

FILTHY GIRL
MUDRUN & PARTY

**WELCOME TO THE FILTHY GIRL
MUD RUN AND PARTY 2017**

KEMOSABE

WHO?

LUKE IS A FORMER ROYAL MARINE COMMANDO, WHO AFTER SERVING FOR 6 YEARS AND COMPLETING 2 OPERATIONAL TOURS OF AFGHANISTAN, DECIDED TO LEAVE THE MILITARY TO ENJOY HIS FAMILY WHILE THEY WERE STILL YOUNG. SHERALEE IS A FORMER ACCOUNTANT WHO WORKED IN BOTH PRACTICE AND PUBLIC SERVICE BEFORE BECOMING SELF EMPLOYED.

FILTHY GIRL MUD RUN AND PARTY WAS FOUNDED IN JULY 2015. 'AT THE TIME WE WERE IN THE MIDST OF A VERY SUCCESSFUL FEW YEARS OF RUNNING LOCAL FITNESS BOOTCAMPS KNOWN AS COMMANDO OUTDOOR FITNESS. WE HAD OVER 300 CLIENTS SIGNED UP AS PAYING MEMBERS ACROSS 3 LOCATIONS IN THE MIDLANDS. EVERY YEAR WE HAD BEEN REGULARLY SENDING LARGE GROUPS OF OUR 'TEAM COF' MEMBERS TO PARTICIPATE IN VARIOUS MUD RUNS THROUGHOUT THE UK. THE OCR MARKET WAS BOOMING, AND WE WANTED IN.



WHAT?

“ONE EVENING, SHORTLY AFTER PUTTING OUR CHILDREN TO BED, LUKE HAD THE LIGHTBULB MOMENT! HE SAID THREE WORDS WHICH WOULD BECOME THE GAME CHANGER - 'MUD MEETS GLAM'. THE IDEAS FLOWED IMMEDIATELY; A GLAMOROUS GIRLS WEEKEND OF PARTYING SET WITHIN STUNNING TEMPORARY STRUCTURES, BLOW DRY BARS, NAIL BARS, PROSECCO AND PIMMS BARS, DJ'S, BANDS, A BEACH, AND ALL THIS COMBINED WITH GETTING FILTHY!

THE CONCEPT WAS NAILED. IT WOULDN'T BE 'JUST A RUN', IT WOULD BE AN EXPERIENCE WHICH ENCOMPASSED FRIENDSHIP, TEAMWORK, FUN AND LAUGHTER. A COMPLETELY UNIQUE GIRLS WEEKEND AWAY WHERE WOMEN FROM ALL BACKGROUNDS COULD CHALLENGE THEMSELVES WITHOUT BEING TIMED, JUDGED, COMPARED AND ENJOY THEMSELVES AT THE SAME TIME.

OUR FIRST TWO EVENTS WERE HELD IN AUGUST AND SEPTEMBER 2016. TO THIS DAY WE CAN'T LOOK AT PHOTOS AND VIDEOS OF THOSE WEEKENDS WITHOUT SMILING.”



KEMOSABE

WHY?

EACH ELEMENT OF THIS EVENT HAS CREATED AN APPEALING 'GIRLS WEEKEND AWAY' FOR THOUSANDS OF WOMEN ACROSS THE UK, AND IN DOING SO HAS INTRODUCED THEM INTO OCR (OBSTACLE COURSE RACING). THE OCR INDUSTRY IS CURRENTLY A MASSIVE AND RAPIDLY GROWING MARKET AND WE ARE INCREDIBLY PROUD THAT WE HAVE A LARGE PROPORTION OF INSPIRING WOMEN, SOME OF WHICH ARE COMPLETE BEGINNERS TO EXERCISE, TO TAKE ON A NEW ACTIVE LIFESTYLE AND STEP ONTO THEIR OWN FITNESS JOURNEY IN TRAINING FOR OUR EVENT.

WE HAVE ATTRACTED A GOOD RETURNING CUSTOMERS IN THE COMING YEARS, AND WE PLAN TO GROW RAPIDLY OVER THE NEXT 3 YEARS, ADDING NEW VENUES AND MORE EVENTS EACH YEAR, TO REACH HUNDREDS OF THOUSANDS OF WOMEN.



IUSABE

THE AUDIENCE

LOVERS OF FITNESS BEING WITH FRIENDS, HAVING FUN,
ENTERTAINMENT, FOOD, PARTYING AND GETTING MUDDY.

