

**SUMTER COUNTY BOARD OF COMMISSIONERS  
EXECUTIVE SUMMARY**

**SUBJECT:** Sumter County Tourism Development Council Grant Application Recommendation for Cowboy Crawl Mud Run (Staff recommends approval).

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**REQUESTED ACTION:** Staff recommends approval

Work Session (Report Only)    **DATE OF MEETING:** 2/12/2013  
 Regular Meeting                       Special Meeting

**CONTRACT:**  N/A    Vendor/Entity: \_\_\_\_\_  
Effective Date: \_\_\_\_\_                                      Termination Date: \_\_\_\_\_  
Managing Division / Dept: Financial Services

**BUDGET IMPACT:** \$7,000  
 Annual                      **FUNDING SOURCE:** Tourist Development Fund  
 Capital                      **EXPENDITURE ACCOUNT:** 111-121-579-8218  
 N/A

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**HISTORY/FACTS/ISSUES:**

The Tourist Development Council (TDC) held their quarterly meeting on January 24, 2013. A Tourist Development Tax (TDT) grant request was submitted by the Sumter County Chamber of Commerce in the amount of \$7,000 to fund advertisement for the Cowboy Crawl Mud Run. The TDC grant application was submitted after the required deadline; therefore, the Financial Services Staff did not provide a score or recommendation to the TDC.

The TDC voted 5 to 0 to recommend funding in the amount of \$7,000.

Attached documents a) Cowboy Crawl Mud Run grant application with staff memo, b) draft minutes for the January 24, 2013 TDC meeting, c) agenda from the January 24, 2013 TDC meeting.

Board's options:

- 1) Fund the TDC's recommended amount of \$7,000
  - 2) Fund an amount at Board's option
  - 3) Do not fund the grant request
-

***Division of Support Services***  
***Financial Services Department***

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7375 Powell Road • Wildwood, FL 34785 • Phone (352) 689-4435 • FAX: (352) 689-4436  
Website: <http://sumtercountyfl.gov>



# Memo

**To:** Tourist Development Council  
**From:** Financial Services Staff  
**Date:** January 10, 2013  
**RE:** Grant Funding Request

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**Cowboy Crawl Mud Run**

**Staff Recommends: N/A**

The Sumter County Chamber of Commerce filed an application for Tourism Development Tax funds on December 19, 2012. The Tourism Grant Guidelines require applications to be submitted by June 1<sup>st</sup> each year. Therefore, the Financial Services Staff did not review the application or make a recommendation to the Tourist Development Council.

The grant application packet is presented to the Tourist Development Council "as is".

Amanda Taylor  
Financial Services Manager  
7375 Powell Road  
Wildwood, FL 34785  
(352) 689-4435

Art Bisner  
Support Services Director  
7375 Powell Road  
Wildwood, FL 34785  
(352) 689-4438

Bradley S. Arnold,  
County Administrator  
7375 Powell Road  
Wildwood, FL 34785  
(352) 689-4400

Al Butler, Dist 1  
Vice Chairman  
7375 Powell Road  
Wildwood, FL 34785  
(352) 689-4400

Doug Gilpin, Dist 2  
Chairman  
(352) 689-4400  
7375 Powell Road  
Wildwood, FL 34785

Don Burgess, Dist 3  
(352) 689-4400  
7375 Powell Road  
Wildwood, FL 34785

Garry Breeden, Dist 4  
(352) 689-4400  
7375 Powell Road  
Wildwood, FL 34785

Don Hahnfeldt, Dist 5  
2<sup>nd</sup> Vice Chairman  
(352) 689-4400  
7375 Powell Road  
Wildwood, FL 34785

**SUMTER COUNTY TOURIST DEVELOPMENT COUNCIL  
GRANT APPLICATION CHECKLIST FORM AND INSTRUCTIONS**

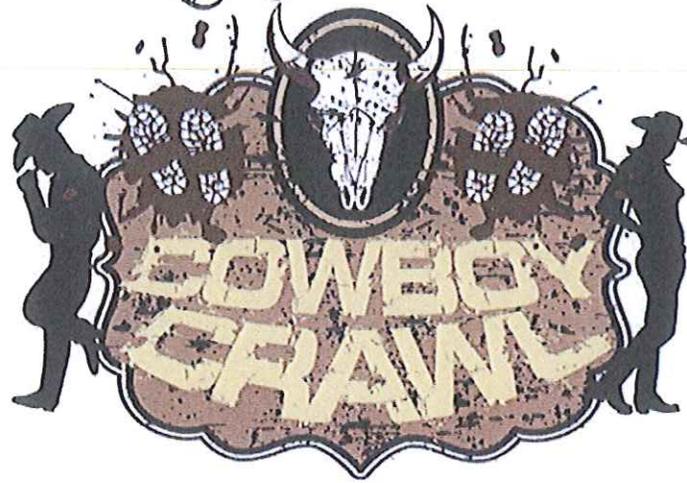
For consideration by the Sumter County Tourist Development Council, please make sure your application is filled out completely and accompanied by the following information. If any item is not applicable, indicate N/A over the checkbox.

- Completed Checklist (this form)
- Grant Application
- Articles of Incorporation (except government entities);
- Letter of non-profit tax-exempt status as well as completed IRS Form 990 Return of Organization Exempt from Income Tax
- IRS Form W-9 Request for Taxpayer Identification Number and Certification
- TDC Final or Interim Report (for previous TDC grantees only);
- Written authorization on official organization letterhead for AUTHORIZED AGENT to act on behalf of Applicant;
- Organizational outline, including but not limited to names and addresses of each board member and corporate officer (except government entities);
- Sponsorship package;
- Complete project event budget; including quotes from vendor(s) as estimation of expenditures;
- Three support documents (letter of recommendation, programs, brochures, media articles, etc.);
- Capital Improvement Projects must include a draft diagram of the project and include any specifics that will assist the TDC and BOCC in the approval process. All Capital Improvement Projects must meet all zoning and permitting regulations including applicable architectural and engineering requirements.
- All written agreements involving media, hotels/motels and venue contracts/leases.

Application packets should follow above format with dividers or tabs between each section. When complete one (1) signed/stamped original, thirteen (13) copies, and one (1) electronic copy (i.e. CD, flash drive, etc.), for a **total of 15** items, must be submitted by 4:00 p.m. on the application submittal deadline date of **June 1<sup>st</sup>** to:

Sumter County Tourist Development Council  
C/O Sumter County Board of County Commissioners  
Financial Services Department  
7375 Powell Road, Suite 206  
Wildwood, FL 34785  
Phone: (352) 689-4435  
Fax: 352-689-4436

# A Dirty Little 5k



## Application Form



Sumter County  
Chamber of Commerce

**SUMTER COUNTY  
TOURIST DEVELOPMENT GRANT APPLICATION**

A. Event Name: COWBOY CRAWL MUD RUN  
B. Sponsoring Organization: SUMTER COUNTY CHAMBER OF COMMERCE  
Mailing Address: P.O. BOX 100  
SUMTERVILLE, FL 33585

E-mail address director@sumterchamber.org

C. Organization Official/Title (President, Director, etc.)

Signature 

Title EXECUTIVE DIRECTOR

Telephone (work) 352-793-3099 (home/cell) 352-254-0105

D. Who will be in charge of this event? ANDREW CRIPPS, EXECUTIVE DIRECTOR

Phone (work) 352-793-3099 (home/cell) 352-254-0105

E-mail address director@sumterchamber.org

E. Who will be financially responsible for this event?

Name: ANDREW CRIPPS

Title: EXECUTIVE DIRECTOR

Phone (work) 352-793-3099 (home/cell) 352-254-0105

E-mail address director@sumterchamber.org

F. Describe the event: THE COWBOY CRAWL MUD RUN WILL BE A 5-KILOMETER RUN WITH OBSTACLES, RANGING FROM WALLS AND HAY BALES TO CLIMB, GATES TO JUMP OVER, TUNNELS TO CRAWL THROUGH, SLIDES, FIRE JUMPS AND MUD PITS. RUNNERS ARE AWARDED MEDALS AND AN EVENT T-SHIRT. THEY WASH OFF AND ENJOY LIVE MUSIC, BARBECUE, BEVERAGES, AND MORE ACTIVITIES, LIKE MUD VOLLEYBALL. ALL RUNNERS ARE TIMED, AND THE FASTEST COMPETE FOR PRIZES.

G. Location of event: PROVIDENCE RANCH, 5682 W. STATE ROAD 44, LAKE PANASOFFKEE

H. Date and times of event: MARCH 23, 2013 8AM TO 4PM

I. Total room dollars expected to be generated this event:

Total Rooms 250 X the number of nights 2 X the average room rate \$ 75.00  
= Total Dollars \$ 10,500.

J. Amount of Tourist Development Tax generated by this event:

Total Dollars from I. above \$ 10,500 X .02 = \$ 210.

K. Estimate of the total economic impact of the event on the County:

\$102,500 SEE ATTACHED

# Economic Impact

Estimated Attendance: 1,000 – 1,500

Room Nights related to the event: 500

Estimated Economic Impact: \$102,500

A typical overnight visitor party of 4 staying two nights will incur an average of \$50 per person per night for accommodations, \$20 per person per day for meals, \$10 for half a tank of gasoline, and \$30 for on-site purchases. A total of 750 people spending 500 room nights in Sumter County accommodations = \$82,500.

