



HeeHaw!

The time has come once again for the burros to hit the streets of Superior for the BRAY Superior Jackass Dash! We know it's not just BRAY and our runners who look forward to hearing the thundering, okay, maybe some ambling, too, of hooves on Main Street every October!

Locals and visitors alike love to come out and support these adorable little runners and their human teammates, and we would like to offer you a chance to help make that happen. This year we are hoping to truly make this a community event, with local business promotions in the lead-up to the event to help grab all of your local friends and neighbors, some great new community activities and competitions, as well as burro-themed specials on the day of the event in order to showcase your amazing town and all it has to offer to visitors from all around the country. Last year we had participants from as far away as Illinois and Georgia, who couldn't stop talking about this hidden gem in the desert.

If you are interested in sponsoring the 2023 BRAY Superior Jackass Dash please see the next page for opportunities. If you have any questions, don't hesitate to contact BRAY at burrosrock@gmail.com

Many thanks for your consideration,

BRAY

501(c)3 EIN #86-2597257

Festival Sponsors

Presenting Sponsor - \$2,000

Front and center, as the most integral sponsor who helps with all manner of logistics from race timers, to free refreshments for volunteers, to the less glamorous aspects like insurance and sanitation facilities, the presenting sponsor is essential in every aspect of a festival such as this. The presenting sponsor will be listed on promotional material, the landing page of the website.

Kids' Zone - \$600

What's a family event without a kids' activity area? The Kids' Zone will feature arts and crafts, games, stick donkey races, photo opportunities and memories to last a lifetime. The area will be referred to as the [Sponsor Name] Kids' Zone, sponsor names will be used in pre-event social media advertising logos will be printed on event flyers, and names and company logos will be included on informational pamphlets given to runners. One sponsorship available.

Best Bray Competition - \$200

Warm up those pipes and step right up! Participants in the Best Bray Competition will be competing for three local celebrity judges to see who has the best bray in all of Superior and take home the first place trophy! The best part? The sponsor of this event gets to be one of those celebrity judges. The hilarious competition is free to participants, open to all ages, and will take place on the Besich Park Main Stage at 3:30, just prior to the Burro Race awards. In addition to an opportunity to be a celebrity judge, sponsor names will be used in pre-event social media advertising logos will be printed on event flyers, and names and company logos will be included on informational pamphlets given to runners. One sponsorship available.

Volunteer Sponsor - \$150

Any event requires volunteers to help make it run smoothly, and we know a little monetary incentive can go a long way for some of the local groups and clubs. Funds from volunteer sponsorships will be pooled and then distributed to various groups and clubs involved in the event, such as sports teams, scout troops, entertainers, etc. ALL volunteer sponsor funds will be distributed to those groups volunteering, in an equitable manner to be chosen by the volunteer planning committee based on how many sponsorships we receive. Sponsors will be announced and thanked several times during the day by our event MC. Sponsor logos will be listed on the event website, printed on event flyers, and names and company logos will be included on informational pamphlets given to each runner. Six Sponsorships available.

BRAY Buys Local: - \$100

For a \$100 buy in, BRAY will provide raffle tickets to your business. From October 14-22 all transactions at your business will earn the customer or client a ticket for our BRAY Buys Local raffle, winner to be announced at the awards ceremony at the Besich Park Main Stage. Funds will be used for burro race and festival expenses, such as event insurance and volunteer compensation for local groups and clubs. Sponsors of BRAY Buys Local will be listed in a special section of our website and social media, and will receive a poster to post in your business's door or window to alert customers of your participation in the event. Unlimited sponsorships available.

