIN CITIES</b>	<b>TOUGH MUDDER</b>
7/8-7/9	<b>UTAH</b>	BEAST/SUPER/SPRINT/KIDS/ <b>TRAIL</b>
7/8	<b>NOTRE DAME</b>	<b>STADION/KIDS</b>
7/15-7/16	<b>POCONOS</b>	SUPER/SPRINT/KIDS/ <b>TRAIL</b>
7/22-7/23	<b>RED DEER</b>	SUPER/SPRINT/KIDS
7/22-7/23	<b>COLORADO</b>	<b>TOUGH MUDDER</b>
7/29-7/30	<b>INDIANA</b>	<b>TOUGH MUDDER</b>

### AUGUST

8/5-8/6	<b>ASHEVILLE</b>	SUPER/SPRINT/KIDS
8/12-8/13	<b>OTTAWA</b>	SUPER/SPRINT/KIDS
8/12-8/13	<b>NEW ENGLAND</b>	SUPER/SPRINT/KIDS
8/19-8/20	<b>SONOMA</b>	<b>TOUGH MUDDER</b>
8/26-8/27	<b>CHICAGO</b>	<b>TOUGH MUDDER</b>
8/26-8/27	<b>WEST VIRGINIA</b>	BEAST/SUPER/SPRINT/KIDS/ <b>TRAIL</b>
8/26	<b>NORTHEAST</b>	<b>DEKA</b>
8/26-8/27	<b>BAHAMAS</b>	CITY/KIDS WORLD CHAMPS
8/26-8/27	<b>SAN JOSE TRIFECTA</b>	BEAST/SUPER/SPRINT/KIDS

### SEPTEMBER

9/2-9/3	<b>KELOWNA</b>	ULTRA/BEAST/SUPER/SPRINT/KIDS
9/9-9/10	<b>PITTSBURGH</b>	<b>TOUGH MUDDER</b>
9/16	<b>ORLANDO</b>	<b>DEKA</b>
9/16-9/17	<b>TORONTO</b>	<b>TOUGH MUDDER</b>
9/16-9/17	<b>VERMONT</b>	ULTRA/BEAST/SPRINT/KIDS
9/16-9/17	<b>SEATTLE TRIFECTA</b>	BEAST/SUPER/SPRINT/KIDS
9/16-9/17	<b>WASHINGTON DC</b>	SUPER/SPRINT/KIDS
9/23-9/24	<b>SEATTLE</b>	<b>TOUGH MUDDER</b>
9/23	<b>ANGELS STADIUM</b>	<b>STADION/KIDS</b>
9/30-10/1	<b>NEW JERSEY</b>	ULTRA/BEAST/SUPER/SPRINT/KIDS
9/30-10/1	<b>POCONOS</b>	<b>TOUGH MUDDER</b>

### OCTOBER

10/7	<b>SAN JOSE</b>	<b>TRAIL</b>
10/14-10/15	<b>NASHVILLE</b>	SUPER/SPRINT/KIDS
10/21-10/22*	<b>BLUE MOUNTAIN</b>	BEAST/SUPER/SPRINT/KIDS
10/21-10/22	<b>DALLAS</b>	ULTRA/BEAST/SUPER/SPRINT/KIDS
10/21-10/22	<b>MICHIGAN</b>	SUPER/SPRINT/KIDS
10/28-10/29	<b>NASHVILLE</b>	<b>TOUGH MUDDER</b>

### NOVEMBER

11/4-11/5	<b>SLO</b>	ULTRA/BEAST/SUPER/SPRINT/KIDS/ <b>TRAIL</b>
11/4-11/5	<b>WORLD'S TOUGHEST</b>	<b>TOUGH MUDDER</b>
11/10-11/12	<b>TEXAS</b>	<b>DEKA WORLD CHAMPS</b>
11/11-11/12	<b>FENWAY</b>	<b>STADION/KIDS</b>
11/11-11/12	<b>DALLAS</b>	<b>TOUGH MUDDER</b>
11/18-11/19	<b>SOUTH CAROLINA</b>	ULTRA/BEAST/SUPER/KIDS
11/18-11/19	<b>PHOENIX</b>	BEAST/SUPER/SPRINT/KIDS
11/18-11/19	<b>GOLDEN GATE</b>	<b>TRAIL</b>