If we estimate another 500 one-day visitors from outside the county spending \$40 each within Sumter County, that adds an additional \$20,000 in economic impact.

*Source: "Approaches to Estimating the Economic Impacts of Tourism: Some Examples" by Daniel J. Stynes, 1999 (<https://www.msu.edu/course/prr/840/econimpact.pdf/ecimpvol2.pdf>)*

L. How many years has this event existed? FIRST-TIME EVENT

M. Has the event received Tourist Development Tax funds in the past?

Yes \_\_\_\_\_ No X

If yes, what year(s) \_\_\_\_\_ and amount(s) \_\_\_\_\_.

N. Is this the first time this event has been held in Sumter County, Florida?

Yes X

No \_\_\_\_\_ if no, when was the last time it was held in Sumter County? \_\_\_\_\_.

O. Describe previous experience of applicant in events similar to this event.

EXECUTIVE DIRECTOR ANDREW CRIPPS HAS EXTENSIVE EXPERIENCE IN PLANNING AND CARRYING OUT LARGE-SCALE TOURISM EVENTS. IN ADDITION TO THE SUMTER COUNTY BEEF AND BOOGIE FESTIVAL, AND OLDIES FESTIVALS IN NEW JERSEY, HE COORDINATED THE OCEAN TO BAY BIKE TOUR IN SOUTHERN DELAWARE, WITH MORE THAN 1,000 REGISTERED CYCLISTS.

P. For recurring events, please provide the following past two years information regarding this event:

	Year 1	Year 2
Month/Year	_____	_____
City	_____	_____
Lodging Facility	_____	_____
Verifiable Room Nights	_____	_____

**Note: Attach clippings or copies of newspaper, magazine, or professional periodicals showing coverage of event(s), which may be beneficial to the TDC in making its recommendation. Also give a description of television, radio, or other coverage received.**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Q. Estimated number of attendees staying overnight for proposed event 750.

R. Have you reserved rooms at a lodging facility?

Yes \_\_\_\_\_ No X

If yes, Name of Facility \_\_\_\_\_

Number of rooms reserved \_\_\_\_\_

Lodging Facility room rate \$ \_\_\_\_\_

S. Who will be in charge of the Lodging Facility arrangements? ANDREW CRIPPS

How will this be handled? For example: A. Block of rooms held and rooms are assigned by the host organization; B. Individuals will make their own arrangements; C. Other.

Explain \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

T. Does the event itinerary include formalized breakfast, lunch or dinner in local restaurants or catering by local business for event? Explain and include documentation.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

U. Are any local attractions being included in the itinerary for this event such as: (Attach documentation supporting this information. An email blast to attendees highlighting local attractions will be acceptable. (TDCadmin@sumtercountyfl.gov must be copied on email to verify.) Attendance at one of the below must be included in agenda of the proposed event to be eligible. Failure to place added attractions in the event agenda may result in reduced award.)

- \_\_\_\_\_ Attend a local play, concert, or dance performance
- \_\_\_\_\_ Visit a local nature based activity (i.e. Dade Battlefield Nature Trails, etc.)
- \_\_\_\_\_ Visit local historical settings (i.e. Federal Cemetery, Dade Battlefield, Etc.)
- \_\_\_\_\_ Other \_\_\_\_\_

V. Are local businesses being used during the production of this event (i.e. printing, catering, etc.)?

Explain:

LOCAL BUSINESSES ARE USED WHENEVER POSSIBLE FOR PRINTING, ADVERTISING, TRASH REMOVAL, T-SHIRTS, FOOD AND DRINK, SIGNS AND INSURANCE.

W. Does this event incorporate activities that add to the environment such as landscaping (plant trees, shrubs, flowers, or liter pickup, etc.) or any other socially charitable contribution (table arrangements to local hospitals or care centers, financial donation to local charitable organization, etc.)? This item must be included on the agenda to be accepted.

Explain:

A PORTION OF PROCEEDS WILL BENEFIT THE SUMTER COUNTY CHAMBER OF COMMERCE, A NOT-FOR-PROFIT 501 (C) (6) ORGANIZATION.

X. Is the sponsoring organization a certified small minority business within its state of jurisdiction? If so indicate the state in which it is certified and include either the website to verify the certification or a copy of the certification.

No  Yes \_\_\_\_\_ State of Certification \_\_\_\_\_

Y. How did you learn about the Sumter County Tourist Development Tax Grant Program?

\_\_\_\_\_ Newspaper (which newspaper? \_\_\_\_\_)

\_\_\_\_\_ Magazine (which magazine? \_\_\_\_\_)

\_\_\_\_\_ Word of mouth

Former grant applicant

\_\_\_\_\_ Other \_\_\_\_\_

**Describe the marketing Plan for event. Include Promotional/Advertising plans for both in and out of County (use additional sheets).**

SEE ATTACHED

Z. If your event is profitable; would you be willing to return all or a portion of the grant to the Sumter County BOCC? Please explain your answer.

IF THE EVENT IS PROFITABLE, THE SUMTER COUNTY CHAMBER WILL APPLY THE REVENUE TO HELP LOCAL BUSINESSES SUCCEED AND GROW, AND TO PROMOTE SUMTER COUNTY AS A PLACE TO LIVE, WORK AND PLAY.

**ORGANIZATIONS MUST HAVE MATCHING FUNDS**

Please check the appropriate match:

50% Tourist Development / 50% cash match \_\_\_\_\_

50% Tourist Development / 25% cash match / 25% in-kind match

If in-kind matching is used, specify type: \_\_\_\_\_

# Marketing Plan

The Sumter County Chamber of Commerce is promoting the Cowboy Crawl Mud Run to mud run and “mob race” enthusiasts in the Central Florida and Tampa Bay areas, with extensive publicity to print newspapers, on radio, on the internet, and especially through social media sites.

The chamber will do an extensive media relations campaign aimed at encouraging coverage in the Orlando, Tampa Bay and Ocala markets. This campaign will include news releases, promotional photographs, calendar listings, and feature stories. The chamber is also promoting the event to regional college, and to fitness centers, gyms, and running clubs throughout Florida’s heartland, with advertising postcards and posters.

We are promoting the Cowboy Crawl through Active.com, the leading online community for people who want to discover and participate in activities about which they are passionate. Millions of active individuals visit Active.com each month to search and register online for races, team sports and recreational activities. Active.com hosts the world's largest directory of sports and recreational activities, facilities, venues and classes, which includes more than 66,000 races, leagues, tournaments, camps and other recreational listings in over 80 sports and 5,000 cities.

The Cowboy Crawl is also promoted on the website MudRunFun.com. Mudrunfun.com received more than 6000 unique visitors per month in 2012. Mudrunfun’s followers vary from extreme athletes to newcomers. It manages a large user base on Facebook in a closed group. Only mud run enthusiasts who are active members of the community receive permissions to join. They love the sport and attend often.

The Sumter County Chamber has established an event website at [www.cowboycrawlfl.com](http://www.cowboycrawlfl.com). Visitors can view photos of similar events, see examples of the planned obstacles, and a list of nearby accommodations offering weekend packages and specials, and connect to Active.com to register. In addition, the chamber has launched a Facebook fan page where fans can receive updates about the event.

Although the Cowboy Crawl is a one-day event, the nature of the event, its morning start time and the all-day activities, will lead many out-of-county participants to obtain local overnight accommodations. In addition, past experience with other mud run and “mob race” events shows that many participants will bring recreational vehicles and motor coaches into the county to camp at local RV parks and campgrounds.

**EVENT/PROJECT BUDGET OUTLINE**

EVENT/PROJECT NAME COWBOY CRAWL MUD RUN

	Previous Year's Revenue & Expenses	Current Projected Revenues & Expenses
<b><u>LIST ALL REVENUE</u></b>		
Admissions <i>+ REGISTRATIONS</i>	_____	<u>40,000</u>
Concessions	_____	<u>4,000</u>
Sponsorships	_____	<u>2,000</u>
Booth Space	_____	<u>1,500</u>
Advertising Revenue	_____	<u>-</u>
Sale of Promotional Items	_____	<u>1,200</u>
TDC Grant	_____	<u>7,000</u>
Other: _____	_____	<u>5,000</u>
<b>Total Revenue</b>	\$ _____	\$ <u>60,700</u>
<b><u>LIST ALL EXPENSES</u></b>		
Administrative	_____	<u>10,500</u>
Advertising/Promotions	_____	<u>7,000</u>
Printing	_____	<u>1,800</u>
Promotional Items	_____	<u>500</u>
Concessions	_____	<u>1,500</u>
Awards <i>T-SHIRTS MEDALS ROD &amp; BUCKLES</i>	_____	<u>11,500</u>
Travel	_____	<u>-</u>
Talent	_____	<u>2,500</u>
Other: <i>CONSTRUCTION OF OBSTACLES</i>	_____	<u>17,500</u>
<b>Total Expenses</b>	\$ _____	\$ <u>53,100</u>
<b>NET PROFIT/LOSS</b>	\$ _____	\$ <u>7,600</u>

PLEASE INCLUDE THE OVERALL EVENT BUDGET. UPON THE AWARD OF TOURIST DEVELOPMENT TAX GRANT FUNDS, A BREAKDOWN OF THE BUDGET BETWEEN TOURIST DEVELOPMENT FUNDS, CASH, AND IN-KIND EXPENDITURES WILL BE REQUIRED. A REVISED BUDGET WILL BE DUE NO LATER THAN TWO WEEKS PRIOR TO START DATE OF THE EVENT. BELOW IS AN EXAMPLE OF THE BREAKDOWN THAT WILL BE REQUIRED

EVENT BUDGET SUMMARY

Funding Sources other than requested from Tourist Development Tax Grant Program

Source:	Amount
<u>ADMISSIONS &amp; REGISTRATIONS</u>	<u>\$40,000</u>
<u>CONCESSIONS</u>	<u>\$ 4,000</u>
<u>SPONSORSHIPS</u>	<u>\$ 2,000</u>
<u>VENDOR SPACES</u>	<u>\$ 1,500</u>
<u>SALE OF PROMOTIONAL ITEMS</u>	<u>\$ 1,200</u>
<u>PARKING</u>	<u>\$ 5,000</u>
Total of other funding sources	<u>\$53,700</u>

Please place a budget amount in each applicable box. In blank spaces provided, please add in any items that will be included in complete budget.

