



Ahoy, mate--think you're tough? Prove it with *Barber Beast on the Bay*, Erie's inaugural ultimate fitness adventure challenge. Picture a 12 - and 6-mile trek through Presque Isle with an obstacle course designed by a U.S. Navy SEAL. In celebration of the 200th Anniversary of Perry's battle in Lake Erie, many of the tests and trials will reflect those faced by the sailors and ship builders in the War of 1812. You'll be scaling walls, racing through sand banks and diving into Lake Erie.

When:

Saturday, September 7, 2013

Where:

Presque Isle State Park

Why:

To commemorate the 200th anniversary of Perry's battle in Lake Erie and raise funds for the Dr. Gertrude A. Barber Foundation

"Barber Beast on the Bay" is a new concept for the northwestern Pennsylvania region that features an extreme obstacle course challenge, as well as a corresponding activity for individuals with physical and developmental disabilities. The event is planned to coincide with the Tall Ships Festival and the closing of the Perry 200 commemoration later that same week. The course will include a surprise water obstacle near the location of the historic battle off of Erie's shores. The Perry Monument will also play a prominent role serving as the site for the event for persons with disabilities.

What Makes "Barber Beast on the Bay" Stand Apart

While adventure events are popular throughout the country, attracting thousands of participants, *Barber Beast on the Bay* will be unique among other similar events for many reasons:



1. The course is designed by former Navy SEAL John Walker, the owner of Executive Personal Fitness, and Lisa Oberacker, a trainer at Executive Personal Fitness, who holds a Master's Degree in Exercise Science and is National Strength and Conditioning Association Certified (CSCS).

2. The course will be centered around the theme of the War of 1812 and integrate many of the tests and trials faced at that time by the sailors and ship builders. To help carry out the theme, participants and spectators will also be encouraged to dress in costumes from the 1812 War and time period.

3. Our challenge will have the unique distinction of being the only such event held at scenic Presque Isle State Park and will take advantage of the natural obstacles and physical features of this location.

About the Course: The multi-level obstacle course will be demanding for the fitness warrior, yet accessible for the average exercise enthusiast. Spectators will be encouraged to cheer on participants along the course and viewing areas will be designated for this purpose.

The two-part adventure challenge will feature:

1. Options of a 12 - and 6-mile course with obstacles designed to test all levels of fitness.
2. Challenges inspired by the hardships that sailors experienced during the Battle of Lake Erie, as well as modern challenges faced by today's elite warriors, the Navy SEALs. This event will bring old school and new school mental and physical challenges to the participants that no other event has ever offered. Obstacles will use the existing natural terrain of Presque Isle, including water, sand and vegetation.

"Barber Beast on the Bay" will also include a corresponding activity at Presque Isle State Park for adults with disabilities to provide the opportunity to participate in the event.



Target Audience

Similar events of this nature typically attract upwards of 10,000 participants from across the country. The projected audience is women and men ages 20-40 in northwestern Pennsylvania, as well as surrounding states. We believe that *Barber Beast on the Bay* provides a unique opportunity to attract the young adult population to the Perry 200 Commemoration and will also integrate the elements of fitness and exercise into the array of scheduled activities. The event appeals to a target audience that is particularly attractive for many businesses; market research reported by similar events shows that participants are generally young adults who are college educated with disposable income.

Demographics reported by similar events show:

- Participants are generally 22-40 years of age
- Average income of \$80,000
- 62% have completed a college degree or higher
- 75% consume at least one alcoholic beverage per week
- Careers including bankers, lawyers, police/fire



Become Part of "Beast on the Bay"

We believe that *Barber Beast on the Bay* offers an exciting new event to our region and will become a popular attraction for a highly desirable and sought after audience. Make sure that your business is in on the ground floor! The two sponsorship levels outlined below offer various benefits for your business and customers:

\$20,000 Level

- Naming rights to an obstacle (first come, first serve basis)
- Inclusion in extensive promotional campaign to begin September 2012
- Preferred listing on brochures and promotional materials
- Prominent placement on t-shirts
- Product Exclusivity
- Brand name/logo included in E-blasts to Barber Institute database
- Designated spectator area for invited guests
- Preferred placement on course banners/signage
- Logo with hyperlink on website, social media, race results, etc.
- Event day marketing presence; includes a premium exhibitor's table
- Inclusion of promotional items in race registration packets
- Three free race entries
- Signage at the event
- Opportunity to participate in the inaugural year of new event with right of first refusal for next year

\$10,000 Level

- Naming rights for obstacle of choice (first come, first served basis)
- Listing on brochures and promotional materials
- Logo with hyperlink on website
- Signage at the event



Become Part of "Beast on the Bay"

\$5,000 Level

- Obstacle naming rights (first come, first serve basis)
- Inclusion in promotional campaign
- Signage at the Barber Beast on the Bay
- Logo with hyperlink on website, social media, race results, etc.

\$2,500 Level

- Inclusion in promotional campaign
- Logo with hyperlink on website, social media, race results, etc.
- Signage at the Barber Beast on the Bay

All sponsors will know that they are supporting the mission of the Barber National Institute in serving more than 3,600 children and adults with disabilities and their families!

(The Dr. Gertrude A. Barber Foundation is a 501C3 charitable organization; a portion of sponsorship may be tax deductible)



Become Part of "Beast on the Bay"

| Sponsor Level | Inclusion in Promotional Campaign | Logo on Website w/ Hyperlink | Signage at the Event | Naming Rights to an Obstacle | Preferred Listing in brochures | Prominent placement on T-shirt | Logo/Name included in E-blasts to Barber Institute Database | Designated Spectator area for guests | Product Exclusivity | Premium Exhibitor's Table | Inclusion of Promotional items in registration packets | Three Free Race Entries |
|---------------|-----------------------------------|------------------------------|----------------------|------------------------------|--------------------------------|--------------------------------|---|--------------------------------------|---------------------|---------------------------|--|-------------------------|
| \$20,000 | X | X | X | X | X | X | X | X | X | X | X | X |
| \$10,000 | X | X | X | X | X | X | X | | | | | |
| \$5,000 | X | X | X | X | | | | | | | | |
| \$2,500 | X | X | X | | | | | | | | | |



We believe that *Barber Beast on the Bay* offers an exciting new event to our region and will become a popular attraction for a highly desirable and sought after audience. For more information contact Mary Cuneo, manager of Public Relations at the Barber National Institute at (814) 878-5960 or by email at Maryc@BarberInstitute.org.

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