

MILES FOR A MILLION



Texas 5K and Bridge Series Partnership Opportunities

By Runners, For Runners!

"The task ahead of you is never greater than the strength within you." – Unknown



Race #1:

Seabrook

(Marathon, Half, 5K & More)

March 15 – 17, 2019

Race #2:

Yuri's Night

(10K, 5K & Kids 1K)

Sat., April 20, 2019

Race #3:

Texas Heat Wave

(5 Mile & 5K)

Thurs., July 4, 2019

Race #4:

Lunar Landing

(5K & Kids 1K)

Sun., July 21, 2019

Race #5:

St. Thomas

(5K, 5K-9 & Kids 1K)

Sat., October 5, 2019



Race #1:

Toughest 10K Kemah

Sunday, Sept. 15, 2019

Race #2:

Toughest 10K Galveston

Saturday, Oct. 19, 2019

Race #3:

La Porte By the Bay Half

Sunday, Nov. 17, 2019



MILES FOR A MILLION

Join Running Alliance Sport and Get MOVING!

Who is Running Alliance Sport?

We are Running Alliance Sport (RAS), and our motto is, "By Runners, For Runners." We are a 501(c)(3) Non-Profit organization, EIN #27-3802494, governed by a Board of Directors with hundreds of volunteers from a large geographical area.

Here's how:

We do this because we are runners or have been runners. Using our passion for running is how we know what aspects are important to runners






and we take pride in organizing a race by putting our hearts into creating, organizing, staffing and running these events.

We love this community and donate net proceeds to local charitable causes to impact our local community. Another project dear to our hearts is our Marathon Clubs for school kids – kids that run 26.2 miles or more during school year are eligible, and RAS provides a t-shirt and a medal to every kid that qualifies.

The Running Alliance Sport Impact in our Community Today

Established in 2011 by runners with a vision to give back, RAS has donated over

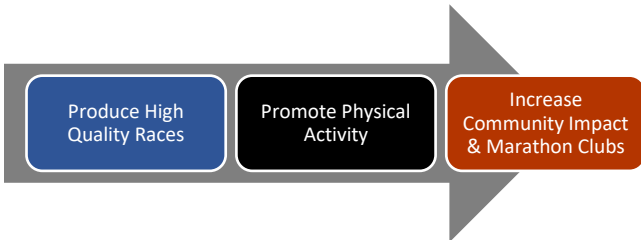
\$845,000

-  Bridge over Troubled Waters
-  Baytown Special Rodeo
-  Clear Creek Education Foundation
-  Footsteps for the Fallen
-  Marathon Club at Ed White Elementary

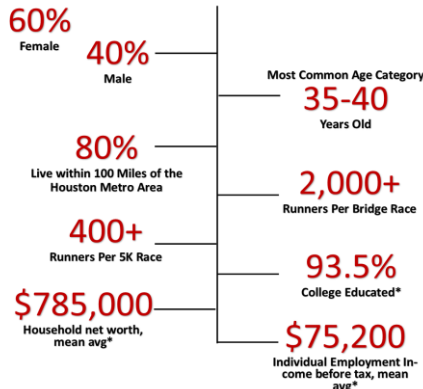


“2019 marks our 8th year to partner with Running Alliance Sport’s races and the blessings to this agency and those we serve continue to abound. In fact, we refer to it as our pot of gold at the end of the rainbow. Not only has The Bridge received hundreds of thousands in cash with more to come this year, but each of the more than 2,500 runners and several hundred volunteers each year learn about The Bridge and are encouraged to help and get involved with our mission to prevent domestic and sexual violence and homelessness. Many of them have in turn volunteered at the shelter, made donations, or have sponsored or attended our special events.” – Rebecca Kyles, The Bridge Over Troubled Waters

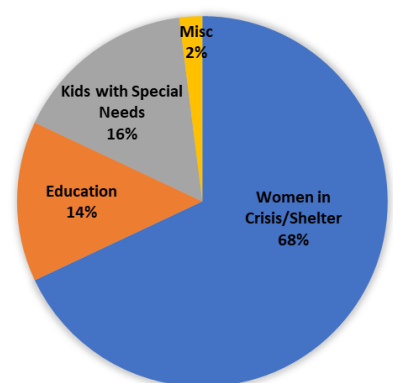
Running Alliance Sport's Goals



Runner Demographics



Local Impact



*Statistics from Runner Profile highlights from 2016 Runner's World



Series Partnership Opportunities: Miles for a Million!

