



HUSTLE 2023

PEER-TO-PEER CHALLENGE



JULY 15 - AUGUST 19, 2023

Join the WAS community as we cover 25,000 miles while raising \$25,000 in support of adaptive recreation!

GET MOVING THROUGH THE HUSTLE!

Wasatch Adaptive Sports invites your organization or company to participate as a sponsor of the Hustle, a community-wide challenge to get active together while raising support for WAS. Align your brand with a great cause, empower adaptive recreation in Utah and encourage your employees and network to get moving!

Final Mile Celebration at Liberty Park, SLC: 8/19/23



TRAILBLAZER SPONSOR

\$5,000



ACHIEVER SPONSOR

\$2,500



EXPLORER SPONSOR

\$1,000



SPONSORSHIP OPPORTUNITIES

TRAILBLAZER

ACHIEVER

EXPLORER

Presenting sponsor naming rights	✓		
Opportunity to host in-person meetup with WAS during the month of the Hustle event	✓		
Opportunity for collab social media posts to promote company involvement with WAS	✓	✓	
Table area at Final Mile Celebration event (8/19/23), option to bring company logo banner	✓	✓	✓
Logo recognition on WAS website for 1 year (during event month only for Explorer sponsors)	✓	✓	
Logo placement in event marketing (including social) and weekly event emails	✓	✓	✓
Sponsor highlight in event press releases (x2)	✓		
Company employee registration discount (50% off)	✓	✓	
Can include promotional materials in event packets	✓	✓	✓
WAS gear (event socks, WAS buffs and more!)	✓	✓	✓



Interested in sponsoring the **WAS Hustle?**

Contact WAS Communications Manager Don Webber
at Don@wasatchadaptivesports.org or 801.550.8403

Don't forget to ask us how an in-kind donation
can contribute to your sponsorship level!



How We'll Hustle:

1. Participants register!

- a. \$35 entry fee (all proceeds benefit WAS) - includes WAS Hustle socks, *first 50 registrants receive customized Specialized water bottle*
- b. Participants set a Hustle goal (mileage, activities)
- c. Participants set up fundraising goal and pages to raise money for WAS students (*optional*)
- d. Participants sign up for teams (their company, friends or family, or join as an individual!)

2. Get Hustlin': July 15 - August 19

- a. Participants log their activity miles and hours through weekly links during the challenge.
- b. Participants raise money to support WAS students via their networks (*optional*)

3. Finish Strong at the Final Mile Celebration!

- a. The Hustle will conclude on August 19 at 1030am at Liberty Park with the Final Mile Celebration!
- b. All attendees will take a group lap around the park together to celebrate the end of the event
- c. Lunch will be provided for attendees
- d. Prizes will be awarded for individual and team mileage, activity time, dollars raised, and more
- e. WAS socks will be given out to all participants!