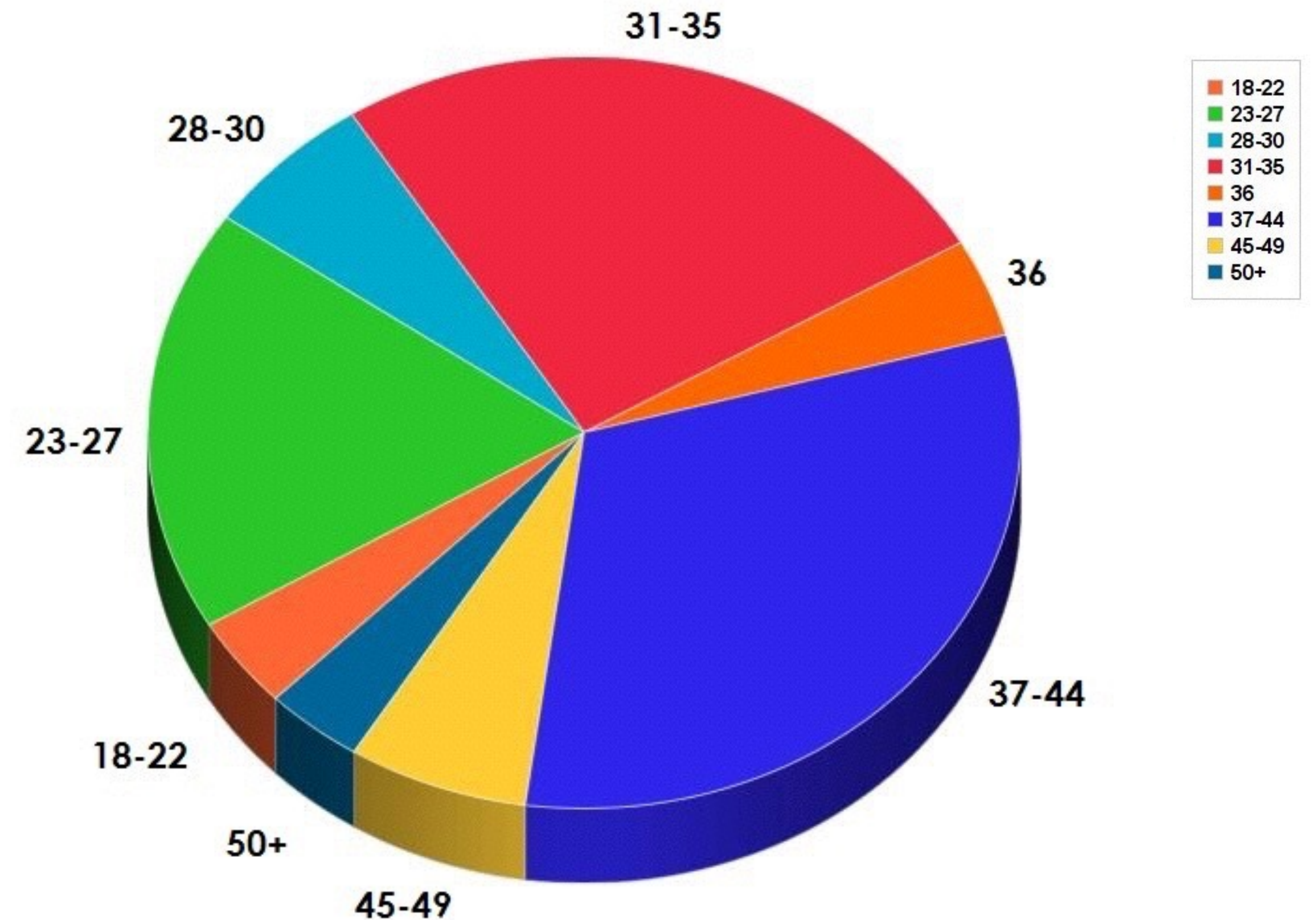
THIS IS AN INCLUSIVE EVENT FOR GIRLS AND WOMEN OF ANY AGE. FOR ANYONE FROM ANYWHERE, WE WELCOME ANYONE WHO WANTS A WEEKEND DAY OF ACTIVITY AND A BOOGIE.

KEMOSABE

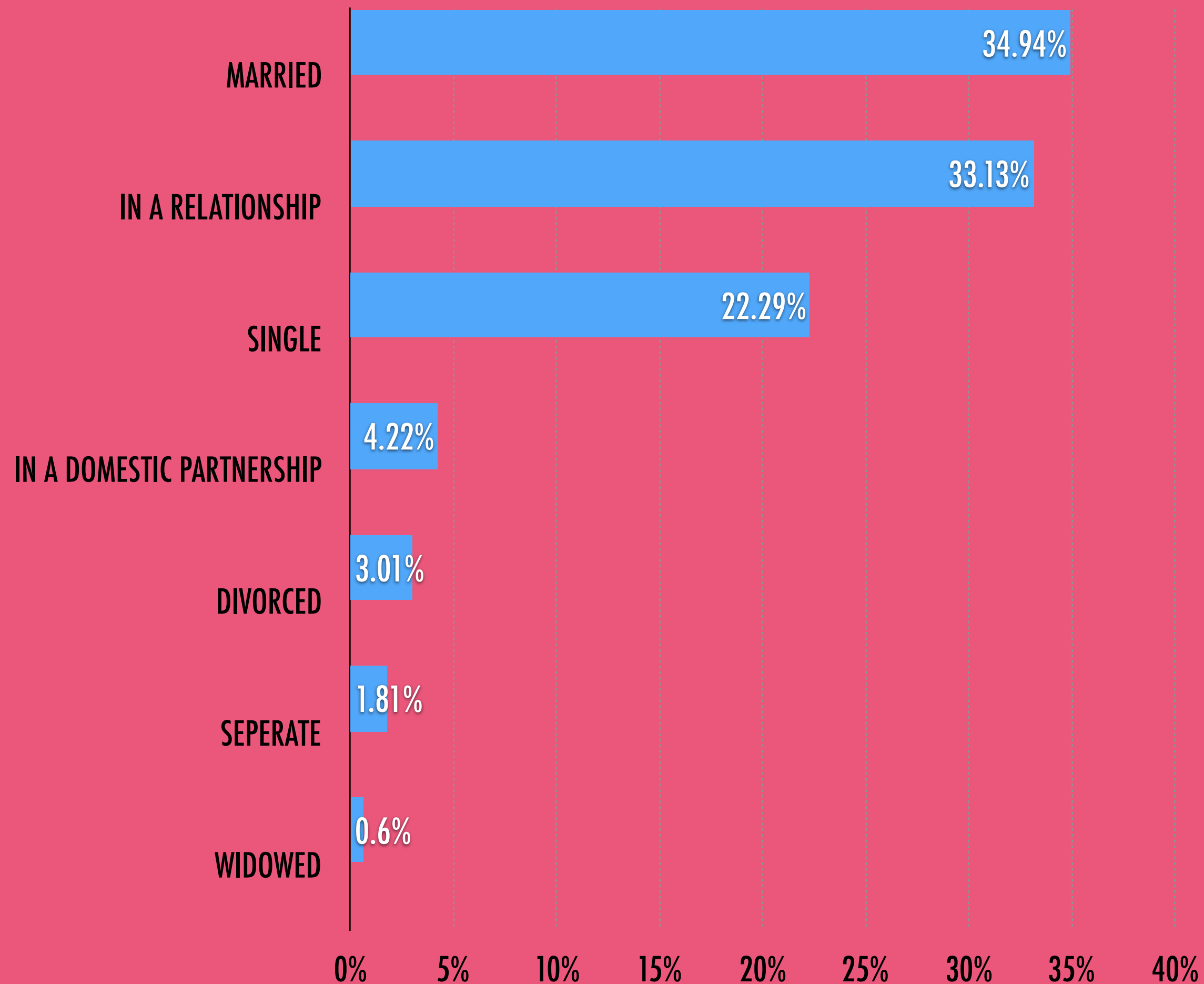
WHO'S GONNA BE THERE?