Organization: SUMTER COUNTY CHAMBER OF COMMERCE

Event: COWBOY CRAWL MUD RUN

Event Dates: MARCH 23, 2013

Official Signature: 

	TOURIST DEVELOPMENT FUNDS	CASH	IN-KIND	TOTAL
PRINTING		1,800		1,800
POSTAGE		300		300
MEDIA/ADVERTISING/PROMOTION	7,000			7,000
AWARDS		11,500		11,500
TALENT		2,500		2,500
PROMOTIONAL ITEMS		500		500
RENTAL OF FACILITY			10,000	10,000
List any other expenses below				
RACE TIMING + ADMINISTRATION		10,200		10,200
CONSTRUCTION OF OBSTACLES			17,500	17,500
TOTAL	7,000	26,800	27,500	61,300

**APPLICATION CERTIFICATION**

I have reviewed the TOURIST DEVELOPMENT TAX GRANT APPLICATION from the Sumter County Tourist Development Council. I am in full agreement with the information contained in this application and its attachments as accurate and complete. I further acknowledge my understanding that the TDC/BOCC in making a grant for special promotions or other purposes does not assume any liability or responsibility for the ultimate financial profitability of the event for which the grant is awarded. The TDC/BOCC, unless otherwise specifically stated, is only a financial contributor to the event and not a promoter or co-sponsor, and will not guarantee or be responsible or liable for any debts incurred for such event. All third parties are hereby put on notice that the TDC/BOCC will not be responsible for payment of any costs or debts for the event that are not paid by the grant application.

*ANDREW J. CRIPPS*

Authorized Agent

*EXECUTIVE DIRECTOR*

Title

*12/17/12*

Date



Authorized Agent Signature

A Dirty Little 5k



Articles of Incorporation



761970

FILED

CERTIFICATE PURSUANT TO F.S. 617.012

FEB 15 1 39 PM '82

SECRETARY OF STATE  
TALLAHASSEE

ARTICLE I NAME

The name of this corporation shall be **SUNTER COUNTY CHAMBER OF COMMERCE, INC.**

ARTICLE II DURATION

This corporation shall exist perpetually.

ARTICLE III PURPOSE

The general nature and the object of the corporation is to render constructive civic services for the promotion of the welfare of Sumter County, Florida, and of the citizens and residents of said county; to inculcate civic consciousness by means of active participation in constructive projects which will improve the county, state and nation; and to transact any or all lawful business in the State of Florida.

In carrying out its purposes, the corporation may solicit and receive funds and gifts, or grants of money or property.

No part of the net earnings of this corporation shall inure to the benefit or be distributable to any member, officer or director of this corporation, or any private individual (except that reasonable compensation may be paid for services rendered to or for the corporation affecting one or more of its purposes.)

No member, director or officer of the corporation, or any private individual, shall be entitled to share in the distribution of any of the corporate assets on dissolution of the corporation.

Notwithstanding any other provisions of these Articles, the corporation shall not conduct or carry on any activities not permitted to be conducted or carried on by an organization exempt under Section 501(c)(3) of the Internal Revenue Code and its regulations as they now exist or they may hereafter be amended, or by an organization contributions to which are deductible under Sec' (2) 170(c)(2) of such Code and regulations as they now exist or as they may hereafter be amended.

ARTICLE IV MEMBERSHIP

The qualification for any member is that he have a genuine interest in the welfare and progress of Sumter County, Florida.

In order that he be admitted to membership, an applicant is required to submit an application, properly executed, together with his admission fee. Thereupon, if the board of directors acts favorable upon said application, said applicant is admitted as a member.

HANDALL N.  
THORNTON  
ATTORNEY AT LAW  
POST OFFICE BOX 88  
LAKE PANASOFFLEE,  
FLORIDA 32036  
804/793-4040

01 ARTICLE V. MEMBERSHIP

02 The names, post office addresses and residences of each subscriber to  
03 these Articles are:

07 Douglas Childers	P. O. Box 86 Main Street	Wildwood, Fla. 32705
09 Irena Jacobson	P. O. Box 188 Main Street	Wildwood, Fla. 32705
11 Bennie Morris	P. O. Box 55 Main Street	Bushnell, Fla. 33513

15 ARTICLE VI. OFFICERS

17 The officers of this corporation shall be President, Vice-President,  
19 Secretary and Treasurer. The affairs of the corporation shall be managed by  
21 said officers. Said officers shall be elected at the annual meeting of the  
23 corporation for a term of one (1) year, except for the Secretary which shall  
25 be an appointed office.

27 ARTICLE VII. INITIAL OFFICERS

29 The officers who are to serve until the first election of officers are:

31 President:	P. O. Box AC Main Street	Bushnell, Fla. 33513
33 Donald Crosby		
35 Vice-President:	P. O. Box 1149 Main Street	Wildwood, Fla. 32705
37 Dennis Rogers		
39 Secretary:	P. O. Box 159 Main Street	Bushnell, Fla. 33513
41 Ann Green		
43 Treasurer:	P. O. Box 745 C.R. 740	Webster, Fla. 33597
45 Eugene Bays		

47 ARTICLE VIII. DIRECTORS

49 This corporation shall have fifteen (15) directors initially. The  
51 number of directors may be increased or diminished from time to time by the  
53 by-laws adopted by the membership of the corporation, but shall never be less  
55 than three (3).

57 The names, post office addresses and street addresses of the members of  
59 the first board of directors are:

61 Forrest Akins	Rt. 2, Box 125 Hwy. 50 Linden, Fla.	Webster, Fla. 33597
63 Eugene Bays	P. O. Box 245 C.R. 740	Webster, Fla.
65 Steve Burns	P. O. Box 729 Hwy. 476	Bushnell, Fla. 33513
67 Alino Delta	P. O. Box 353 C.R. 470	Lk. Panasoffkee, Fla. 33538
69 Douglas Childers	P. O. Box 86 Main Street	Wildwood, Fla. 32705
71 Sherwood Clark, Sr.	P. O. Box 617 C.R. 470, Lk. Panasoffkee	Wildwood, Fla. 32705

01 Leo Sprimant P. O. Box 617 Wildwood, Fla.  
C.R. 419, Lk. Panasoffkee 32785

03 Warren Clinch Box 232, CCC Wildwood, Fla.  
05 Bobwhite Trail 32785

07 Donald Crosby P. O. Box AC Bushnell, Fla.  
Main Street 33513

09 Daniel Hanson P. O. Box 113 Sunterville, Fla.  
11 C.R. 470, Lk. Panasoffkee 33585

13 Irene Jacobson P. O. Box 188 Wildwood, Fla.  
Main Street 32785

15 Hltup "Skip" Haddox P. O. Box Wildwood, Fla.  
17 Main Street 32785

19 Ronnie Morris P. O. Box 55 Bushnell, Fla.  
Main Street 33513

21 Dennis Rogers P. O. Box 1149 Wildwood, Fla.  
23 Main Street 32785

25 Nable Sisan P. O. Box 523 Bushnell, Fla.  
Florida Avenue 33513

27 ARTICLE IX BY-LAWS

29 The by-laws of this corporation shall be made, altered or rescinded in  
31 the following manner:

- 33 A. A special meeting of the members of the corporation shall be called.
- 35 B. Five per cent (5%) of the total membership shall be necessary for a  
17 quorum.
- 19 C. The proposed amendment, alteration or rescission of the laws shall  
41 be submitted. The majority of those present (if at least five per  
cent (5%) of the entire membership) shall decide.
- 43 D. If quorum is not present at such a special meeting, the matter  
45 affecting the by-laws shall in that event be considered and  
decided by the board of directors.

47 ARTICLE X AMENDMENTS

49 These Articles may be amended in the manner provided by law. Any  
51 proposed amendment, along with the date it is to be voted upon, shall be  
53 presented in writing to the members of the board of directors at least one (1)  
55 week prior to the meeting at which it is to be voted upon, and a two-thirds  
57 (2/3) vote of the members of the board of directors shall be required for  
59 approval of the amendment.

61 ARTICLE XI RESIDENT OFFICE AND AGENT

63 The resident office of this corporation shall be at Main Street, P. O.  
65 Box 158, Bushnell, Florida 33513. The board of directors may from time to  
67 time move the resident office to any other address in Florida. The resident  
69 agent for the corporation, whose place of business is the principal office  
thereof, shall be Ann Green.