“Alone we can do so little; Together we can do so much.”

You're invited to *Get MOVING* and join Running Alliance Sport in promoting healthy lifestyles in our community by creating quality races for all to enjoy, all the while raising funds to benefit local charities in our community. Become a partner with us and help us reach \$1 Million in giving to our community in 2019!

This partnership allows for the following:

1. Opportunity to promote healthy lifestyles through running and physical activity;
2. Enhancement of impact of local charities through monetary donations; and
3. Extensive community exposure as a supporter of our local community to thousands of racers from near and far and to other racing communities through quality events.



Running Alliance Sport Official Race Series Partner – 2 Years

\$75,000

- Presenting series partner for both the Texas 5k Series and the Texas Bridge Series, totaling 16 races and reaching thousands of runners each year for an estimated investment of \$75,000 over 2 years.
- Visual recognition of name/logo in prime location at each race, including start and finish line.
- Visual recognition of name/logo on race swag.
- Official partner recognition on all media promotion, event websites and social media.
- Team of 20 Race entries at each race.
- Digital Race Guide Full Page Ad.
- Recognition along the course at the mile of your choice with the opportunity to host a hoopla station promoting your organization at each race.
- Opportunity to set up a table/tent at start and finish line promoting your organization at each race.
- Opportunity to include promotional items in each runner bag.
- Invitation for representative(s) to attend each race and speak on behalf of your organization.



Running Alliance Sport Race Series Partner – 1 Year

\$50,000

- Presenting series partner for both the Texas 5k Series and the Texas Bridge Series, totaling 16 races and reaching thousands of runners each year for an estimated investment of \$50,000 over 1 year.
- Visual recognition of name/logo in prime location at each race, including start and finish line.
- Visual recognition of name/logo on race swag.
- Official partner recognition on all media promotion, event websites and social media.
- Team of 20 Race entries at each race.
- Digital Race Guide Full Page Ad.
- Recognition along the course at the mile of your choice with the opportunity to host a hoopla station promoting your organization at each race.
- Opportunity to set up a table/tent at start and finish line promoting your organization at each race.
- Opportunity to include promotion items in each runner bag.
- Invitation for representative(s) to attend each race and speak on behalf of your organization.





 **Texas Bridge Series Official Partner (1 Available)** **\$35,000**

- Presenting series sponsor for the Texas Bridge Series, totaling 3 races and reaching thousands of runners for an estimated investment of \$35,000.
- Visual recognition of name/logo in prime location at each race, including start and finish line.
- Visual recognition of name/logo on race swag.
- Official partner recognition on all media promotion, event websites and social media.
- Team of 10 Race entries for each bridge series race.
- Digital Race Guide Full Page Ad.
- Recognition along the course at the mile of your choice with the opportunity to host a hoopla station promoting your organization at each race.
- Opportunity to set up a table/tent at start and finish line promoting your organization at each race.
- Opportunity to include promotion items in each runner bag.
- Invitation for representative(s) to attend each race and speak on behalf of your organization.

 **Texas 5K Series Official Partner (1 Available)** **\$20,000**

- Presenting series sponsor for the Texas 5k Series and totaling 5 races and reaching hundreds of runners for an estimated investment of \$20,000.
- Visual recognition of name/logo in prime location at each race, including start and finish line.
- Visual recognition of name/logo on race swag
- Official partner recognition on all media promotion, event websites and social media.
- Team of 5 Race entries for each 5K race.
- Digital Race Guide Full Page Ad.
- Recognition along the course at the mile of your choice with the opportunity to host a hoopla station promoting your organization at each race.
- Opportunity to set up a table/tent at start and finish line promoting your organization at each race.
- Opportunity to include promotion items in each runner bag.
- Invitation for representative(s) to attend each race and speak on behalf of your organization.