### DECEMBER

12/2-12/3	<b>LOS ANGELES</b>	SPRINT/KIDS & <b>TOUGH MUDDER</b>
12/2-12/3	<b>CENTRAL FLORIDA</b>	BEAST/SUPER/SPRINT/KIDS & <b>TOUGH MUDDER</b>

\* Subject to change

## FESTIVAL FOOTPRINT PRICING

10x10	10x20	10x30	20x20
\$2500	\$4000	\$5500	\$7000

Each purchase of an exhibitor space comes with one (1) 8' table, two folding chairs, parking passes for two (2) vehicles, receiving of shipments with advanced notice, and a dedicated client service expert to work through all logistics with you and your team.

**\*Sponsor is responsible for any venue specific permits/fees\***

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

ACTIVATION	DETAILS	RATE
<b>EXCLUSIVITY</b>	Available by request, price depends on category.	Inquire w/ Rep
<b>MC SHOUT OUTS</b>	40 Word script announced by festival MC every 1.5 hours.	\$250
<b>RACE DAY PROGRAM</b>	Inclusion on Race Day Program Coupon section, Promo exclusive to each event.	\$250
<b>PRE/POST RACE EMAIL</b>	Inclusion on 2 pre-race emails / inclusion on post-race email with linked promo offer.	\$500 / \$1000
<b>WARM UP SPONSOR</b>	Available to gyms only. Your footprint will be placed in a premium position near the start line racer queue. Trainers can lead new Spartan heats in warm-up exercises every 15 min.	\$2500 / Event
<b>EXIT FUNNEL SAMPLING</b>	\$2500 1:1 sampling opportunity as participants are leaving the event. Simply ship product to us and we will have our street team sample it. Price varies by product.	Inquire w/ Rep
<b>START LINE SAMPLING</b>	Premium tent placement next to start line queue. Ideal location to sample pre-workout drinks.	Inquire w/ Rep
<b>AID STATION SAMPLING</b>	Premium tent placement or product placement at one of our aid stations on course. Ideal for hydration and energy drinks, and energy chews or gels.	Inquire w/ Rep
<b>STADIUM VIP</b>	Corporate team of 20 racers, dedicated suite in stadium with catering and merchandise credit per racer.	\$5000 Minimum

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

RACE SERVICES	ONE DAY EVENT	TWO DAY EVENT	TOTAL	NOTES
<b>ORDERS</b>				
ICE (20-500 LBS PER DAY)	\$175.00	\$300.00		Ice refrigerated and delivered onsite
ICE (500-1,000 LBS PER DAY)	\$350.00	\$700.00		-
ICE (1,000-2,000 LBS PER DAY)	\$700.00	\$1,400.00		-
WATER (5-50 GAL PER DAY)	\$50.00	\$80.00		Water delivered onsite
<b>RENTALS</b>				
POWER (1-2 OUTLET PORTS)	\$100.00	\$150.00		Location dependent on power source
POWER (DEDICATED 3K GENERATOR)	\$300.00	\$500.00		-
POWER (DEDICATED 5K GENERATOR)	\$400.00	\$700.00		-
TENT RENTAL (SPARTAN BRANDED)	\$500.00	-		10x10
TENT RENTAL (SPARTAN BRANDED)	\$700.00	-		10x20
<b>STAFFING</b>				
SAMPLING STAFFING (1)	\$500.00	\$1,000.00		10 Hour Shift
BRAND AMBASSADOR STAFFING (1)	\$750.00	\$1,500.00		10 Hour Shift
<b>LOGISTICS</b>				
STORAGE FEE	\$100.00	-		Per Pallet Per Week
< 250 MILES	\$300.00	-		Per Pallet
< 500 MILES	\$450.00	-		Per Pallet
< 1000 MILES	\$900.00	-		Per Pallet