



# TRIFEST FOR MS

SWIM BIKE RUN ENCOURAGE ©

## 12TH ANNUAL SEPTEMBER 1 - 3, 2023

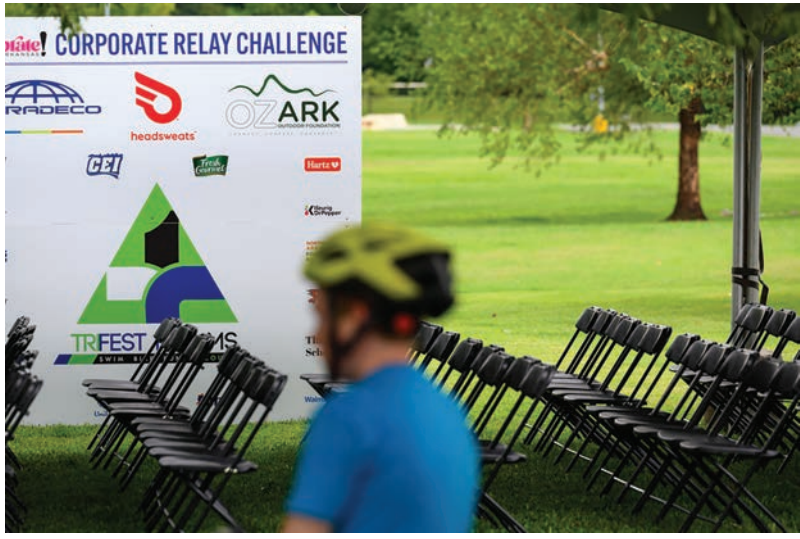
**LARGEST TRIATHLON IN THE STATE OF ARKANSAS**  
*Top 5 Readers Choice from Triathlete Magazine*





# THANK YOU TO OUR 2022 SPONSORS!

Sponsorship is available for our 2023 Race Series.







Say It With Us:  
Swim, Bike, Run -  
ENCOURAGE!

Contact us to  
become a 2023  
Race Sponsor!

**A BIG THANK YOU TO THIS YEAR'S SPONSORS**

SPONSORSHIP IS AVAILABLE FOR OUR 2023 EVENT CALENDAR. IF INTERESTED REACH OUT TO  
KRISTEN (KC.RAMP\*FOUNDATION@GMAIL.COM), DAN (DSTOCKLEIN@MARWINS.COM OR CLARK (CTDRICKO1@GMAIL.COM)

**PRESENTING SPONSORS**

- INTRADECO
- headsweat
- OZARK

**CO-PRESENTING SPONSORS**

- Celebrate! ARKANSAS
- Walmart
- Keurig DrPepper

**GOLD SPONSORS**

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- Kapture MARKETING
- Signature BANK
- Fast Running
- OUTDOOR CAP
- ADVENTURE SUBARU

**SILVER SPONSORS**

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- PHAT TIRE

**BRONZE SPONSORS**

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- UNIVERSAL
- WIDE WIDE WIN
- KOAC
- GEARHEAD

**PARTNER SPONSORS**

- bay cities
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- HAPPY EGG
- HURST EYE CARE
- DR. YOO'S Eye Care & Optical
- Professional BUSINESS SYSTEMS





# WHAT WE DO...

The mission of our foundation is to directly support MS Research by donating 95% of the racers' registration dollar to the top MS Research scientists in the U.S., including UAMS.

The annual Trifest not only offers races for the beginner triathlete but by offering 3 different triathlon races, and two kids races, we are able to provide encouragement to all ability levels. The Para division continues to grow and welcomes athletes of all handicapped levels.

Our model is different than most as 95% of the money raised from race registration goes directly to the doctors on the front line of finding a cure for MS. In 11 years we have donated \$800,000 to continuing research.

Based on data from the last 11 years we know we attract competitors from the surrounding 25 states and we are so excited to continue to watch this inspiring race grow year after year.

We believe in **EVERYONE!**  
Help us make a difference.



**RAMPY MS RESEARCH  
FOUNDATION**

*Bringing Encouragement to the World of Multiple Sclerosis*

## What Your Dollars Support

- UAMS Medical Board & MS Research in AR
- Top 5 US MS researchers, 2 of which are on a 3rd clinical trial to reverse the effects of myelin loss in the brain (Northwestern University & University of CA at San Francisco)
- Equipment and software for researchers to analyze their data
- Research doctor residents/staff to perform, manage and analyze these trials