DURING THE PROFILING, THREE DISTINCT GROUPS EMERGED BASED ON AGE, VOLUME OF TICKET SALES AND OTHER LIFESTYLE FACTORS.

THE 3 MAIN BUYER PROFILES AGES WERE **23-27, 31-35, AND 37-44**. THIS LED TO A GREATER UNDERSTANDING OF TONE AND CONTENT IN 2016 AND GAVE A USABLE FEEL FOR THE EVENT AND ITS OFFERING.



WHO ARE THEY?



OBVIOUSLY THIS CONFORMS TO AGES BANDS AS YOU'D EXPECT:

AGE BREAKDOWN

23-27 – THOSE CONSIDERING THEMSELVES SINGLE ARE AT 25%. STILL FORGING A LIFESTYLE, CAREER AND GOALS

31-35 – 18% SINGLE

37-44 – ONLY 14% SINGLE (8% DIVORCED/SEPARATED)

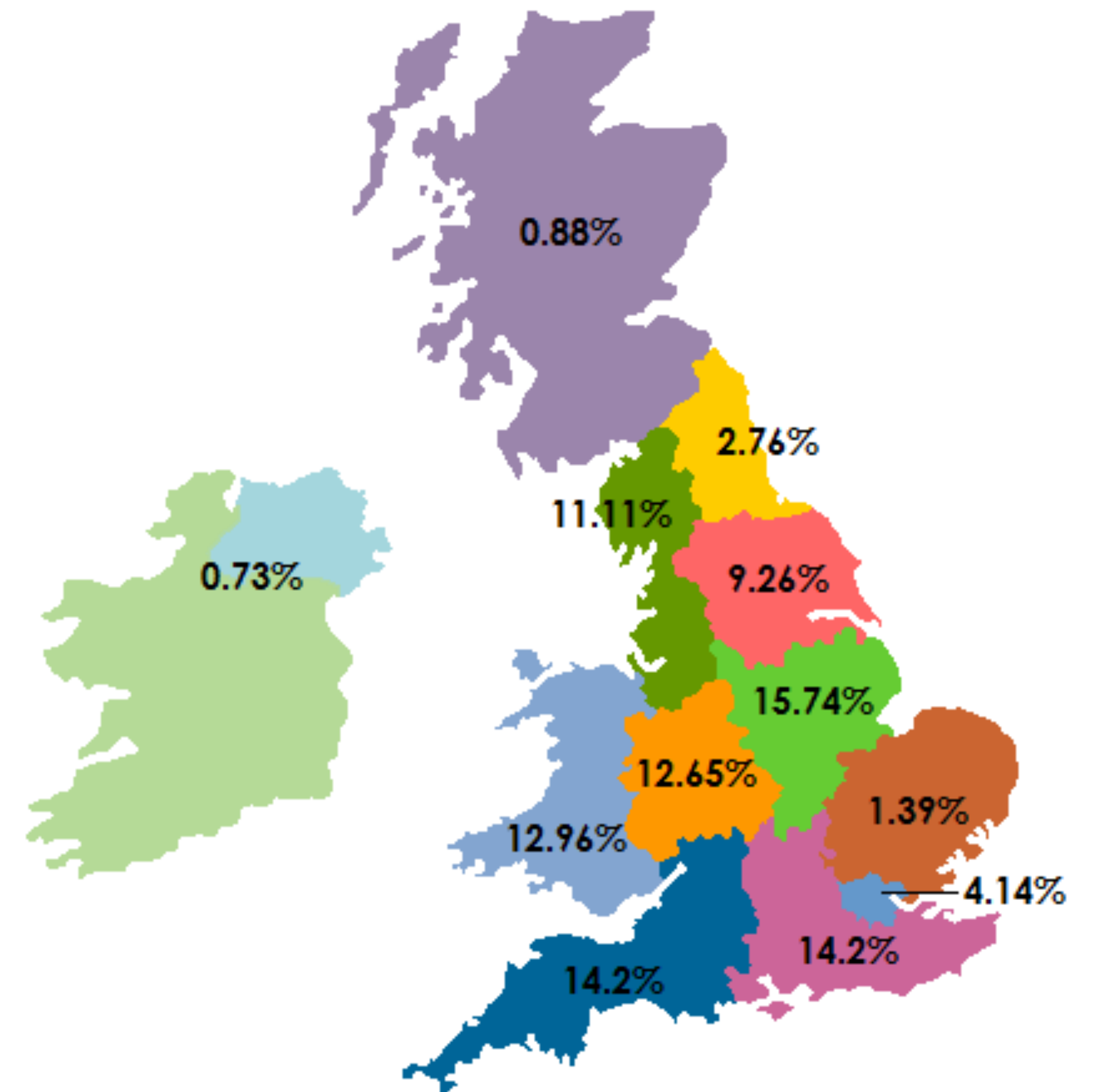
FROM WHERE?

AS EXPECTED THE HOSTING REGIONS ARE THE ONES WE'D EXPECT TO FEATURE HIGHLY. HOW THE AGE GROUP BEHAVE IS MARKEDLY DIFFERENT.

