



GET YOUR BUSINESS IN FRONT OF THOUSANDS OF VISITORS

WHAT IS TOUGH MUDDER?

The Mansfield/Richland County Convention & Visitors Bureau invites local businesses to get noticed by thousands of visitors to the area at Tough Mudder Ohio. This 10-12-mile obstacle course event takes place at the Mid-Ohio Sports Car Course on **May 9 & 10, 2015**. Participants and spectators travel from all over Ohio and other states to attend the extreme sports event.

HOW DOES MY BUSINESS GET INVOLVED?

Offer a Valuable MUD DEAL!

If your restaurant/business wants to offer a deal to Tough Mudder participants, or you already have something cool planned at your place during the event weekend, tell the CVB. Let's get the Tough Mudder participants out into the community by letting them know what's here. Parking for event participants and spectators will be on-site at the track in Lexington.

Businesses should offer something of value to these extreme sports enthusiasts. Offering a free soft drink might not drive traffic to your business, but a free order of hot wings or buy-one-get-one pasta dish might. There is no way to guarantee what offers event participants will use, but getting your business in front of them is a place to start. **THERE IS NO CHARGE TO SUBMIT AN OFFER.**

HOW IS MY OFFER PROMOTED?

Through Tough Mudder

A complete set of offers will be included in an electronic pre-event information packet to be sent by Tough Mudder staff to EVERY event participant two weeks before the event. **This is the official way to communicate with the thousands of weekend attendees.**

Online and On Site

Your offer will also appear on MansfieldTourism.com and its mobile version. The Mansfield/Richland County Convention & Visitors Bureau will again be on-site at the event during the entire weekend. We print a version of the MUD DEALS to hand out to hungry Tough Mudders so they can plan their meals and activities.

WHAT DO I DO NEXT?

- Fill out the form on the back and return it to the CVB **by March 6, 2015**
- Guests mention the Mud Deals at your location to receive your offer during the event weekend. If you see someone wearing an orange headband, that means they've completed the course!



MUD DEALS Application – DUE MARCH 6, 2015

Business Name _____

Authorized Contact Name _____

Title _____

Business Address _____

City _____ State _____ Zip code _____

Phone to publish _____ Email (not published) _____

Contact phone if different (not published) _____

Website _____

MUD DEALS:

Describe Your Offer: (offers only valid May 8-10, 2015, unless you specify differently. Please be very brief due to space in printed piece. CVB may edit.)

Please return this form by MARCH 6, 2015 to:

Kim Miers, Mansfield/Richland County CVB, 124 N. Main Street, Mansfield, OH 44902

or fax to 419-524-7722 or email kmiers@mansfieldtourism.com with "Mud Deals" in subject line.

Call with any questions – 419-525-1300, CVB Member Businesses may also submit similar offers to RACE DEALS and LOCAL DEALS programs. Not a member? Ask about membership.

OTHER TOUGH MUDDER LOCAL BUSINESS SPONSORSHIP OPPORTUNITIES ARE AVAILBLE. Contact Kim Miers at the CVB at 419-525-1300 to receive a full sponsor packet provided by Tough Mudder. Options include event space at the event, after-party sponsorship, and other creative options to gain exposure to this audience of athletes.