



**WELCOME TO
TOUGH
TURKEY**

2020

**A TOUGH MUDDER
CHALLENGE**



A photograph of a Tough Mudder obstacle course. A man in a black t-shirt and pants is climbing a steep, muddy wall. He is reaching out with his right hand towards another man who is already on top of the wall. The man on top is also covered in mud and has his hands out, ready to assist. The background shows a cloudy sky and other participants in the distance.

WHY WE EXIST

Tough Mudder exists to provide a unique human experience based on courage, teamwork and personal accomplishment.

We inspire people to step outside their comfort zone, stretch their physical and mental limits and prove to themselves what more they are capable of.

Through a foundation of teamwork and community, we encourage people to see the value in working together to overcome obstacles.

A NEW TRADITION THIS THANKSGIVING.

Tailgating at football games, jogging in your local turkey trot, waiting in crowded lines for Black Friday sales, travelling to see family.

All of those are cancelled in 2020.

We need a new tradition.

One that honors the resilient spirit we've built this year. That brings shared laughs and experiences to families who can't be together physically. A tradition that gets us moving forward and gives back to others.



Just like everything else in 2020, the *Turkey Trot just got a whole lot Tougher.*

A challenge-packed virtual experience for you and your family to tackle anywhere in the world on Thanksgiving weekend, with a chance to give back.

2020 has thrown a ton of obstacles your way. Take on the ones you want to conquer.



HOW DOES IT WORK?

FREE TO REGISTER

Participants can register for free at ToughMudder.com, and choose access to one of three different event formats that they'll complete between Nov. 21 and December 1 (Giving Tuesday).

- **THE GOBBLER:** Family-friendly 1k circuit course w/ challenges for all ages.
- **TOUGH TURKEY:** 5k run/walk and 5 "obstacle" challenges– the core event.
- **TOUGHEST TURKEY:** For those really looking to earn their pumpkin pie– extreme 10k w/ 10 punishing challenges.

RECRUIT YOUR TEAM

You may not be able to visit your family and friends this holiday– but it doesn't mean you can't share this new tradition.

Form a team, recruit your crew across the country, and share in the laughs & fun family rivalry.

COMMIT TO FUNDRAISE

Tough Turkey has a full slate of charity partners for you to support– including our presenting charity partners that you can donate to during registration or fundraising for in the lead up to the event.

Participants will pick a charity, and use GoFundraise, our turn-key fundraising partner, to reach out to their network and drive critical impact for their selected organization.



TWO WAYS TO GET IN ON THE TURKEY

JOIN US AS AN OFFICIAL CHARITY PARTNER FOR TOUGH TURKEY 2020,
AND LEVERAGE OUR PLATFORM FOR YOUR FUNDRAISING EFFORTS.

PRESENTING CHARITY PARTNER

Leverage the strength & reach of Tough Mudder's marketing machine to reach new audiences and gain new donors.

- Designation: *Presenting Charity Partner of Tough Turkey*
- Dedicated co-branded fundraising landing page on GoFundraise.
- Donation capture included in the registration process..
- Prominent co-presenting placement on Tough Mudder's "Tough Turkey" landing page, email series and web journey.
- Minimum 2x dedicated email (along with up to two other gold level charities) to full Tough Mudder database for Tough Turkey recruitment
- Inclusion in weekly Tough Mudder newsletter driving registration / fundraising from late October - December 1. (min 5 inclusions)
- Minimum 3x FB/IG posts or stories during active Challenge period, driving registration & cause awareness
- Integration into confirmation email, customer journey series

Cost: \$20,000

AFFILIATE CHARITY PARTNER

Leverage the Tough Turkey platform to activate your existing donor base and give them a reason to get moving for your cause this Thanksgiving.

- Designation: *Charity Partner of Tough Turkey 2020*
- Dedicated co-branded fundraising landing page.
- Listing on Tough Mudder's "Tough Turkey" landing page.
- Must commit to marketing the Tough Turkey fundraising event to your database, with a minimum of 2 full database email appeals and 2 social posts across your owned channels.

Cost: Free





OUR REACH

6M+

PARTICIPANTS
GLOBALLY

379K

 INSTAGRAM
FOLLOWERS

4M+

US EMAIL DATABASE
(1.2M ACTIVE)

3.9M

 FACEBOOK
FOLLOWERS

161K

 TWITTER
FOLLOWERS

\$25M

RAISED
GLOBALLY OVER
10 YEARS

10M

AVERAGE
MONTHLY SOCIAL
IMPRESSIONS

2M

MONTHLY WEBSITE
VISITORS

145

CHARITIES
HELPED

32M

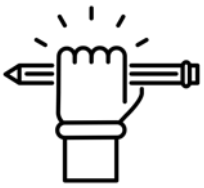
TOTAL MILES RUN





A POWERFUL DEMOGRAPHIC

ADVENTUROUS - COURAGEOUS - MILLENNIALS



90%

College-educated



88%

Exercise regularly/often



86%

Love trying new things



79%

Early tech adopters/early majority



25 HRS

Spent on digital media per week





GET IN ON THE FUN

TIMELINE

- Charity indications of interest - 10.12
- Finalize terms & plan – 10.16
- Tough Turkey Launch – 10.20
- Event Kickoff – 11.20
- Event Concludes 12.1

NEXT STEPS

Interested? Apply Now or Reach out to Edwige@gofundraise.com to learn more about how you can get on board.





SEE YOU AT THE FINISH LINE

TOUGHMUDDER.COM