23-27 – MORE FROM THE NEIGHBOURING REGIONS WEST MIDLANDS, YORKSHIRE AND THE SOUTH EAST. MORE WILLING TO TRAVEL FOR THE EVENT. A MORE FLUID DEMOGRAPHIC FOR MARKETING TO FOR ALL FUTURE UK EVENTS.

31-35 – HIGHEST BASED IN HOSTING REGIONS. YOUNGER FAMILIES AND SETTLED CAREERS. NOT TRAVELLERS.

37-44 – A MIDDLE GROUND, HEAVIER SIGN UPS OVERALL FROM NEIGHBOURING REGIONS (WALES AND YORKSHIRE), HAVE SOME FLEXIBILITY FOR TRAVELLING, OLDER KIDS, BUT STILL HAVE LIVES THAT CAN'T BE LEFT FOR LONG.



FAMILY?

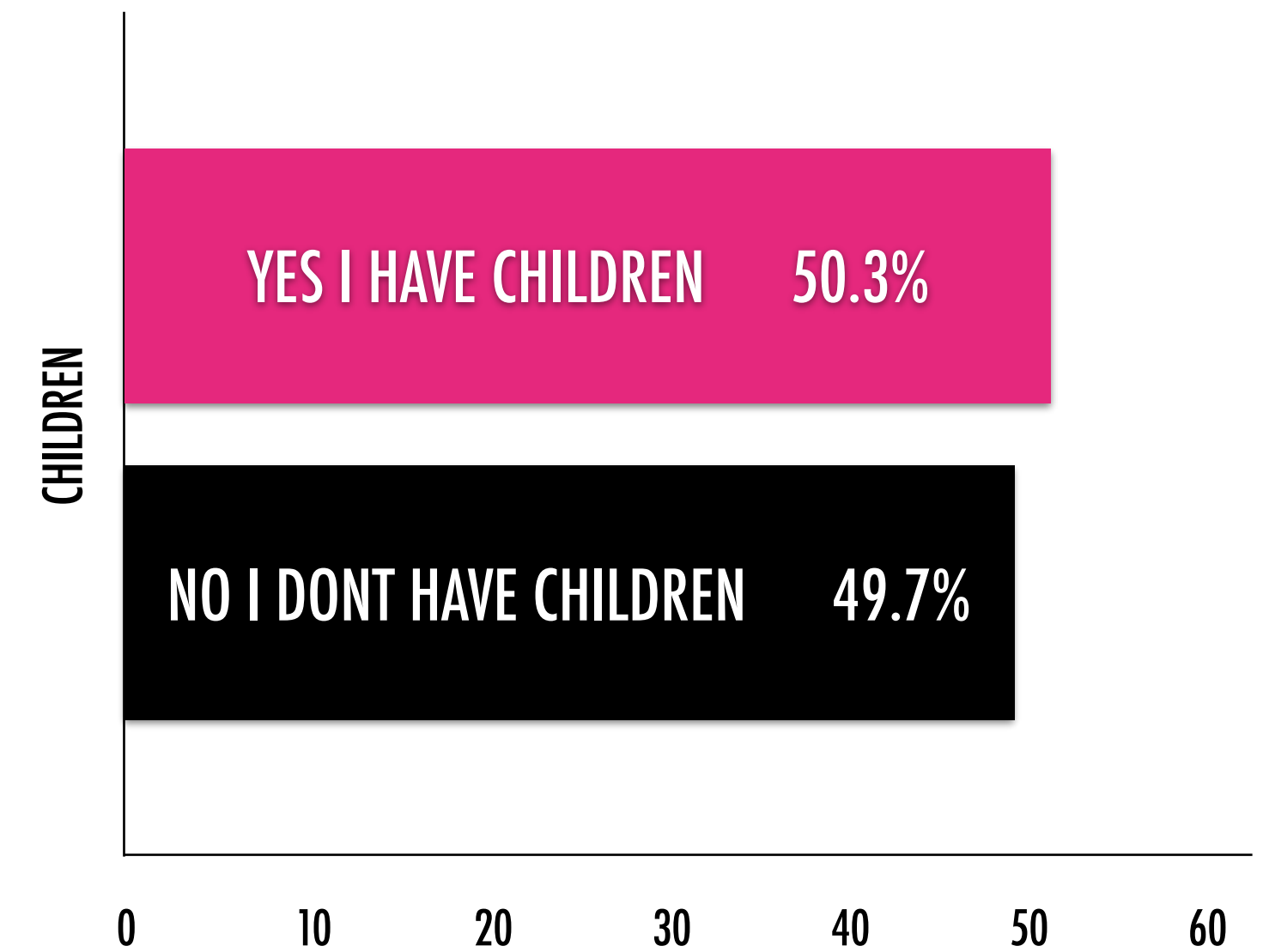
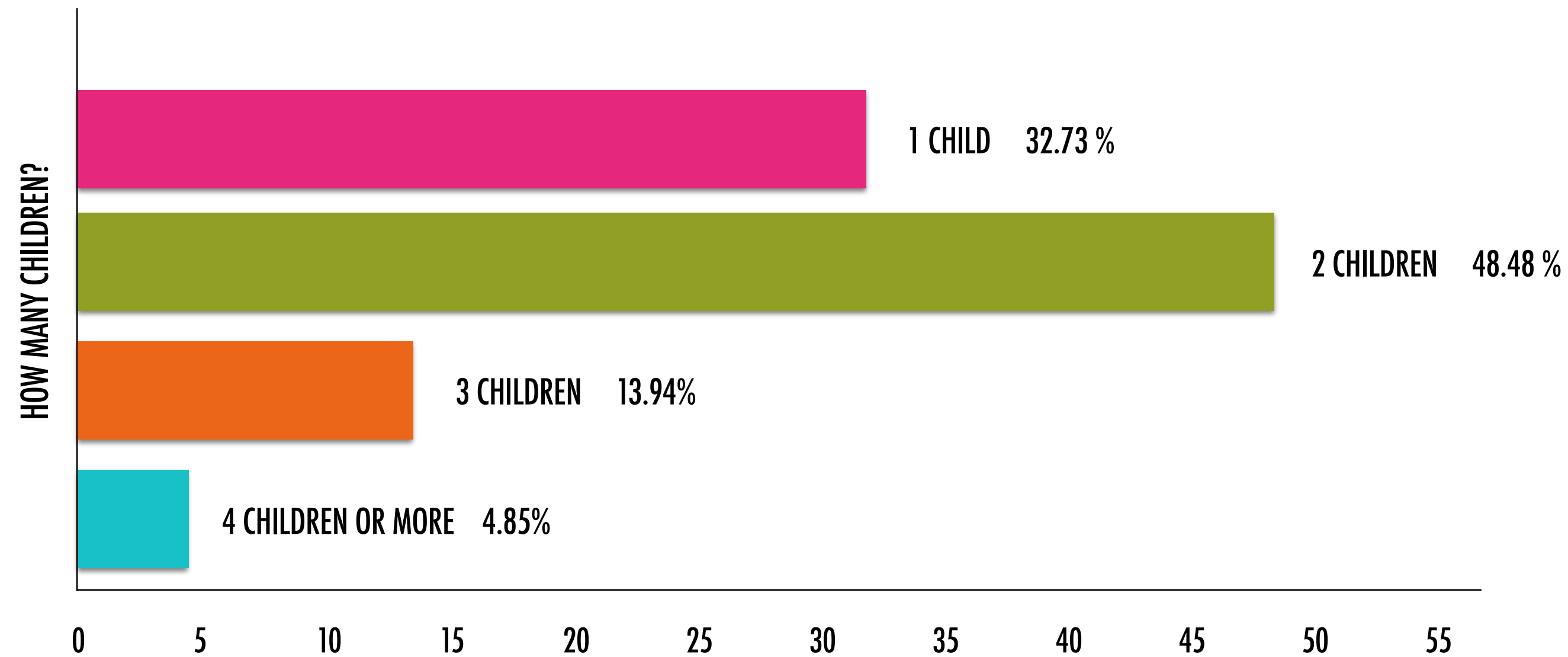
WE ASKED IF THEY HAD ANY CHILDREN UNDER THE AGE OF 18. HALF OF THE RESPONDENTS DID, WHICH IS THE HIGHEST FROM THE FEMALES FROM EVERY OTHER "TOUGHER" EVENTS IN THE INDUSTRY.

