



# KNUCKLE BUSTER OBSTACLE CHALLENGE



2023 SPONSORSHIP PACKAGE

KBOC 2023

# JOIN THE TEAM



## Community Sponsorship

We cordially invite you to be part of an exciting event!

The community of Great Falls and other surrounding communities have helped make the Knuckle Buster Obstacle Challenge (KBOC) a success for three years. We are truly grateful for the support we receive. Without community support, the Montana Vet Program would not be able to put on the Knuckle Buster Obstacle Challenge or fund our mission of helping struggling Veterans.

This year we have great opportunities for both small & big business owners. We highlight your business in a variety of ways using social media (Facebook, Instagram) web marketing, and print when you choose a sponsorship package.

Please consider a sponsorship for the Knuckle Buster Obstacle Challenge.

# GET TO KNOW US



## What is the Montana Vet Program?

A registered non-profit, that provides Veteran Led Therapeutic Adventure Trips to struggling Veterans in order to promote healing through: comradery, physical activity, adventure and tough-minded healing.



## What is a “Pig-Egg”? ▲

The term “Pig Egg” comes from the Marine Corps Scout Sniper Community. Its purpose is to incur pain to teach the Marine suffering and lessons in understanding resilience. MVP’s Pig Egg is 75lbs. and is full of the 7,054 Dog-Tags from the men and women who honorably gave their lives, which accompanies the Veteran Team Leaders on all therapeutic trips. The KBOC’s Pig Eggs are also 75 pounds and full of sand. During the team event, five-person teams collectively carry their Pig Egg through the entire course and overall obstacles.

## What is the Knuckle Buster Obstacle Challenge (KBOC)?

The KBOC is an outdoor obstacle challenge put on annually by the Montana Vet Program and hosted by Showdown MT.

The KBOC does two things:

First, it raises money to support the Montana Vet Program’s (MVP) and our mission and, secondly, the KBOC provides its runners with an opportunity for self-growth, team comradery, and an opportunity to test their mettle.



## Why does MVP do this?

The KBOC serves as MVP’s primary source of fund raising. Funds raised, allow MVP to provide Veteran Led Therapeutic Adventure Trips to veterans. In addition, raised funds cover all costs and services associated with said trips.



# Q&A

## When & Where is the KBOC?

**July 15th, 2023 - MARK YOUR CALENDAR!**

The KBOC is held at Showdown Montana.  
It's a good time all around!

## Describe the KBOC:

The KBOC is a 3 to 5 mile obstacle course spread out over Showdown's iconic ski slopes with 15-20 obstacles that range from mud pits to rope climbs. The layout of the course and obstacles change every year. Each year the course remains a mystery to the participants. The only thing they know to expect is the course will always be different and harder.

## What types of Runs does KBOC offer?

### Obstacle Challenge:

**Team heats** (5-person, coed, teams carrying a Pig Egg),

**Individual heats** (Competitive & Non-competitive)

### Trail Run:

Run the course and bypass the obstacles

## Are there prizes?

Absolutely! 1st place Pig Egg heat winners will receive a check for \$1000, and a trophy! In both, the Men's and Women's heats 1st, 2nd, and 3rd places receive \$100, \$50, and \$25 cash prizes.

## How, can YOU support the KBOC & MVP?

Look over the sponsorship levels to see which one fits your budget. We would be honored for you to be a part of our event and our TEAM.

# KBOC 2023

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## TIER 1

## \$2000

4 people from your business will experience KBOC up close in action by having ringside seats at an obstacle. We will provide a Canopy, chairs, and a cooler with ice for your beverages. AND: your own personal High-Altitude Concierge will be available for your needs.

Free Lunch at Showdown Lodge is provided after the race is finished and four complementary Beers day of the event only (one per person in the group)

4 KBOC T-Shirts for each member of the group.

Opportunity to display company tent/booth on race day. (Provided by sponsor)

Opportunity to place one promotional item in the swag bag. (Provided by sponsor)

5 complimentary race entries (full Pig-Egg Team)

4 Showdown Day pass

### **Marketing and media:**

2 Printed Banners (3' x 5') one at the obstacle and one down below at the start of the race.

Your company logo is showcased and linked on our KBOC website.

Web Banner Advertisement for your business (728x90px) on MVP Website (artwork from sponsor or free design available).

1 post on MVP social platforms.

Day of recognition by our MC for the event.

## TIER 2

## \$1500

4 complimentary race entries

Opportunity to display company tent/booth on race day. (Provided by sponsor)

Opportunity to place one promotional item in the swag bag. (Provided by sponsor)

3 Free Beer vouchers for the day of the event only

### **Marketing and media:**

Your company logo is showcased and linked on our KBOC website.

Web Banner Ad for your business (728x90px) on MVP Website (artwork from sponsor or free design available)

'Thank you to our Sponsors' Banner with your company logo at KBOC (3' x 5')

1 post on MVP social platforms

Day of recognition by our MC for the event.



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## TIER 3 \$1000

3 complimentary race entries

Opportunity to place one promotional item in the swag bag. (Provided by sponsor)

2 Free Beer vouchers for the day of the event only.

Day of recognition by our MC for the event.

### **Marketing and media:**

'Thank you to our Sponsors' Banner with your company logo at KBOC (3' x 5').

Your company logo is showcased and linked on our KBOC website.

1 post on MVP social platforms.

## TIER 4 \$500

2 complimentary race entries.

1 Free Beer voucher for the day of the event only.

1 post on MVP social platforms.

Day of recognition by our MC for the event

## TIER 5 \$250

1 complimentary race entry.

Day of recognition by our MC for the event.

## In-Kind Donations

We appreciate In-Kind Donations very much and the value of your donation will follow the sponsorships. Let us know if this is an option for you or your business.



Scan the QR Code  
to make Donation



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