71 RANDALL N.  
THORNTON  
ATTORNEY AT LAW  
73 POST OFFICE BOX 88  
LAKE PANASOFFKEE,  
FLORIDA 32838  
804/7834040

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01 ARTICLE XII DISSOLUTION

02 In the event of the dissolution of this corporation, or in the event it  
03 shall cease to exist for the stated purposes, all of the property and assets  
04 shall be distributed to an organization or organizations which themselves are  
05 exempt as organizations described in Section 501(c)(3) and 170(c)(2) of the  
06 Internal Revenue Code or corresponding sections of any prior or future  
07 Internal Revenue Code, or to the federal, state or local government for  
08 exclusive public purposes.

09 ARTICLE XIII INDEMNIFICATION

10 The corporation shall indemnify any officer or director or any former  
11 officer or director, to the full extent permitted by law.

12 IN WITNESS WHEREOF, the undersigned subscribers have executed these

13 Articles on 27th day of January, 1982.

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Irene N. Jacobson  
Irene Jacobson

Bonnie Morris  
Bonnie Morris

STATE OF FLORIDA  
COUNTY OF ALBERTA

I HEREBY CERTIFY that on this day, before me, an officer duly authorized  
in the state and county last aforesaid to take acknowledgments, personally  
appeared DOUGLAS CHILDING, IRENE JACOBSON and BONNIE MORRIS, to be known to  
be the persons described as subscribers in and who executed the foregoing  
Articles, and they acknowledged before me that they subscribed to those  
Articles.

WITNESS my hand and official seal in the County and State named above  
this 27th day of January, 1982.

Robert A. Hartwick  
Notary Public, State of Florida  
My Commission Expires Oct. 11, 1984

RANDALL N.  
THORNTON  
ATTORNEY AT LAW  
POST OFFICE BOX 88  
LAKE PARK OFFICE,  
FLORIDA 33858  
804/793-4040

ACCEPTANCE OF DESIGNATION OF RESIDENT AGENT

I, ANN GREEN, whose mailing address and street address are P. O. Box 15B, Main Street, Bushnell, Florida 33511, hereby accept the herein designation as resident agent of this corporation.

DATED this 29th day of January, 1982.

*Ann Green*  
Ann Green

FEB 15 1982  
SUNTER COUNTY CLERK

STATE OF FLORIDA  
COUNTY OF SUNTER

I HEREBY CERTIFY that on this day, before me, an officer duly authorized in the State and County aforesaid to take acknowledgments personally appeared ANN GREEN, to me known to be the person described in and who executed the foregoing Acceptance of Designation of Resident Agent, as Resident Agent, and she acknowledged before me that she executed the same.

WITNESS my hand and official seal in the County and State last aforesaid this 29th day of JANUARY, 1982.

*Walter H. ...*  
Notary Public, State of Florida  
By Commission expires: *Feb 2, 1984*  
NOTARY PUBLIC STATE OF FLORIDA  
APPROVAL OF CERTIFICATE

This Certificate has been approved at a regular meeting of the membership of this corporation and has been approved by the directors of this corporation at a regular meeting.

DATED this 29th day of January, 1982.

ATTEST: Secretary

SUNTER COUNTY CHAMBER OF COMMERCE, INC.

By *Ann Green*  
Ann Green

By *Donald Crosby*  
Donald Crosby - President

(Corporate Seal)

RANDALL N.  
THORNTON  
ATTORNEY AT LAW  
PO BOX 100  
LAKE PANASOFFEE,  
FLORIDA 33538  
404/793-4040

11110

A Dirty Little 5k



IRS Letter of Non-Profit Status



Internal Revenue Service

Department of the Treasury

P. O. Box 2508  
Cincinnati, OH 45201

Date: September 30, 2002

Person to Contact:

Ms. Benson #31-07273

Contact Representative

Toll Free Telephone Number:

8:00 a.m. to 6:30 p.m. EST

877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

59-0745338

Sumter County Chamber of  
Commerce, Inc.  
P.O. Box 100  
Sumterville, FL 33585-0100

Dear Madam:

This is in response to your telephone request for affirmation of your organization's exempt status.

In December 1986, we issued a determination letter that recognized your organization as exempt from federal income tax under section 501(c)(6) of the Internal Revenue Code. That letter is still in effect.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is also liable for tax under the Federal Unemployment Tax Act for each employee to whom it pays \$50 or more during a calendar quarter if, during the current or preceding calendar year, it had one or more employees at any time in each of 20 calendar weeks or it paid wages of \$1,500 or more in any calendar quarter.

If your organization's character, method of operation, or purposes change, please let us know so we can consider the effect of the change on the organization's exempt status. Also, your organization should inform us of all changes in its name or address.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

Because your organization is not an organization described in section 170(c) of the Code, donors may not deduct contributions made to your organization. You should advise your contributors to that effect.

Sumter County Chamber of Commerce, Inc.  
59-0745338

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Internal Revenue Code. If your organization is subject to this tax, it must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your organization's activities are unrelated trade or business as defined in Code section 513.

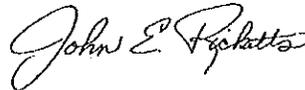
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

As this letter could help resolve any questions about your organization's exempt status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms the exempt status of your organization.

Sincerely,



John E. Ricketts, Director, TE/GE  
Customer Account Services

# A Dirty Little 5k



IRS Form W-9



Sumter County  
Chamber of Commerce

## Request for Taxpayer Identification Number and Certification

Give Form to the  
 requester. Do not  
 send to the IRS.

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) <b>SUMTER COUNTY CHAMBER OF COMMERCE INC. OF THE USA</b>	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate  <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input type="checkbox"/> Exempt payee  <input checked="" type="checkbox"/> Other (see instructions) ▶ <b>501 (c) (6) NON-PROFIT CORPORATION</b>	
	Address (number, street, and apt. or suite no.) <b>PO BOX 100</b>	Requester's name and address (optional)
	City, state, and ZIP code <b>SUMTERVILLE, FL 33585</b>	
List account number(s) here (optional)		

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number								

**Note.** If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Employer identification number								
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### Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

**Certification Instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 4.

**Sign Here**      Signature of U.S. person ▶

Date ▶ 12/17/12

### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

#### Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

**Note.** If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

A Dirty Little 5k



Authorized Agent



Sumter County  
Chamber of Commerce



# Sumter County Chamber Of Commerce

102 N. Highway 470, Lake Panasoffkee, Florida 33538

PO Box 100, Sumterville, Florida 33585

Phone: (352) 793-3099

## Officers:

### President

- **Bob E. Hunt**  
Wildwood Country Resort

### Vice President

- **Bobby Caruthers**  
Sumter County Sheriff's Office

### Secretary

- **Brandell Campbell**  
CEMEX

### Treasurer

- **Brooke Hibbard**  
CenterState Bank

### Past President

- **Dawn Cary**  
Window Fashion Galleria

### Directors:

- **Marilyn Connell**  
ACMC, Inc
- **Erika Corley**  
Wildwood Rotary
- **Diana Couillard**  
DiBarco Building Corporation
- **Stuart Force**  
Banks-Page Theus Funeral Home
- **Brett Hage**  
T&D Distribution
- **Brian Hudson**  
McLin Burnsed, Attorneys at Law
- **Connie Mahan**  
Connie Mahan Real Estate Group
- **Randy Mask**  
Sumter Electric Cooperative Inc.
- **Nathan Overstreet**  
Thomas E. Langley Medical Center
- **Danny Smith**  
Smith & Smith Realty

### Ex-Officio Directors:

- **Bill Ed Cannon**  
City of Wildwood
- **Vince Ruano**  
City of Bushnell

### Executive Director

- **Andrew Cripps**

### Websites:

[www.sumterchamber.org](http://www.sumterchamber.org)

[www.visitsumter.com](http://www.visitsumter.com)

### Mobile Site:

[www.visitsumter.net](http://www.visitsumter.net)

December 1, 2012

Sumter County Tourism Development Council  
c/o Sumter County Board of County Commissioners  
Financial Services Department  
7375 Powell Road  
Wildwood, FL 34785

To the Council,

This letter is to confirm that the Board of Directors of the Sumter County Chamber of Commerce has authorized Andrew J. Cripps to act as the Authorized Agent on behalf of the organization with regard to its application for a Tourism Development Grant in support of the Cowboy Crawl Mud Run. All official correspondence concerning this application should be directed to Mr. Cripps.

Should you need additional information, I can be reached at 352-748-0264. Thank you for your consideration of this application.

Sincerely,

Bob E. Hunt  
President

# A Dirty Little 5k



## Organizational Outline



**Sumter County**  
Chamber of Commerce



SUMTER COUNTY  
CHAMBER OF COMMERCE, INC.