THE AGE GROUPS AND AGE OF CHILDREN PLAINLY HIGHLIGHTS ITSELF WITH MOTIVATIONS FOR COMING TO THE EVENT.

AGE BREAKDOWN PERCENTAGE THAT ARE MOTHERS:

23-27 - 10%
31-35 - 54%
37-44 - 75%

MOTHERS WERE ROUTED TO AN ADDITIONAL QUESTION, ASKING HOW MANY CHILDREN THEY HAD. THERE ARE SOME AMAZING WOMEN OUT THERE...



BRANDS?

WHAT BRANDS THEY GO FOR

THEY PROVIDED A LONG LIST OF DIFFERENT ANSWERS FOR THIS AND SOME GAVE ANSWERS FOR OUTLETS AND SOME FOR ACTUAL LABELS. THE FOLLOWING ARE CLASSIFIED ON THE NUMBER OF TIMES THEY WERE MENTIONED AND ALSO THE RANKING THEY WERE GIVEN.

HERE ARE THE TOP 50 NAMES IN ORDER OF MENTIONS

TOP 10	11 - 20	21 - 30	31 - 40	41 - 50
NEW LOOK	MARKS AND SPENCER	ASOS	OUTFIT	RALPH LAUREN
NEXT	TED BAKER	ZARA	SELFRIDGES	REISS
RIVER ISLAND	JOHN LEWIS	FATFACE	TK MAXX	TESCO
H&M	ZUMI	FRENCH CONNECTION	CONVERSE	ALL SAINTS
TOPSHOP	OASIS	ASDA GEORGE	DESIGNERS AT DEBENHAMS	MEADOWHALL
PRIMARK	HOUSE OF FRASER	LIPSY	GEORGE	PEACOCKS
DEBENHAMS	SUPERDRY	SPORTS DIRECT	JOULES	DEISEL
NIKE	ADIDAS	KAREN MILLEN	MISS SELFRIDGE	GUCCI
DOROTHY PERKINS	MISS GUIDED	COAST	BOOHOO	SALTROCK
WAREHOUSE	MONSOON	MATALAN	MANGO	SUPERDRY

AGE BREAKDOWN

23-27 - NOTABLE TOP BRANDS SCORING UNUSUALLY HIGHLY AGAINST THE OVERALL TREND IN THIS BAND WERE NEW LOOK, RIVER ISLAND AND NIKE

31-35 - NEXT, NEW LOOK, RIVER ISLAND, AND TOP WERE TOP PICKS. THATS 4 OF THE TOP 5 FROM ABOVE

37-44 - NEXT, ZARA, TOP SHOP, WAREHOUSE, AND TED BAKER. A MUCH MORE REFINED AND DEFINED STYLE

SHOPPING?

THIS WOULD BE WORTH DELVING INTO TO GAUGE HABITS BUT IN ORDER TO KEEP THE SURVEY SHORT AND MANAGEABLE, WE SETTLED FOR SHOPPING SITES IN THE FIRST INSTANCE. THE TOP 15 SITES MENTIONED:

TOP 5	6 - 10	11 - 15
ASOS	NEW LOOK	RIVER ISLAND
AMAZON	VERY.CO.UK	WANTHATTREND
NEXT	MISGUIDED.CO.UK	H&M
<u>BOOHOO.COM</u>	DEBENHAMS	TOPSHOP
EBAY	JOHN LEWIS	PRETTY LITTLE THING

ONE THING HERE IS THAT MOST, IF NOT ALL, OF THE SITES ARE CLOTHING AND FASHION FOCUSED. SEEMS TO BE A GUIDE TO THE WAY WE NEED TO GO WITH OUR MARKETING EFFORTS.

