



Muscle Shoals National Heritage Area's

Heritage Area Hustle Race Series

About the Heritage Area Hustle Race Series

The Heritage Area Hustle Race Series, in its inaugural year, is MSNHA's annual challenge and fundraiser designed to support MSNHA's programs and projects related to outdoor recreation, arts & culture, and equity of access to natural and cultural resources. Each race occurs in one of the Shoals' premier outdoor destinations.

Race Schedule

- 3.16 Bad Kitty 5K & 10K
Wildwood Park
- 6.22 Artsy Fartsy 5K & Fun Run
Location to be announced
- 10.26 Shady Lady 5K, 10K, & Half Marathon
Joe Wheeler State Park



Why Partner with MSNHA?




With a pre-established, growing race community and over 50,000 social media users reached monthly, our sponsorship packages provide a credible opportunity to expose your brand to a discerning audience while supporting the preservation of the Shoals' unique character.

Interested in partnering?

Read about sponsorship opportunities on the following pages, broken down by series and individual race opportunities. Scan the QR code to connect with us.



Contact Us

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Series Sponsorship Opportunities

Series Partner – \$2500

Series Partner Benefits

- Principle partner designation for the Heritage Area Hustle Race Series and each race included in all official webpages, social media posts, and advertisements.
- Largest logo listing on the back of each race's T-shirt.
- Sponsor table space at each event.
- Minimum four social media shout-outs specifically recognizing the partnership and partnering entity throughout the series season.

Series Collaborator – \$500 OR \$250 and two volunteers present at each race

Series Collaborator Benefits

- Larger logo listing on the back of each race's T-shirt.
- Sponsor table space at each event.
- Minimum four social media shout-outs recognizing series collaborators throughout the series season, including one individualized shout out.

Series Sponsor – \$249

Series Sponsor Benefits

- Logo listing on the back of each race's T-shirt.
- Sponsor table space at each event.
- Minimum three social media shout-outs recognizing series sponsors throughout the series season.

Series Community Supporter – \$50

Series Community Supporter Benefit

- Your name listed on the back of each race's T-shirt. You may also donate anonymously.



About Muscle Shoals National Heritage Area

The Muscle Shoals National Heritage Area (MSNHA), part of the National Park Service's National Heritage Area program hosted by the University of North Alabama, was officially designated by Congress in 2009. The MSNHA spans the six counties of north Alabama's Tennessee River Basin and was developed to help preserve the history of this region by focusing on three main themes: music, Native American heritage, and the Tennessee River.

Single Race Sponsorship Opportunities

Race Partner – \$1000

Race Partner Benefits

- Principle partner designation for the selected race included in all official webpages, social media posts, and advertisements.
- Largest logo listing on the back of the selected race's T-shirt.
- Sponsor table space at the selected event.
- Minimum two social media shout-outs recognizing the partnership and partnering entity, to be made before and after the event.

Race Collaborator – \$250 OR \$100 and two volunteers present at your selected race

Race Collaborator Benefits

- Larger logo listing on the back of the selected race's T-shirt.
- Sponsor table space at each event.
- Minimum two social media shout-outs recognizing race collaborators, to be made before and after the event, including one individualized shout out.

Race Sponsor – \$99

Race Sponsor Benefits

- Logo listing on the back of the selected race's T-shirt.
- Sponsor table space at the selected event.
- Minimum two social media shout-outs recognizing race sponsors, to be made before and after the event.

Race Community Supporter – \$50

Race Community Supporter Benefit

- Your name listed on the back of the selected race's T-shirt. You may also donate anonymously.



MSNHA's Mission

Our mission is to promote cultural tourism by education, preservation and conservation of the heritage & culture within the six northwest Alabama counties of the Tennessee River basin. We inform, educate, develop & interpret visitor-ready sites, support local programs that help tell our story & chronicle the evolution of the area's landscape. We are committed to making these opportunities accessible to the largest audience possible.