*"THE GATEWAY TO THE SUMTER COMMUNITY"*

PO BOX 100 SUMTERVILLE, FL 33585 (352)793-3099

**Board of Directors**  
**Sumter County Chamber of Commerce**

**Officers:**

President

- **Bob E. Hunt**

Vice President

- **Bobby Caruthers**

Secretary

- **Brandell Campbell**

Treasurer

- **Brooke Hibbard**

Past President

- **Dawn Cary**

**Directors:**

- **Marilyn Connell**
- **Erika Corley**
- **Diana Couillard**
- **Stuart Force**
- **Brett Hage**
- **Brian Hudson**
- **Connie Mahan**
- **Randy Mask**
- **Nathan Overstreet**
- **Danny Smith**

**Executive Director**

- **Andrew Cripps**

**Ex-Officio Directors:**

- **Vince Ruano**

**Websites:**

[www.sumterchamber.org](http://www.sumterchamber.org)

[www.visitsumter.com](http://www.visitsumter.com)

**Mobile Site:**

[www.visitsumter.net](http://www.visitsumter.net)

President

**Bob Hunt**

Wildwood Country Resort

5604 Heritage Blvd.

Wildwood, FL 34785

(352) 748-4449

[bhunt2@cfl.rr.com](mailto:bhunt2@cfl.rr.com)

Vice President

**Bobby Caruthers**

Sumter County Sheriff's Office

1010 N. Main Street

Bushnell, FL 33513

(352) 793-0222

[bcaruthers@sumtercountysheriff.org](mailto:bcaruthers@sumtercountysheriff.org)

Treasurer

**Brooke Hibbard**

CenterState Bank N.A. (Bushnell)

114 W. Belt Avenue

Bushnell, FL 33513

(352) 568-1869

[bhibbard@centerstatebank.com](mailto:bhibbard@centerstatebank.com)

Secretary

**Brandell Campbell**

Cemex

3824 County Road 673

Bushnell, FL 33513

(352) 793-4526

[brcampbell@cemexusa.com](mailto:brcampbell@cemexusa.com)

Immediate Past President

**Dawn Cary**

Window Fashion Galleria

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(352) 689-0210

[dawn@windowfashiongalleria.com](mailto:dawn@windowfashiongalleria.com)

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dannysmith@ccim.net

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**Diana Couillard**  
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Ex-Officio  
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Executive Director  
**Andrew Cripps**  
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Sumterville, FL 33585  
(352) 793-3099  
[director@sumterchamber.org](mailto:director@sumterchamber.org)

# A Dirty Little 5k



## Sponsorship Package



★ A Dirty Little 5k ★

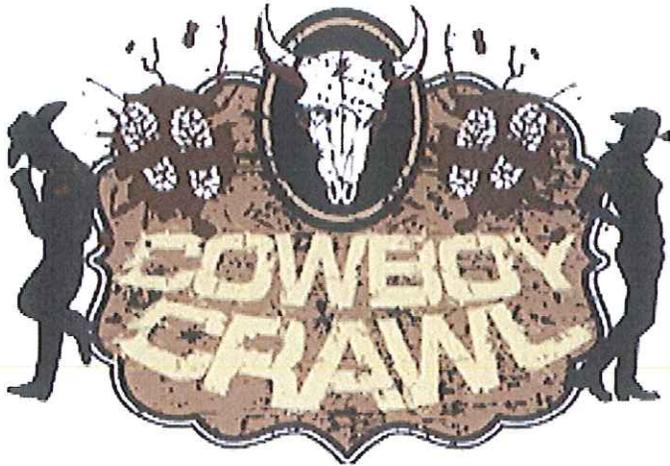
SPONSORSHIP INFORMATION



SUNTER COUNTY, FLORIDA

MARCH 23RD 2013

WWW.COWBOYCRAWLFL.COM ★



## PROMOTE YOUR BUSINESS WITH HIGH VISIBILITY & EXCITING NEW EVENT

**Event:** Cowboy Crawl Mud Run

**Date/Time:** Saturday, March 23, 2013, beginning 8am

**Location:** Providence Ranch, 5682 W. State Road 44 (between Wildwood and Inverness) in Lake Panasoffkee, Fla.

**Activities:** Mud Run, post-race activities including live music, mud volleyball, tug-of-war, corn hole competitions, a mechanical bull, food vendors, a beer garden, and more.

The Cowboy Crawl Mud Run is a challenging 5-kilometer run with messy and daring obstacles, surrounded by the natural beauty of a real Florida cattle ranch.

Get down and dirty while overcoming tough obstacles like:

- ✦ Crawl through mud under Barbed Wire.
- ✦ Jump over fire in the Branding Pit.
- ✦ Zig and zag through Cattle Chutes.
- ✦ Climb walls and hay mounds, and Slither through tunnels.
- ✦ Slog through Mud Pits, Watering Troughs and ponds.
- ✦ Avoid getting "Lasso"ed in the Rope Maze.
- ✦ Jump fences, and Watch Out for "Cow Patties."
- ✦ Run for Glory, or just for Fun!

The Cowboy Crawl will be held at **Providence Ranch**, 5682 W. State Road 44 (between Wildwood and Inverness) in Lake Panasoffkee, Florida. The site is an actual cattle ranch with livestock, ponds, giant oak trees with Spanish moss, and plenty of mud.

## MARKETING

Your sponsorship will deliver valuable exposure for your company. The chamber is promoting the Cowboy Crawl to mud run and "mob race" enthusiasts in the Central Florida and Tampa areas, with extensive publicity to print newspapers, on radio, on the internet, and especially through social media.

The chamber will do a media relations campaign aimed at encouraging coverage in the Orlando, Tampa Bay and Ocala markets. The campaign will include news releases, promotional photographs, calendar listings, and feature stories. The chamber will also promote the event to regional college, and to fitness centers, gyms, and running clubs throughout Florida's heartland, with advertising postcards and posters.

We are promoting the Cowboy Crawl through Active.com, the leading online community for people who want to discover and participate in activities about which they are passionate. Millions of active individuals visit Active.com each month to search and register online for races, team sports and recreational activities. Active.com hosts the world's largest directory of sports and recreational activities, facilities, venues and classes, which includes more than 66,000 races, leagues, tournaments, camps and other recreational listings in over 80 sports and 5,000 cities.

The Cowboy Crawl is also promoted on the website MudRunFun.com. MudRunFun.com received more than 6000 unique visitors per month in 2012. MudRunFun's followers vary from extreme athletes to newcomers. It manages a large user base on Facebook. Only mud run enthusiasts who are active members of the community receive permissions to join. They love the sport and attend often.

The Sumter County Chamber has established an event website at [www.cowboycrawlfl.com](http://www.cowboycrawlfl.com). Visitors can view photos of similar events, see examples of the planned obstacles, and a list of nearby accommodations offering weekend packages and specials, and connect to Active.com to register. In addition, the chamber has launched a Facebook fan page where fans can receive updates about the event.

# EVENT SPONSORSHIP

## COWBOY CRAWL MUD RUN

SATURDAY, MARCH 23, 2013

PROVIDENCE RANCH,

LAKE PANASOFFKEE, FLORIDA

PRESENTED BY THE SUMTER CO. CHAMBER OF COMMERCE



*I am interested in being a Sponsor of the Cowboy Crawl Mud Run. Please contact me to discuss how Sponsorship can benefit my business.*

Contact Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Choose a Sponsorship Level:

**Presenting Sponsor (\$2,500)**

**Benefits:** Your company recognized as a Presenting Sponsor on all advertising.

- ♦ Your company logo and link on the event website.
- ♦ A premium booth location and your company banner (provided by sponsor) at entrances and on stage.
- ♦ News release, and three (3) Facebook posts with hyperlink to your company's website.
- ♦ Five (5) complimentary registrations and four additional event t-shirts,
- ♦ Post-event report.

**Post-Run Activities Sponsor (\$1,000)**

**Benefits:** Your company recognized as a Sponsor on all advertising.

- ♦ Your company logo and link on the event website.
- ♦ A premium booth location and your company banner (provided by sponsor) on stage.
- ♦ News release, and a Facebook post with hyperlink to your company's website.
- ♦ Three (3) complimentary registrations, five (5) admissions to the Observation Area and Post-Race Activities, and two additional event t-shirts.
- ♦ Post-event report.

**Obstacle Sponsor (\$500)**

**Benefits:** Your company recognized as an Obstacle Sponsor on all advertising.

- ♦ Your company logo on the event website, and a Facebook post with a link to your website.
- ♦ A premium display booth location and your company banner on or near your obstacle.
- ♦ Five (5) complimentary admissions to the Observation Area and Post-Race Activities.
- ♦ Two event t-shirts.
- ♦ Post-event report.

**Small Business Sponsor (\$250)**

**Benefits:** Your business recognized as a Sponsor on the event website and on a sign along the course.

- ♦ Four (4) complimentary admissions to the Observation Area and Post-Race Activities.
- ♦ Post-event report.

**Accommodations Sponsor (\$100)**

**Benefits:** Your property listed as a Featured Accommodation on the event website, [www.cowboycrawlfl.com](http://www.cowboycrawlfl.com).

- ♦ Four (4) complimentary admissions to the Observation Area and Post-Race Activities.

Please reply by February 14, 2013 so you can get the maximum benefit from your sponsorship.