AGE BREAKDOWN

23-27 - BIG THREE IN THIS SEGMENT WERE ASOS, MISS GUIDED, AND BOOHOO. NOT HIGH STREET RETAILERS WITH AN ONLINE PRESENCE. MORE STYLISH AND BRAVER WITH THE FASHION IT DELIVERS.

31-35 - ASOS, AMAZON AND BOOHOO WERE PREVALENT IN THIS GROUPING.

37-44 - NEXT, ASOS, AND AMAZON. SHOPPING FOR OLDER CHILDREN, POSSIBLY VERGING AWAY FROM FASHION AND ONTO MORE FAMILY BASED REQUIREMENTS.

ENTERTAINMENT?

TV AND RADIO

THIS IS TO GET A GUIDE ON LEISURE HABITS. WE HAVE QUITE AN EXHAUSTIVE LIST, BUT THE TOP BOXES HAVE BEEN PROVIDED.

TOP 5	6 - 10	11 - 15	16 - 20
EASTENDERS	HOLLYOAKS	BRITAIN'S GOT TALENT	PEAKY BLINDERS
GAMES OF THRONES	EMMERDALE	CASUALTY	24 HRS IN A&E
THE WALKING DEAD	BIG BANG THEORY	CRIMINAL MINDS	CSI
GOGGLEBOX	FRIENDS	GREYS ANATOMY	FIRST DATES
CORONATION STREET	GEORDIE SHORE	MASTERCHEF	MADE IN CHELSEA

TOP 5
BBC RADIO 1
CAPITAL
KISS
HEART
RADIO 2

AGE BREAKDOWN

23-27 - STRONG WATCHERS OF REALITY TV (TOWIE, CHELSEA ETC). TOP THREE FRIENDS, GAME OF THRONES AND THE WALKING DEAD

31-35 - MORE SOAPS THAN THE REST OVERALL. TOP THREE OF EASTENDERS, BIG BANG THEORY AND GAME OF THRONES

37-44 - EASTENDERS, GOGGLEBOX AND CORONATION STREET

ARE THEY SOCIAL?

WE WANTED TO KNOW, WHERE OUR RUNNERS LIVE ONLINE AND HOW WE CAN REACH THEM FOR FUTURE EVENTS.

THE LEGEND HIGHLIGHTS ACTIVITY ON EACH NETWORK. THE FINDINGS PRESENT THEMSELVES WHEN YOU LOOK AT THE TOP THREE SEGMENTS ON EACH BAR AS A GROUPING TO CLASSIFY THEM AS "ACTIVE USERS" FOR OUR PURPOSES. (SOMETIMES, OFTEN, ALL THE TIME). OVERALL, WE CAN DISCOUNT FACEBOOK FROM FINDINGS, AS THAT IS WHERE 2016 RUNNERS WERE RECRUITED FROM AND IS NOT REPRESENTATIVE OF THE GENERAL POPULOUS.

THE NEXT BIGGEST NETWORK IS INSTAGRAM, GIVEN ITS FOCUS ON BEING A VISUAL SHARING PLATFORM. THIS WILL BECOME AN INTEGRAL PART OF 2017 AS IT WAS RELATIVELY NEW PRIOR TO THE 2016 EVENTS.

AGE BREAKDOWN

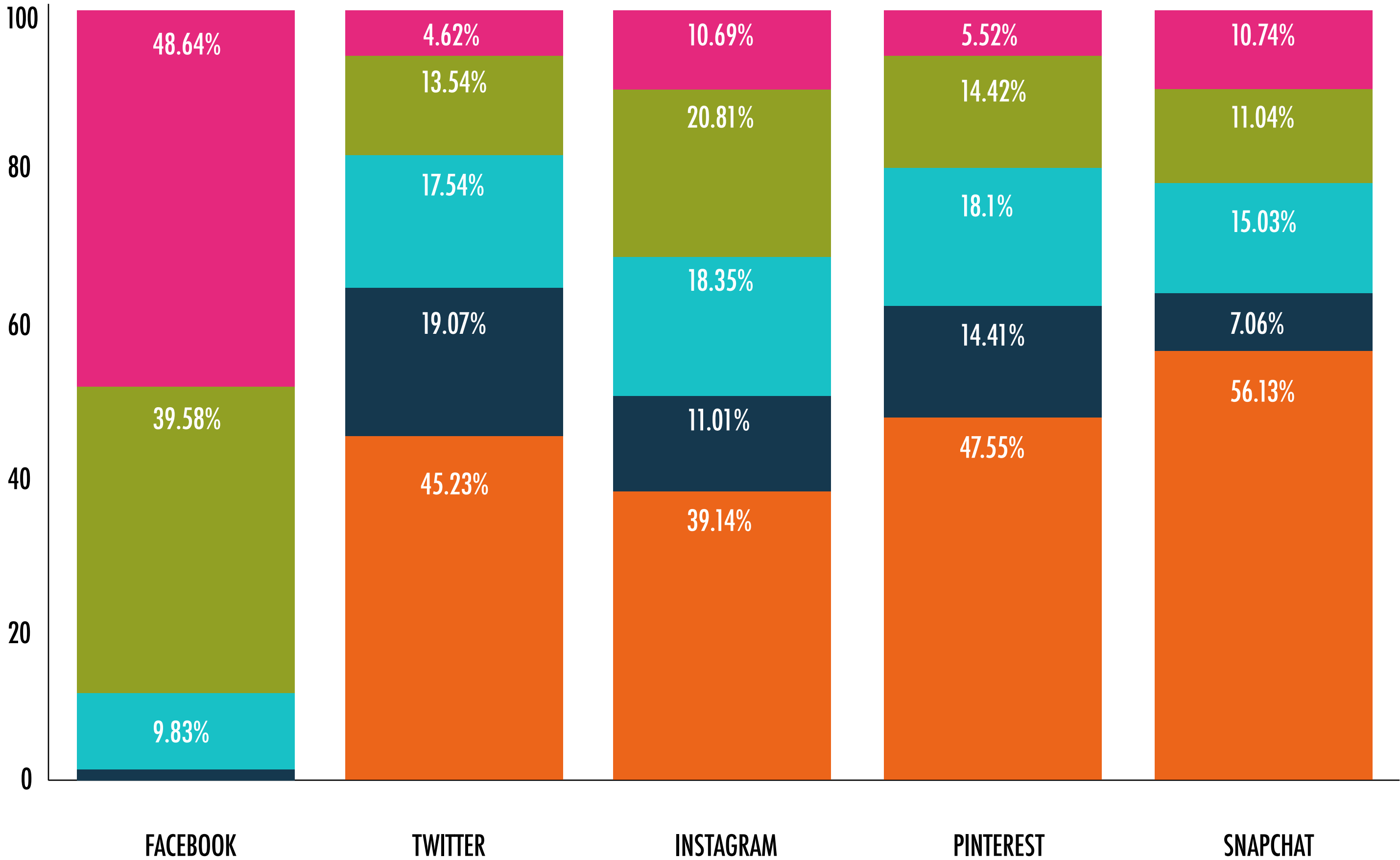
23-27 – THE OTHER MOST ACTIVE TOUCH-POINTS, ARE INDEED SNAPCHAT AND INSTAGRAM. QUICKER RESPONDERS, FREER SHARERS OF MOMENTS. OUR MAIN USERS OF THE SNAPCHAT FILTER WE WILL BE HAVING FOR THE EVENTS.