## Grantee Recipients:

**Dr. Lee Archer** | UAMS

**Dr. Patricia Wright** | UAMS

**Dr. Paul Drew** | UAMS

**Dr. Brian Popko** | Northwestern University

**Dr. Jonah Chan** | University of CA at San Francisco

**NEW in 2023!**

**Dr. Patriza Casaccia** | City University of NY







# 1,150 ATTENDEES FROM 25 STATES

**55%**  
FEMALE



**45%**  
MALE

75% of Participants are  
**30-45 YEARS OLD**

**58%**  
ARE REPEAT ATTENDEES

**72% OF RACERS**  
BROUGHT 2-5 NON-RACERS WITH THEM

93% RATED EVENT A 4 OR 5  
ON SCALE OF 1-5, 5 BEING BEST

54% STAYED OVERNIGHT

SOLD OUT HOST HOTEL MARRIOTT  
COURTYARD

41% STAYED 2-3 NIGHTS

\$200 IS AVERAGE SPENT ON EXTRAS  
Not Including the Hotel

\$1,000,000 ESTIMATED ECONOMY  
IMPACT FOR THE WEEKEND

22% ARE OVER \$250K HHI

70% ARE OVER \$100K HHI

**Event generated \$100,000+ for MS research in the US!**

*The Best Year in 11 Years*





**95% of Registration Dollars Goes to Research**





# HOW YOU CAN HELP

## **PRESENTING SPONSOR** **\$20,000 DONATION**

*Presenting Sponsor Reserved for One Company*

- Share of naming rights to event: "TRIFEST for MS brought to you by or presented by..."
- Prominent Logo on all marketing material and website
- Submission of items in athlete goodie bag
- Prominent Tent/Booth position at race day venue (optional)
- Prominent logo placement at start, finish and transition areas
- Prominent logo placement on all race and volunteer shirts
- Entry of 5 company employees to any one event, includes relay or individual races (Entry must be employee of company)
- Half page ad in event digital brochure
- Company spot light profile story on event registration website and Facebook campaign
- 60 second video spot (2 Friday, 3 Saturday, 2 Saturday night, 4 Sunday morning)

## **CO - PRESENTING SPONSOR** **\$10,500 DONATION**

*Co-Presenting Sponsor Reserved for One Company*

- Share of naming rights to event: "TRIFEST for MS sponsored by..."
- Prominent Logo on all marketing material & website
- Submission of items in athlete goodie bag
- Prominent tent/Booth position at race day venue
- Prominent logo placement at start, finish and transition areas
- Prominent logo placement on all race and volunteer shirts
- Entry of 5 company employees to any one event, includes relay or individual races (Entry must be employee of company)
- Half page ad in event digital brochure
- Company spot light profile story on event registration website and Facebook campaign
- 30 second video spot (1 Friday, 2 Saturday, 1 Saturday night, 2 Sunday morning)

## **GOLD \$5,100 DONATION**

*All Silver Sponsor Perks Plus:*

- Entry of 3 company employees to any event, includes relay or individual races (Entry must be employee of company)
- Quarter page ad in event digital brochure



## SILVER \$3,100 DONATION

### *All Bronze Sponsor Perks Plus:*

- Logo at start, finish and transition areas
- Entry of 1 company employees to any event, includes relay or individual races (Entry must be employee of company)

## BRONZE \$1,575 DONATION

### *All Partner Sponsor Perks Plus:*

- Tent/Booth position at race day venue (optional)

## PARTNER \$525 DONATION

- Logo on all marketing material and website
- Logo on one side of race entry goodie bag
- Logo on all race and volunteer shirts





# COMMUNICATION SPONSOR PACKAGE-NEW

## OPTION A: 23x13 Video Board

- Presenting Communication Central Sponsor
- Border logo around video board
- 60 second spots each day
  - Friday: 2x 60 second spots
  - Saturday morning: 4x 60 second spots
  - Saturday evening: 2x 60 second spots
  - Sunday morning: 6x 60 second spots

<b>Audio</b>	\$1,500
<b>Video</b>	\$25,500
<b>4 Crew</b>	\$10,000
<b>TOTAL</b>	<b>\$37,000</b>

## OPTION B: 16x9 Video Board

- Presenting Communication Central Sponsor
- Border logo around video board
- 60 second spots each day
  - Friday: 2x 60 second spots
  - Saturday morning: 4x 60 second spots
  - Saturday evening: 2x 60 second spots
  - Sunday morning: 6x 60 second spots

<b>Audio</b>	\$1,500
<b>Video</b>	\$16,000
<b>3 Crew</b>	\$8,000
<b>TOTAL</b>	<b>\$25,500</b>







ARKANSAS CORPORATE  
RELAY CHALLENGE  
SEPTEMBER 2, 2023

## The Celebrate Arkansas Corporate Relay Challenge

was started in 2015 to offer an opportunity for suppliers to be competitive outside the office. We are honored to have Walmart's SVP of Entertainment, Toys, & Seasonal, Laura Rush as our chair for the event.

