

ALAMANCE ADVENTURE RACE

September 27, 2025 8am-8pm

SPONSORSHIP
OPPORTUNITIES!



What Is It

The Alamance Adventure Race is a county-wide event that takes place over a 12 hour period. This is our 4th year hosting this event! Using an app, teams will go to hundreds of checkpoints to complete different and unique challenges. Challenges will have varying point values based on location, challenge level, and incentive. The team that finishes the event with the most points wins. Prizes will be given to the top 3 teams.

Benefits For You

We would love to partner with local businesses and attractions and make you a checkpoint for teams to stop at. Just a few benefits of your involvement include:

- Potential boost in sales
- New faces in your business
- Gain publicity
- Creative Marketing
- Community Involvement

How You Can Be Involved

This is where you get to be creative and unique to your business! Missions can be specific to your business to highlight all that you have to offer.

Challenges can require a photo, video, trivia question, QR code, or GPS. We can set a time limit for you if the challenge is only available for part of the day.

Here are some examples:

- Place sign/hidden message in window for participants to take picture of.
- Stop in XYZ, learn something, and answer a trivia question on the app correctly to get points.
- Go inside XYZ and take a selfie with the owner/designated worker.
- Go to XYZ, learn a skill, and demonstrate it to get points.
- Go inside XYZ, find designated worker, do a crazy dance for them to receive secret code to enter into app.

**Challenges are subject to staff approval.

Premium Sponsorship

Sponsorship Includes:

- Logo on print & online media leading up to the event
- Increased points levels for challenge at your location (making your challenge highly valuable to participants!)

Financial Value:

\$20-\$50 = 50 points

\$51-\$100 = 100 points

\$101+ = 150 points

**for higher amounts, please contact us.

Ready to join in on the fun?

Reach out to your local Parks and Recreation department or contact Jason Witherspoon at 336-570-6288.

This event is
brought to you by:

