



# Sponsorship

***Hailed as the "Top Race, Worth Traveling For (in Missouri)" by TripAdvisor and "50 Best Races in America State-by-State" by Greatist.com, plus countless of other awards!***

MO' Cowbell has quickly become the go-to race for first-time runners and those seeking a personal record. There is a race for every skill level: Marathon, Half Marathon, Half Relay and 5K. Did we mention it is walker friendly?

Always taking place on the first Sunday in October, MO' Cowbell is the only race of its kind..."flattest and fastest in the region." Highlighting historic and unique neighborhoods as well as scenic views of the Missouri River, it is a must experience event. Nearly 10,000 cowbells fill the streets with noise to cheer on participants in our fun filled community tradition.

**This year approximately 6,000+ runners, 500+ volunteers and over 8,000 spectators are expected on race day. Here's how the participant numbers breakdown:**

**66% Women**  
**Average Age is 39**  
**25% First-Time Participants**  
**64% Travel Less than 30 Miles to Participate**  
**20% Travel More than 100 Miles to Participate**  
**45 States & 3 Countries Represented**

MO' Cowbell is a community race, put on by the community, for the community. Put on by the EDC Business and Community Partners, the goal is to promote a healthy lifestyle in St. Charles County. Each year we donate a portion of our proceeds to a local non-profit initiative.

Every year our goal is to put on a first-class event with a little twist of humor. If our mascot Chuck the Cow (with abs and sneakers) isn't an indication, then perhaps our name, inspired from a famous SNL Skit where Will Ferrell delivers More Cowbell, says it all!

# Sponsorship Levels & Benefits

## Chuck Level - \$2,500 Investment

- Logo on Start/Finish Structure
- 2 ExMO' Booths
- Tent in Runners' Village
- Signage in Runners' Corral Area
- Announcer Recognition
- Newsletter Feature (20K dist.)
- Newsletter Sponsor Link (20K dist.)
- Social Media Promotion
- Prominent Virtual Race Packet Ad
- 12-Month Ad on WUSTC.com
- 1 Sponsor Exclusive Email (20K dist.)
- 2 Free Race Entries
- 10% off All Race Entries
- Logo/Link on Website

## Cow Level - \$1,250 Investment

- ExMO' Booth
- Tent in Runners' Village
- Signage in Runners' Corral Area
- Announcer Recognition
- Newsletter Sponsor Link (20K dist.)
- Social Media Promotion
- Virtual Race Packet Ad
- 6-Month Ad on WUSTC.com
- 5% off All Race Entries
- Logo/Link on Website

## Calf Level - \$500 Investment

- ExMO' Booth
- Tent in Runners' Village (50% off)
- Signage in Runners' Corral Area
- Announcer Recognition
- Newsletter Sponsor Link (20K dist.)
- Virtual Race Packet Ad
- Logo/Link on Website

## Additional Sponsorship Opportunities

- MO' Big Bell - \$3,500 Investment
- MO' tivational Mile - \$1,500 Investment
- Mini Moo Corner - \$1,500 Investment
- Post-Race Food Sponsor - \$3,500 Investment
- Volunteer Refrehments - \$1,000 Investment



# Sponsorship Application

Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Company Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Sponsorship Level \_\_\_\_\_

## Method of Payment:

Check *(payable to EDC Business & Community Partners)*

Please Invoice

Credit Card *(3.5% processing fee)*                      Visa                      MasterCard

Name (as it appears on the card) \_\_\_\_\_

Address (for the card) \_\_\_\_\_

Credit Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

## Please email or mail the application to:

MO' Cowbell Sponsorship  
Attn: Amanda Schaub  
5988 Mid Rivers Mall Drive  
St. Charles, Missouri 63304