Burro Race Sponsors

Veterinary Sponsor - \$300

At BRAY, we're here for the hee-haws, and we want to ensure every donkey at the event is fit, healthy, and happy, from the time they step off the trailer at Box 8, to when they load up to return home, with a finisher medal in their adorable little hooves. To that end, a highly qualified equine veterinarian from Chaparral Veterinary Medical Center and their tech are on site to vet-in all of the donkeys on Friday night, through the end of the race on Saturday afternoon to ensure the safety and comfort of all participating long-ears. Veterinary Sponsors will have several posts on social media, be announced and thanked several times during the day by our event MC. Sponsor logos will be printed on event flyers, and names and company logos will be included on informational pamphlets given to each runner, and most importantly: veterinary sponsors will be an integral player in the safety and comfort of the donkeys. One sponsorship available.

Top 3 Finishers, Short and Long Course - \$175 Each

Each of our courses, short and long, will award prizes to the top three finishers of the race. Sponsors will be announced and thanked several times during the day by our event MC. Sponsor logos will be printed on event flyers, and names and company logos will be included on informational pamphlets given to each runner. Six sponsorships available.

Last Ass - \$75

The prize no one wants, with a trophy people love to get. Last Ass is something of a pack burro racing tradition, given to the final team to cross the finish line in the race. This prize encourages racers to keep going and persevere, even when the trail is long and your teammate is being, well, an ass. This award is always a crowd favorite. The sponsor for Last Ass will be promoted on social media and invited to present the awards to the winning teams. Sponsors will be announced and thanked several times during the day by our event MC. Sponsor logos will be printed on event flyers, and names and company logos will be included on informational pamphlets given to each runner. One sponsorship available.

Golden Ass - \$75

Golden Ass is a prize unique to BRAY Club, born of a desire to foster good sportsmanship and a sense of community in our event. Anyone involved in the Superior Burro Run may nominate any person of their choosing for Golden Ass, for any reason, such as helping a struggling runner on the course, changing a trailer tire for a neighbor at burro camp, or organizing the greatest number of volunteers. The recipient of the Golden Ass award will be chosen by the BRAY Board. The sponsor for Golden Ass will be promoted on social media and invited to present the awards to the winning teams. Sponsors will be announced and thanked several times during the day by our event MC. Sponsor logos will be printed on event flyers, and names and company logos will be included on informational pamphlets given to each runner. One sponsorship available.

Runner Bag Sponsors - \$50 Each

As anyone who has participated in a run knows, runner SWAG bags are the Christmas stocking of the event. Runners eagerly line up the night before a race to receive their bag and excitedly open it up to view the goodies within. Bag sponsors will help provide a reusable bag to our runners containing their event T-Shirt, number bib, various refreshments and goodies such as chapstick, hoof picks, keychains, or burro snacks, and essential information about the event and the town of Superior. Bag sponsors may provide promotional items of their choice to add to runner bags, such as brochures, business cards, or coupons.

In Kind Runner Bag Sponsors - Sponsor's Choice

What's a SWAG bag without some amazing local items? In Kind Runner Bag Sponsors will provide items to fill out the runner's bags. Examples of in kind donations include edible treats such as cookies, or small bags of chips, samples of locally made soaps, branded promotional items like pens, chapstick, or travel sunblock. Runners especially love items with event-specific themes or some local flair to help them remember how wonderfully welcoming the town of Superior is. If the donations do not have labels which name the sponsor, sponsors may add promotional materials, business cards, coupons, or flyers to the bags. We anticipate approximately 30-40 teams at the Superior Burro Run, sponsors must be willing to supply enough donations of a similar sort (for instance 20 keychains and 20 carabiners) to have one piece or item in each bag.

If you would like to be counted amongst our sponsors, please detach the portion of the page below the line, complete the form, and return it by mail along with a check, made out to BRAY to:

BRAY Club
3763 S. Bella Vista Dr.
Yuma, AZ 85365

Please write which item you're sponsoring in the memo line.

- OR -

You can choose a sponsorship level and pay online at www.jackassdash.com/sponsor

Please email a PNG or JPEG file of the company logo you wish for BRAY to publish, no later than October 1, to BurrosRock@gmail.com.

Please keep a copy for your records.

Company Name: _____

Contact Person: _____

Phone Number: _____ Email: _____

Sponsorship Amount \$ _____