### FAX OR E-MAIL TO:

Sumter County Chamber of Commerce, P.O. Box 100, Sumterville, FL 33585

Fax: 352-793-2120 ♦ Phone: 352-793-3099 ♦ e-mail: [director@sumterchamber.org](mailto:director@sumterchamber.org)

[www.cowboycrawlfl.com](http://www.cowboycrawlfl.com) ♦ [www.sumterchamber.org](http://www.sumterchamber.org)

# A Dirty Little 5k



## Project Budget



Sumter County  
Chamber of Commerce

# Cowboy Crawl Mud Run 2013

## Projected Budget

### Income

Based on 1,000 Participants\*

Registration	\$40,000.00
Beer & Soft Drink Sales	\$4,000.00
T-Shirt Sales	\$1,200.00
TDC Grant	\$7,000.00
Sponsorship	\$2,000.00
Parking	\$5,000.00
Vendor Booth Sales	\$1,500.00
<b>Total</b>	<b>\$60,700.00</b>

\*\$40 avg. Entry Fee

### Expenses

Postage	\$300.00
Promotion	\$7,000.00
Obstacles & Course Prep.	\$17,500.00
T-Shirts	\$7,500.00
Insurance	\$3,100.00
Food and Drink	\$1,500.00
Medals for Participants	\$4,000.00
Printing	\$1,800.00
Signs and Banners	\$1,000.00
Miscellaneous	\$3,700.00
Race Timing Co.	\$6,000.00
<b>Total</b>	<b>\$53,100.00</b>

**Projected Profit** **\$7,600.00**

# A Dirty Little 5k



## Support Documents





**RUN FOR GLORY  
OR JUST FUN**

**COWBOY CRAWL MUD RUN  
PROVIDENCE RANCH  
SUMTER COUNTY, FL**

**WILL YOU COWBOY UP?**

- crawl under devils rope
- zig zag through cattle chutes
- break out of the county jail
- get lassoed up in rope mazes
- escape the stampede
- don't get snakebit in the tunnels
- watch out for cowpies
- get your chaps and saddles over to 13 more rough and ready rural explorations

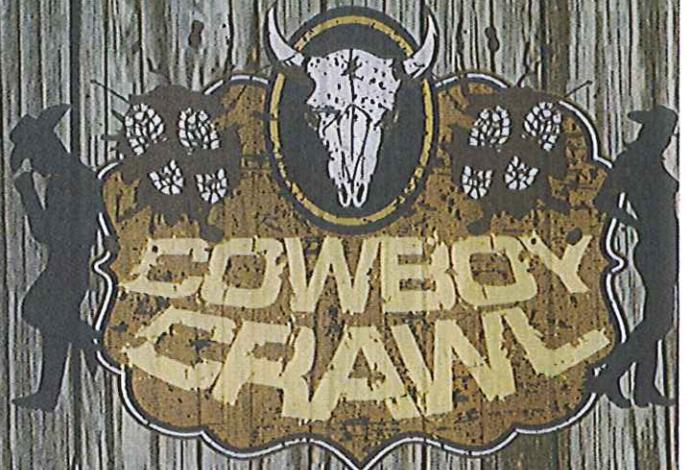
**MARCH 23  
2013**

**LIVE MUSIC  
ROOT N' TOOTIN HOEDOWN  
GRUB AND COWBOY JUICE  
[BEER]**

**WWW.COWBOYCRAWLFL.COM**

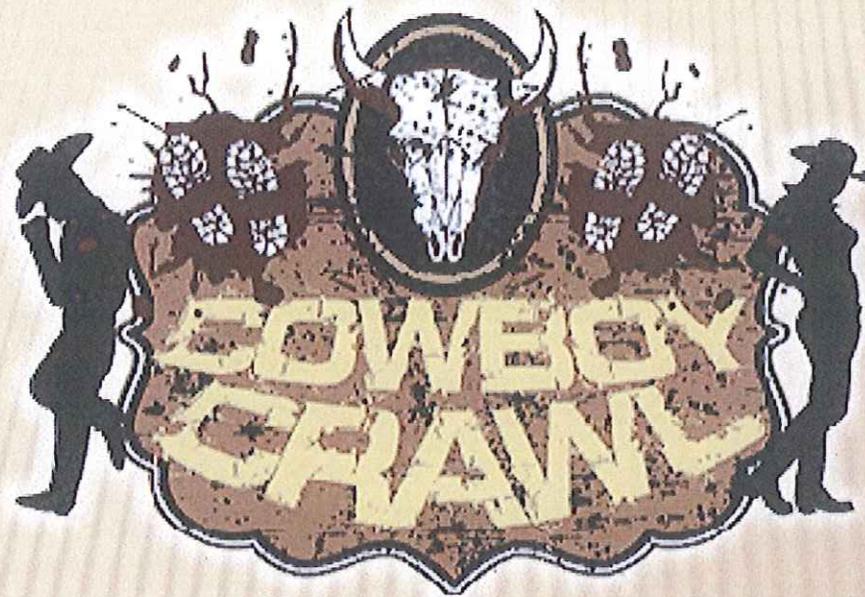


*A Dirty Little 5k*



**SUMTER COUNTY, FLORIDA**

**MARCH 23RD 2013**



March 23, 2013  
Providence Ranch



# COWBOY CRAWL MUD RUN PROVIDENCE RANCH SUMTER COUNTY, FL

## WILL YOU COWBOY UP?

- crawl under devils rope
- zig zag through cattle chutes
- break out of the county jail
- get lassoed up in rope mazes
- escape the stampede
- don't get snakebit in the tunnels
- watch out for cowpiles
- get your chaps and saddles over to 13 more rough and ready rural explorations

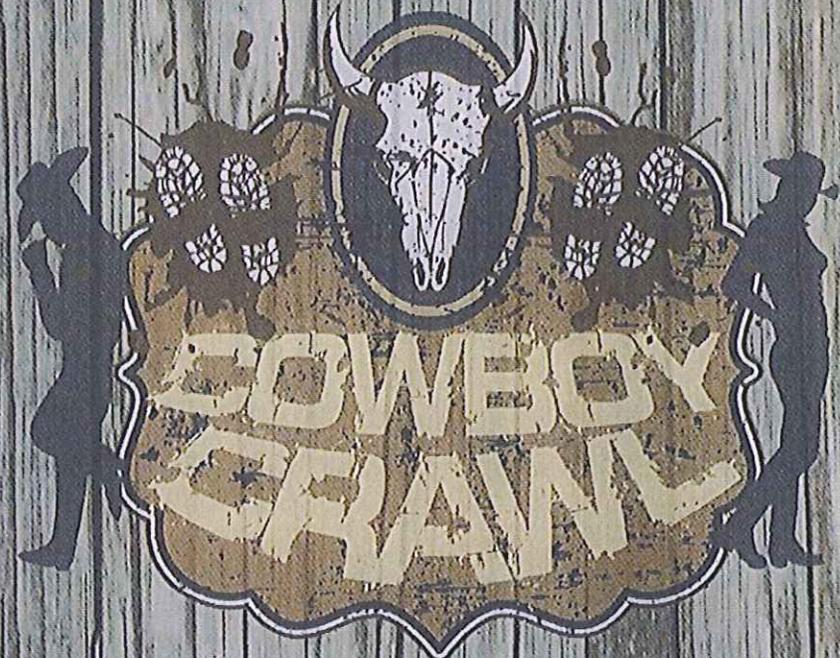
**MARCH 23  
2013**

**LIVE MUSIC  
ROOT N TOOTIN HOEDOWN  
GRUB AND COWBOY JUICE  
(BEER)**

[WWW.COWBOYCRAWLFL.COM](http://WWW.COWBOYCRAWLFL.COM)



