



**Greek Peak  
Mountain Resort**  
**SEPTEMBER 14,  
2014!**

**JOIN THE CHALLENGE. JOIN THE FUN. JOIN THE HOPE!**

**ABOUT THE AGENCIES**



## Why Join Team Tuff eNuff?

**Tuff eNuff Challenge** is a creative collaboration between Alcohol & Drug Council of Tompkins County, Inc., Cortland Prevention Resources, 501 (c) (3) not-for-profit organizations, and Greek Peak Mountain Resort.

As a member of the Tompkins-Cortland Tuff eNuff team, you will share in the message that:

- Being substance-free can be a lot of fun
- Adventure is healthy for people of all ages
- Hope is a community endeavor

### Effective Advertising

- This is NOT just another golf tournament! Tuff eNuff will create tremendous buzz and opportunity for growth in future years.

Make a real connection with people while they're challenging themselves, having fun, taking photos, and making memories.

### Thorough Exposure

- Your message is woven into the action
- Social Media messaging leading up to the event
- Your message will reach an entire region including adventure seekers visiting our area

### Community Connection

- The event benefits Alcohol & Drug Council of Tompkins County, Inc. and Cortland Prevention Resources
- The event is accessible and attractive to people of a wide range of athletic abilities
- Share in, and be associated with health, hope and healing across a whole region

**All proceeds and sponsorship dollars will go directly to support programs and services in Tompkins and Cortland counties that foster hope and promote healthy choices.**



Alcohol & Drug Council of Tompkins County

### Alcohol & Drug Council of Tompkins County

The two-fold mission of the Alcohol & Drug Council of Tompkins County, Inc., established in 1965, is to offer hope and recovery to individuals struggling with addiction and to strengthen our community through prevention and education programs.

For more information, visit them at [www.alcoholdrugcouncil.org](http://www.alcoholdrugcouncil.org)



### Cortland Prevention Resources

Cortland Prevention Resources, a division of Family Counseling Services, is also a not-for-profit organization with their community in mind. Their mission is to be a leader in prevention and intervention programs that promote positive change and build healthy communities. To learn more, please visit [www.cortlandprevention.org](http://www.cortlandprevention.org)

## The Challenge

Greek Peak provides a beautiful wooded setting and first-rate accommodation for Tuff eNuff, and is sure to become a favorite destination for adventure runners. A figure-8 layout will allow the participants to choose between a 5 kilometer and a 10 kilometer challenge. Each of the elements will be designed to symbolize strength, courage, and the willingness to try. The obstacles and challenges will be constructed using natural elements such as steep slopes, bodies of water, and muddy terrain as well as hay bales, tree logs and ropes.

Over 400 athletes will be released in small waves, every 15 - 30 minutes. Participants are invited to register as teams or individually. **The event got rave reviews from the 2013 participants**, and the many spectators who came out to cheer on family and friends.



FOR MORE INFORMATION & REGISTRATION:

LIKE US ON FACEBOOK

[www.facebook.com/TuffENuffChallenge](http://www.facebook.com/TuffENuffChallenge)



## The Cause

Over the past two years there has been movement among prevention providers statewide to organize drug and alcohol-free challenge races that promote healthy lifestyles.

This year Saratoga Springs, Oneonta, Buffalo and Tompkins & Cortland will all host their own version of the Tuff eNuff Challenge!

The overarching goal of this mud run is to provide a fun and substance free event for the community. Providing a safe environment allows individuals from all walks of life to come together.



### As a member of Team Tuff eNuff, you can expect:

- Friendly, professional communication
- Opportunities for your staff to crawl, climb, and laugh as they challenge themselves, if you enter as a team for the event.

### Tuff eNuff 2013: Success by the numbers:

- Over **\$15,000** raised!
- Over **500** participants pushed through the course!
- Over **100** volunteers helped and supported runners on the day of the race!





A GREAT TIME SPENT WITH FRIENDS

### Title Sponsor - \$5,000

- “Own” the event with your logo included in title as our Leading level sponsor
- Dominant presence in all media and marketing
- Your promotions materials distributed in participant bags at Event
- Premium exhibition space
- Guaranteed media
- Featured placement on Tuff eNuff website, Facebook page and more
- Logo in any other advertising
- Name in press releases
- Extensive on-site recognition
- Entertainment and registration area banners, exclusive to Title Sponsor
- Exclusive placement of company name and logo on back of participant shirts
- Public address announcement - your full message (up to 200 words) to all participants and spectators over the PA, plus frequent mentions
- 5 complimentary participant slots for your company team
- Company logo will be the largest on back of participant shirt

“I felt on top of the world when I finished. I hadn’t felt so proud of myself and genuinely happy in such a long time.”

## Sponsorship Levels & Benefits

### Presenting Sponsor - \$2,500

- Materials distributed in participant bags
- Guaranteed media
- Featured on Tuff eNuff website and Facebook page
- Name in press release
- Onsite recognition
- Logo on participant shirts
- Your choice of company logo displayed at start or finish line



### Friend - \$300

- Monetary or in-kind
- Name and logo message on website and volunteer t-shirt
- On-site presence



### Take on a personal challenge

### Challenge Sponsors - \$1,000

- Name, logo, message all over your challenge
- Name, logo on volunteer t-shirt and course map
- Onsite presence
- Obstacles rolled out individually for maximum attention on Tuff eNuff website and Facebook - focused on your obstacle

### Safety Sponsor and Media Sponsor – in kind

- Name and logo message on website and volunteer t-shirt
- On-site presence

### To become part of the team please contact:

**Sarah Redfield**

**(607) 756-8970 ext. 258**

**OR**

**Angela Sullivan**

**(607) 274-6288**

**WE LOOK FORWARD TO YOU  
BEING A PART OF OUR TEAM!**