**GREAT**

for Team Building Outside the Office

**PERFECT**

for the Promotion of Corporate  
Wellness & Community Involvement



THE 2022 CORPORATE RELAY  
CHALLENGE CHAMPION IS

**Hershey Company**

Craig Stevenson, Katelyn Ishee,  
& Justin Robertson

## CORPORATE RELAY WINNERS

*Does your company have what it takes?*

2015 WINNER	2016 WINNER	2017 WINNER	2018 WINNER	2019 WINNER	2020 WINNER	2021 WINNER	2022 WINNER
HERSHEY	P&G	P&G	HFA	ADVANTAGE SOLUTIONS	WALMART	HENKEL	HERSHEY



## 2022 Winner Race Times

<b>1ST</b>	Hershey Company	<b>1:06.57</b>
<b>2ND</b>	Walmart #2	<b>1:07.20</b>
<b>3RD</b>	Keurig/Dr. Pepper	<b>1:07.23</b>
<b>4TH</b>	Walmart #3	<b>1:07.87</b>
<b>5TH</b>	Walmart Mavericks	<b>1:08.39</b>

## Rules

1. Teams consist of three individuals: each individual will complete one section of the sprint distance race: swim (400m), bike (15.6 miles), and run (5k)
2. Each relay must be made up of a minimum of one female.
3. Two of the three members must be full time employees at the time of the Trifest event (the 3rd member can be an immediate family member of a full time employee: spouse or child).



### 1 Team **\$1,575**

*Includes Bronze Level Sponsorship Status*

### 2 Teams **\$2,350**

*Includes Bronze Level Sponsorship Status*

### 3 Teams **\$2,875**

*Includes Bronze Level Sponsorship Status*

### 4 Teams **\$3,400**

*Includes Silver Level Sponsorship Status*

## Cost Includes:

- Chance to be featured in Celebrate Arkansas Magazine
- Entrance into the Mock Tri Event held two weeks prior to race day
- An opportunity to participate in the 4 week training series held at Memorial Park
- Bronze, Silver, or Gold Sponsorship status depending on the number of company teams entered
- Chance to be the Corporate Wellness Winner based on team spirit (Team Spirit Award)
- Chance to win the 4th Annual Educators Cup for our education organizations







# GRAVELFEST FOR MS



Sponsor the Gravelfest for MS! April 15-16, 2023

## PREMIER \$10,000 DONATION

- Share of naming rights: "Gravelfest for MS brought to you by..."
- Logo placement at start, finish, & farm area
- Company feature tent at farm (optional)
- Prominent logo on all marketing material & website



## GOLD \$5,000 DONATION

*All Silver Sponsor Perks Plus:*

Logo on all marketing material & website

## SILVER \$3,500 DONATION

*All Partner Sponsor Perks Plus:*

Company feature tent at farm (optional)



## PARTNER \$1,250 DONATION

- Logo placement at start, finish, & farm area











TRIFEST FOR MS

SWIM BIKE RUN ENCOURAGE

4TH ANNUAL

# SPLASH AND DASH

PRESENTED BY



5TH ANNUAL

# SPLASH & DASH



Sponsor the Splash & Dash!  
June 23, 2023

## PREMIER SPONSOR \$3,500

- Share of naming rights: "Trailfest for MS Splash & Dash brought to you by..."
- Prominent logo on all marketing materials & website
- Logo placement at start, finish and awards area
- Logo placement on all race & encourager shirts
- Entry into series or single race for up to 3 employees
- Logo included on all kids swim caps
- Tent placement at event (optional)

### NEW! Strider Division

Ages 2-4 Duathlon Format (Bike & Run)



EVENT	12TH ANNUAL TRIFEST FOR MS	2ND ANNUAL GRAVELFEST FOR MS	5TH ANNUAL KID'S SPLASH & DASH		
Event Type	Triathlon Festival	Gravel Festival	Feeder Program		
Communication Central Option A	\$37,000	-	-	-	-
Communication Central Option B	\$25,500	-	-	-	-
Premier	\$20,000	\$10,000	\$3,500		
Co-Presenting	\$10,500	-	-	-	-
Gold/Series	\$5,100	\$5,000	-	-	
Silver	\$3,100	\$3,500	-	-	
Bronze/Race	\$1,575	\$0	-	-	-
Partner	\$525	\$1,250	-	-	





# MS STOPS PEOPLE FROM MOVING , WE EXIST TO KEEP PEOPLE MOVING



**RAMPY MS RESEARCH  
FOUNDATION**

*Bringing Encouragement to the World of Multiple Sclerosis*

**CONTACT US** if you would like to become a sponsor,  
purchase ad space, or have any questions!

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