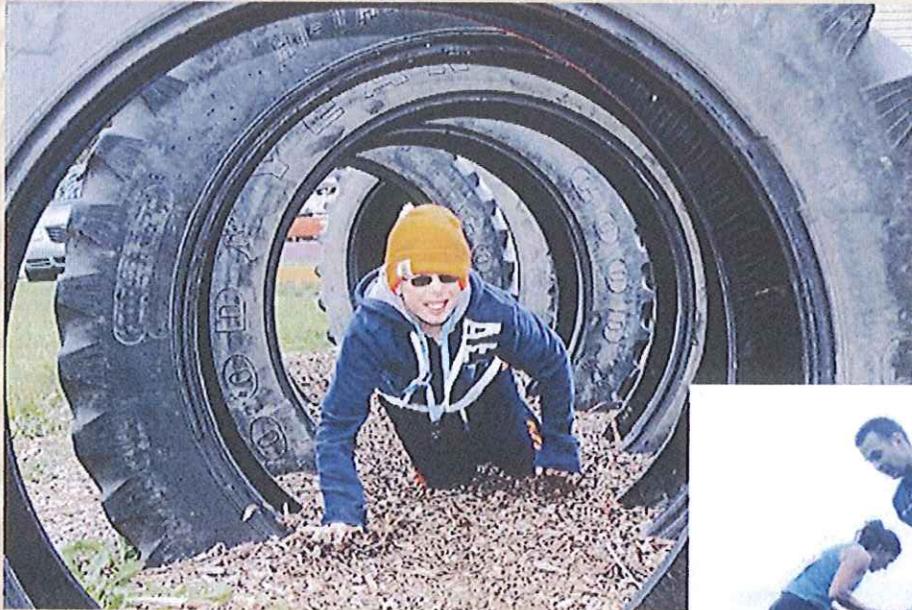
A Dirty Little 5k



SUMTER COUNTY, FLORIDA

MARCH 23RD 2013

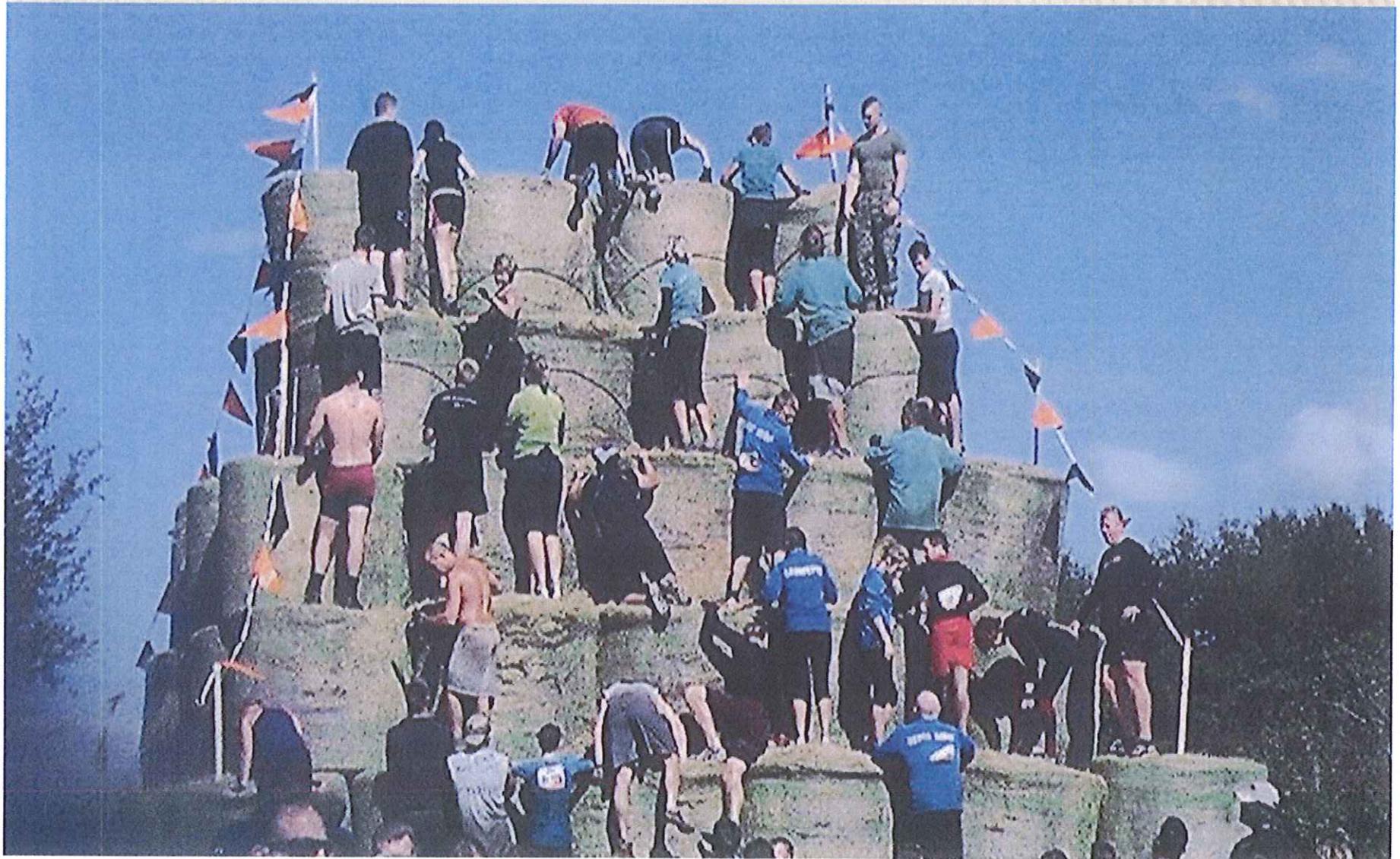
# TIRES, FENCE-HOP



# HIGH NOON HAMMOCK



# HAY STACK HILL



# HAY STACK HILL



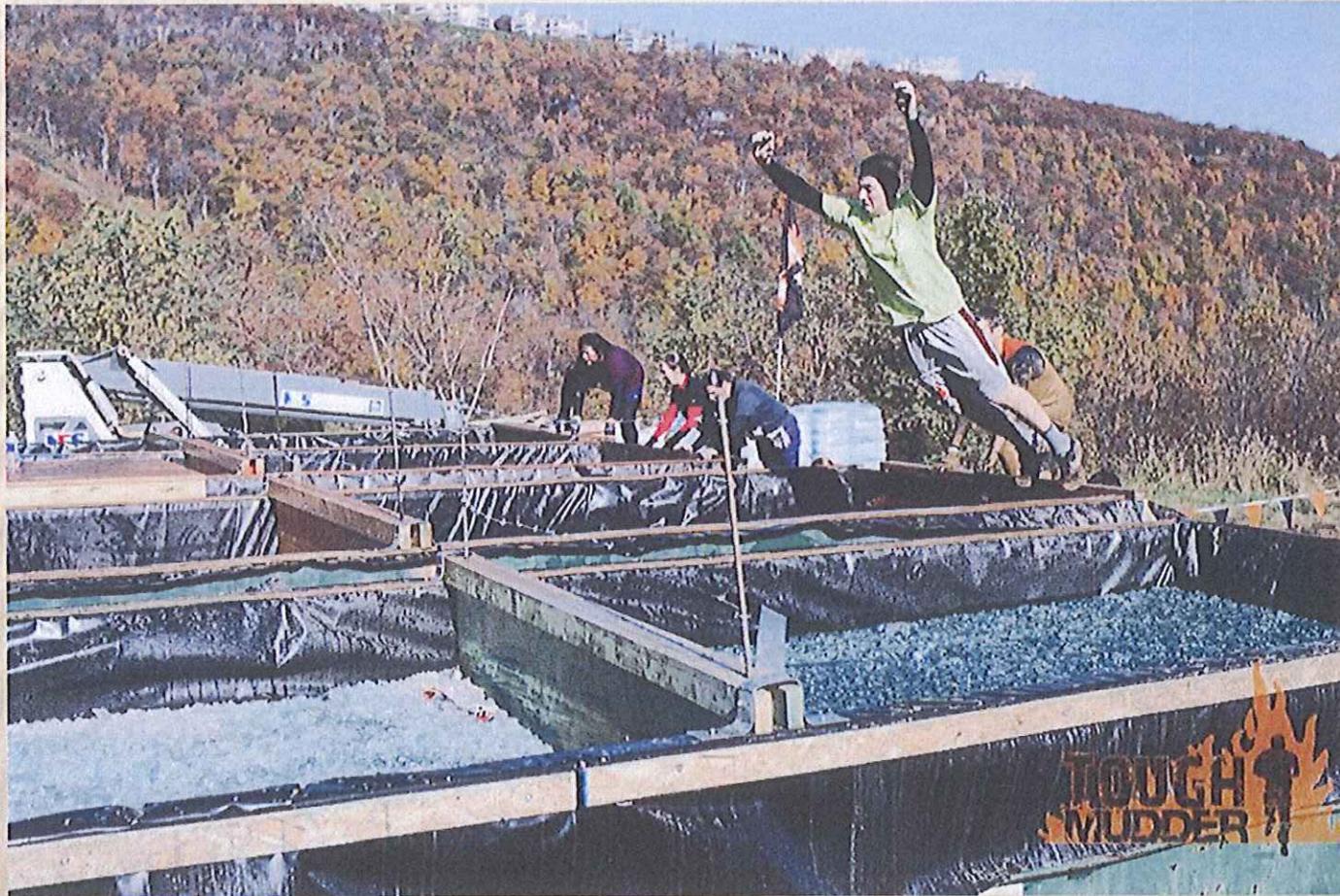
# WRANGLER ROPE WALL



# HITCHIN' POST



# HOG'S TROUGH



# SNAKE PIT



# MONKEY BARS



# ALLIGATOR ALLEY



# DEVIL'S ROPE



# A-FRAME AND CARGO NET



# BRANDING PIT



# CASTRATION CRAWL



# JAILBREAK JUNCTION BUNGEE MAZE



# ROUND UP THE HERD

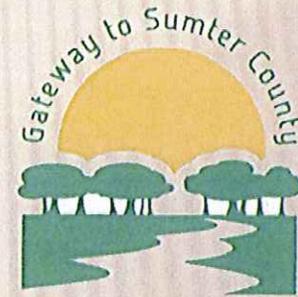


# CABLE SPOOLS



THANK YOU!

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Sumter County  
Chamber of Commerce



**A Dirty Little 5K**

[cowboycrawfl.com](http://cowboycrawfl.com)

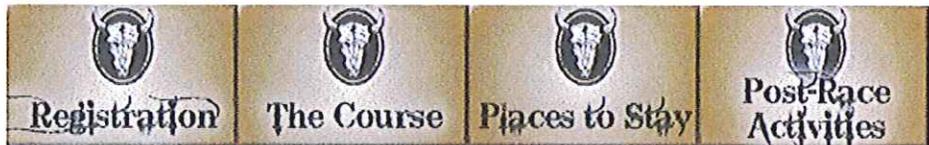
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*Post-Run Activities Sponsor*



*Obstacle Sponsors*



*A Dirty Little 5K*



**REGISTER USING  
ACTIVE.COM**

The Cowboy Crawl Mud Run on Saturday, March 23, 2013, is a challenging 5-kilometer run with obstacles, surrounded by the natural beauty of a real Florida cattle ranch.

Get down and dirty while overcoming tough obstacles like:

Crawl under barbed wire.

Jump over fire in the branding pit.

Zig and zag through Cattle Chutes.

Climb walls and hay mounds, and slither through tunnels.

Slog through the mud pits, watering troughs and ponds.