31-35 – THIS BAND IS MOST ACTIVE ON PINTEREST AND INSTAGRAM. WE HAVE DISCOVERED THAT THEIR USAGE IS DIFFERENT AND ARE LESS ASPIRATIONAL OF THE THREE GROUPS WITH THEIR LIFESTYLE CHOICES.

37-44 – INSTAGRAM AND TWITTER – NOT THE WOMEN THEY WERE IN THEIR 20S AND HAVE MORE DISCERNING TASTES, WITH MORE OF A FOCUS ON DISCUSSION AND LIFE EXPERIENCES RATHER THAN STYLE.

ARE THEY SOCIAL?

ALL THE TIME RARELY SOMETIMES OFTEN ALL THE TIME



WHAT TO EXPECT...

FUN WEEKEND AWAY

CHANCE TO SHOW YOU GRIT DETERMINATION AND SASS

A CHANCE TO EAT GREAT FOOD, DANCE ON THE BEACH AND THEN GET DOLLED UP FOR A BANGING NIGHT OF BANDS AND DJ'S.

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THE COURSE...

YOU WILL FEEL THE CHALLENGE BUT LOVE OUR INCREDIBLE OBSTACLE COURSE. YOU AND YOUR FRIENDS WILL REVEL IN THE CHALLENGE.

OUR INFLATABLE STRUCTURES MAY DAUNT YOU BUT WE PROMISE YOU WILL BE SAFE IN OUR HANDS, THIS IS A COURSE FOR THE BEGINNER WITH A PASSION FOR A CHALLENGE.

THIS COULD BE A HEN NIGHT, A SCHOOL REUNION OR A BIRTHDAY SURPRISE OR SIMPLY AN EXCUSE FOR SOME "ME" TIME.



FILTHY GIRL
& PARTY

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ABOUT THE SPACES



WE ARE OFFERING PARTNERS AND BRANDS THE OPPORTUNITY TO BE INVOLVED IN SPACES AND ZONES FOR GUESTS OF ALL AGES! THERE WILL BE PLENTY TO KEEP THE YOUNG AT HEART OCCUPIED – PAMPER ZONE, YOGA, CHILL ZONE, REFRESHMENTS, A DRESSING UP TENT, OUR OWN BEACH, A CINEMA, MAKE-UP ZONE.

THE FOOD VILLAGE, NUTRITION AND WELL-BEING ZONE AND NOT TO MENTION THE MAIN ARENA FOR OUR BANDS AND DJ'S.

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FOOD AND HEALTH

AN AREA DEDICATED TO TOP QUALITY FOOD PRODUCTS FROM PEOPLE DEDICATED TO DELIVERING THE BEST, WHETHER THAT'S HOME MADE, HOME GROWN, SUSTAINABLE PRODUCTS/SERVICES, OR ANYTHING ELSE THAT ALLOWS US TO REALISE THE POWER OF ENJOYING WHOLESOME, GENERAL GOODNESS IN OUR BODIES



MAIN STAGE

WE WILL BE BRINGING THE EVENT TO LIFE WITH TOP DJ'S, LIVE MUSIC, PERFORMANCE SHOWS.

THE ENTERTAINMENT WILL BE NON STOP AND THERE WILL EVEN BE A CHANCE FOR SOME OF YOU TO JOIN US ON THE STAGE DURING THE EVENING.

THE BEACH

WE'VE MADE SURE THAT THERE IS A ZONE TO SUIT EVERYONE! GIVING THE EVENT A FESTIVAL FEEL AND A REAL VIBE OF EXPLORATION AND FUN.



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INTERACTIVE

WE WILL ALSO GIVE YOU THE CHANCE TO LEARN A FEW HINTS AND TIPS IN HEALTH AND WELLBEING, BEAUTY, FASHION, FOOD AND DRINK AND WE EVEN THROW IN A BIT OF FACEPRINTING AND AEROBICS .