Avoid getting "lasso"ed in the Rope Maze.

Jump fences, and watch out for "Cow Patties."

*Run for Glory, or just for Fun!*



The Cowboy Crawl will be held at Providence Ranch, 5682 W. State Road 44 (between Wildwood and Inverness) in Lake Panasoffkee, Florida. The site is an actual cattle ranch with livestock, ponds, giant oak trees with Spanish moss, and plenty of mud.

[Download and Print the Event Postcard Here.](#)

<b>Cowboy Crawl Registration</b> <i>(includes T-Shirt, Medal at Finish, Timing, Admission to Post-Race Activities)</i>
Now through February 1, 2012: \$45 per participant
February 1 to Race Day: \$55.00 per participant
Team Discount: \$5 per participant (minimum 6 in team)
Competitive Wave 8:00am: <i>Top men and women compete for champion's Rodeo Belt Buckle.</i>

<b>Admission for Observers</b>
\$5 for admission to Observation Area and Post-Race Activities <i>(Ages 12 and under FREE with Adult)</i>

<b>On-Site Parking</b>
\$5 per vehicle for on-site parking at Providence Ranch



REGISTER USING  
ACTIVE.COM



Sumter County  
Chamber of Commerce

PO Box 100, Sumterville, FL 33585 • (352) 793-3099  
[www.sumterchamber.org](http://www.sumterchamber.org) • [sumter-eoc@sumterchamber.org](mailto:sumter-eoc@sumterchamber.org)



March 23, 2013  
 Sumter County,  
 Florida



A Dirty Little 5K  
 cowboycrawl.com

Thanks to Our  
 Sponsors



Post-Race Activities Sponsor

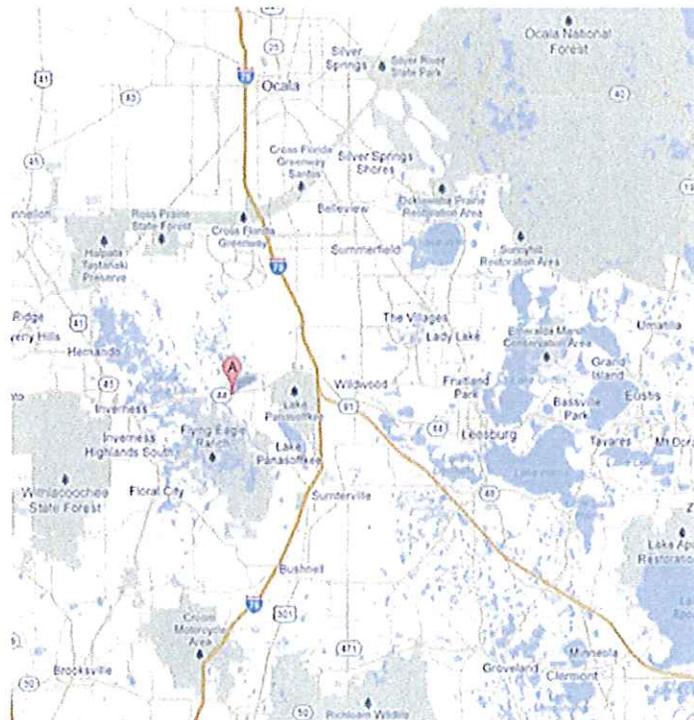


Obstacle Sponsors



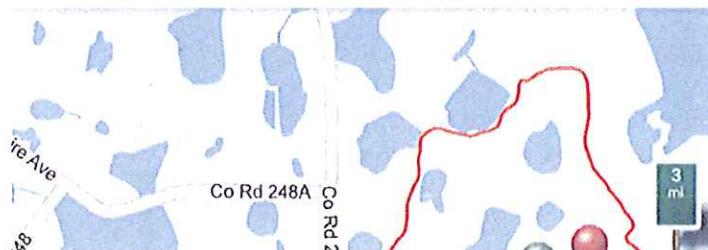
# The Course

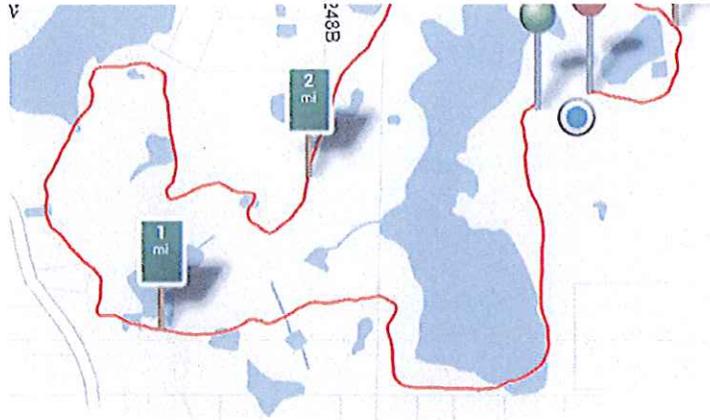
Providence Ranch is an actual cattle ranch with livestock, ponds, giant oak trees with Spanish moss, and plenty of mud. It is located at 5682 W. State Road 44 (between Wildwood and Inverness) in Lake Panasoffkee, Florida



Click on Map to see the location in Google Maps

The course is a 5-kilometer path through woods, water, and challenging natural and man-made cowboy-themed obstacles.





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## Cowboy Crawl Mud Run



Providence Ranch  
Saturday, March 23, 2013 @ 8:00 AM  
<http://www.cowboycrawlfl.com>

[Like](#) John Theeck, Brian N Sandi and 23 others like this.

[Based on 1 ratings](#)

[contact event director](#)

[Email a friend](#) [Print](#)

Registration Open

Save up to \$10 today! [Join Advantage](#)

### Date

Start: Saturday, March 23, 2013 @ 8:00 AM

### Address

Providence Ranch  
5682 W. State Road 44 Lake Panasoffee, FL

### Registration Closing Date

Thursday, January 31, 2013 @ 12:00 PMPST

**SAVINGS ALERT: Advantage discount applies to this event. [LEARN MORE >>](#)**

Category	Price Now	Advantage
Early Registration (Through January 31, 2013)	\$45.00	Save up to \$10 on activity registrations
Team Registration	\$40.00	

### More Information

[Click here to view the event organizer's website](#)

### Mob Events



Have you raced through fire, crawled under barbed wire, and sloshed through mud pits with your friends? What are you waiting for? It's probably the most fun you'll ever have at a race. Throw on a costume, grab a beer, and get downright dirty when you join the [Mob](#).

Map

Facebook

Reviews

### Connect with Friends

Are you participating in Cowboy Crawl Mud Run?

[YES, I'm in!](#) [Maybe](#)

Everyone

[Friends](#)



Darrick  
[I'M IN!](#)



Tyson  
[I'M IN!](#)



Bonnie  
[Maybe](#)

### Rally Your Friends!

More people = more fun. Invite your friends ... and rivals!

[Send](#)

# Current Listing on MudRunFun.com

Welcome **Guy Vilt** from Sarasota, Florida. Joined via the [MudRunFun Facebook App](#).

**HOG WILD MUD RUN 3**  
**"THE CRAZY 80S"**  
 Feb. 16 | Tampa  
 3+ miles | 20+ obstacles  
**Unlimited Food, Drinks & Beer**  
**Free Race Photos**

Home Event Search Event Listing Calendar Course Videos Mud Run Costume Photos Race Reviews

Register for this event at [cowboycrawl.com](http://cowboycrawl.com)

A Dirty Little 5k



## Cowboy Crawl Mud Run (FL)

cowboy crawl sumter county florida ranch  
 3/23/2013  
 5682 W. State Road 44 Lake Panasoffkee FL 33538

The Cowboy Crawl Mud Run on Saturday, March 23, 2013, is a challenging 5-kilometer run with obstacles, surrounded by the natural beauty of a real Florida cattle ranch.

Get down and dirty while overcoming tough obstacles like: Crawl under barbed wire. Jump over fire in the branding pit. Zig and zag through Cattle Chutes. Climb walls and hay mounds, and slither through tunnels.

Slog through the mud pits, watering troughs and ponds.

Avoid getting "lasso'ed in the Rope Maze. Jump fences, and watch out for "Cow Patties." Run for Glory, or just for Fun!

The Cowboy Crawl will be held at Providence Ranch, 5682 W. State Road 44 (between Wildwood and Inverness) in Lake Panasoffkee, Florida.

The site is an actual cattle ranch with livestock, ponds, giant oak trees with Spanish moss, and plenty of mud.

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facebook App

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**THE APOCALYPSE IS COMING**  
**THE ZOMBIE RUN**  
 SAVE \$30 OFF REGISTRATION  
 Tampa, FL • 12/22/2012

**JANUARY 12TH MUD RUN**  
**SIGN UP TODAY**  
**SUPERHERO SCRAMBLE**  
 FOR A DISCOUNT USE PROMO CODE MUDRUNFUN

**Feb. 16, Tampa**  
 Unlimited food & beer  
 Free race photos  
 Let's go!  
**HOG WILD MUD RUN 3 THE CRAZY 80S**  
 Click For More

Promo Code: MUDRUNFUN  
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 the REAL Adventure  
**30+ OBSTACLES** CENTRAL FLORIDA  
 MUD, WATER, MUD, & MARCH 1  
**MORE MUD!** Click For More

**3-4 MILES**  
 AMERICA'S MUD RUN