CINEMA

WE WILL BE BRINGING THE EVENT TO LIFE WITH ALL ON THE FIRST NIGHT WITH AN ARRAY OF ROMCOMS AND CHICK FLICKS

VNP AREA VERY NICE PEOPLE

WE WILL BE HOSTING OUR OWN TEA PARTY IN THE BEAUTIFUL VNP AREA, WHERE YOU CAN RELAX WITH YOUR FRIENDS, MEET YOUR COLLEAGUES OR CLIENTS AND GENERALLY FEEL PAMPERED IN A TRANQUIL SPACE.



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ROLL UP! ROLL UP!

...TO OUR PERFORMANCE TENTS AND STAGES FOR FUN AND FROLICS.

WE LIKE THE IDEA OF MAKING THE PERFORMANCES MORE THAN JUST
MUSIC AND CREATING MOMENTS THAT CAUSE SURPRISE AND DELIGHT

GREAT MUSIC , COCKTAILS AND A BIT OF DANCING ARE WHAT WE'VE GOT IN MIND HERE.



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SPONSORSHIPS AND MARKETING PARTNERSHIPS

THIS WILL BE AN INCREDIBLE OPPORTUNITY FOR PARTNERS AND SPONSORS TO BE A PART OF THE UNIQUE EXPERIENCE

OUR SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES WILL BE SOME OF THE BEST YOU WILL SEE IN AN EVENT OF THIS NATURE.

OPPORTUNITIES WILL INCLUDE:

**SPONSORSHIP OF ZONES
INCLUSION IN OUR MEDIA PROMOTIONS
INCLUSION IN PR CAMPAIGNS**

**DIGITAL MARKETING OPPORTUNITIES
ONLINE BRANDING
PRINTED MEDIA
LOGO'S ACROSS ALL EVENT MEDIA
HOSPITALITY AND VIP PACKAGES
TICKET COMPETITIONS**

WE WILL BE MEETING LIKE MINDED PARTNERS TO OFFER PACKAGES THAT CAN BE TAILOR MADE TO SUIT YOU AND YOUR BRAND NEEDS.

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SPONSOR AND PARTNER OPPORTUNITY OVERVIEW

WE ARE LOOKING FOR PARTNERS WHO REFLECT THE FGMRP FAMILY VALUES AND WILL BE PRO-ACTIVE AND PASSIONATE ABOUT EMBRACING THE PARTY THEME.

IF YOU FEEL THAT YOU MAY BE ABLE TO ADD REAL VALUE TO THE CONSUMER EXPERIENCE AT THIS EVENT PLEASE LET US KNOW YOUR THOUGHTS, AND WE'LL BE HAPPY TO CONSIDER ACCOMMODATING YOU ON A GREATER SCALE.

WE WILL PROVIDE THE PROMOTIONAL SPACES FOR A NUMBER OF TIER 1 & 2 PARTNERSHIP OPPORTUNITIES, THIS CONSISTS OF ACCESS TO BASIC POWER SUPPLIES AND UTILITIES. IT IS THE RESPONSIBILITY OF ANY PARTNERS REQUIRING MORE THAN BASIC INFRASTRUCTURE TO RAISE THIS ISSUE AT LEAST 4 WEEKS PRIOR TO THE EVENT WITH THE SITE PRODUCTION CREW TO ENSURE THE NECESSARY REQUIREMENTS ARE MET. FAILING TO MEET THIS DEADLINE MAY RESULT IN INSUFFICIENT INFRASTRUCTURE.

FOR PARTNERSHIP OPPORTUNITIES PLEASE CONTACT:

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TIER 1 PARTNERSHIP

- LARGEST MOST PROMINENT PROMOTIONAL SPACE WITHIN A DEDICATED AREA AT A SIZE OF 10M X 10M (THIS IS NEGOTIABLE DEPENDING ON LEVEL OF COMMITMENT TO ADDING VALUE TO THE CONSUMER EXPERIENCE)
- CATEGORY EXCLUSIVITY.
- 6 X PASSES TO THE EXCLUSIVE. VERY IMPORTANT PEOPLE AREA
- LISTED AS A FRIEND OF...??
- LOGO ON OUR LIVE WEBSITE WITH HYPERLINK DIRECTLY TO YOUR CHOSEN WEBSITE
- LOGO ON PROGRAMME AND MEDIA
- ROAMING SAMPLING RIGHTS WITHIN YOUR DEDICATED AREA

TIER 2 PARTNERSHIP

- LARGE PROMOTIONAL SPACE/CONCESSION SPACE OF 6M X 6M
- EXTERNAL BRANDING OF STRUCTURE (MUST BE SENSITIVE TO THE PARTY ENVIRONMENT)
- ROAMING SAMPLING/PROMOTIONAL AREA OF 6M X 6M IN FRONT OF YOUR SPACE

SPONSOR AN OBSTACLE

- OWN BRANDED OBSTACLE ON THE RUN
- WE WANT TO CREATE THEMED ZONES THROUGHOUT THE COURSE WHICH TAKE PARTICIPANTS ON A JOURNEY AS IF THEY WERE 'GETTING READY' FOR THEIR NIGHT OUT..
- 'FOR EXAMPLE - SHOPPING BAG' THEMED OBSTACLE IN THE SHOPPING ZONE, OR A SHOE BRAND FOR A 'SHOE BOX' OBSTACLE....E

KEMOSABE

A woman with mud on her face is smiling and holding a small white cup. She is wearing a dark t-shirt with '2016' on the back and a lanyard. In the background, other people are visible, some wearing '2016' t-shirts, suggesting a festival or event setting.

WE ARE LOOKING TO MEET BRANDS:

AUTOMOTIVE

FASHION

HEALTH & BEAUTY

NUTRITION

WELLBEING

COSMETICS

SKIN CARE

FMCG

ALCOHOL

SOFT DRINKS

GYMNASIUMS

SPORTS WEAR

SUPERMARKETS

TRAVEL

STUDENT MARKETING

RETAIL

PARENTING

TECHNOLOGY

KEMOSABE

THANK YOU.

FOR MORE INFORMATION OR TO ARRANGE
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