*"Racing teaches us to challenge ourselves. It teaches us to push beyond where we thought we could go.
It helps us to find out what we are made of. This is what we do – this is what it's all about."
– PattiSue Plummer, US Olympian*





Individual Race Partnership Opportunities:

Master the Texas 5K Series race of your choice with the following opportunities:

Texas 5K Runner's Circle

- **Platinum: \$5,000**
- **Series Sponsor Team: \$5,000** - Team Focus with Sponsor Perks!
- **Gold: \$2,500**
- **Sponsor Team: \$2,500** - Team Focus with Sponsor Perks!
- **Silver: \$1,000**
- **Bronze: \$500**

*All sponsors have industry exclusivity \$2,500 and above. Does not include Sponsor Team Option.
*Recognition will vary based on level of donation.

Mile Sponsor: \$250

- Opportunity to represent your business/organization at your mile through a cheering/hoopla station.
- Encouraged to provide treats, entertainment and make the course as fun as you'd like.
- *Quantity and mile chosen, on first-come-first-serve basis.

Texas 5K Series Sponsorship Comparison Guide

	\$20,000 SERIES Title Sponsor	\$5,000 SERIES Sponsor Team	\$5,000 Platinum RACE Sponsor	\$2,500 Gold RACE Sponsor	\$2,500 RACE Sponsor Team	\$1,000 Silver RACE Sponsor	\$500 Bronze RACE Sponsor	\$500 RACE Mile Sponsor
Before Race Days:								
Digital Race Guide Ad	Full Page		Full Page	Half Page		Quarter Page		
Logo on All Print Materials & Media	✓	✓	✓	✓	✓	✓		
Exclusive Social Media Promotion	✓	✓	✓	✓	✓	✓		
Material in All Race Packets	✓	✓	✓	✓	✓	✓	✓	
Logo and Link on Website/Eblasts	✓	✓	✓	✓	✓	✓	✓	
Facebook Post on Race Page	✓	✓	✓	✓	✓	✓	✓	✓
Race Days:								
Booth Space	36' x 12'		24' x 12'	12' x 12'				
Co-Branded Race Swag	✓							
Logo on All Race Bibs	✓		✓					
Banner at Start/Finish Inflatable	Highest Placement		✓					
Mile Sponsor	✓	✓	✓	✓				✓
Race Day Announcements	✓	✓	✓	✓	✓	✓	✓	✓
Race Entries	5 per race	15	4	2	10	1	-	-
Discounted Registration	✓	✓	✓	✓	✓	✓	✓	✓





Individual Race Partnership Opportunities:

Master the Texas Bridge Series race of your choice with the following opportunities:

Texas Bridge Series Runner's Circle

- | | |
|--|--|
| <ul style="list-style-type: none"> <input type="radio"/> Platinum: \$15,000 <input type="radio"/> Gold: \$10,000 <input type="radio"/> Silver: \$5,000 <input type="radio"/> Series Sponsor Team: \$5,000 - Team Focus with Sponsor Perks! | <ul style="list-style-type: none"> <input type="radio"/> Bronze: \$2,500 <input type="radio"/> Sponsor Team: \$2,500 - Team Focus with Sponsor Perks! <input type="radio"/> Event: \$1,000 or more |
|--|--|

*All sponsors have industry exclusivity \$5,000 and above. Does Not include Series Sponsor Team option.
*Recognition will vary based on level of donation.

Mile Sponsor - \$500

- Opportunity to represent your business/organization at your mile through a cheering/hoopla station.
- Encouraged to provide treats, entertainment and make the course as fun as you'd like.
- *Quantity and mile chosen, on first-come-first-serve basis.

Texas Bridge Series Sponsorship Comparison Guide

	\$35,000 SERIES Title Sponsor	\$5,000 SERIES Sponsor Team	\$15,000 Platinum RACE Sponsor	\$10,000 Gold RACE Sponsor	\$5,000 Silver RACE Sponsor	\$2,500 Bronze RACE Sponsor	\$2,500 RACE Sponsor Team	\$1,000 Event RACE Sponsor	\$500 RACE Mile Sponsor
Before Race Days:									
Digital Race Guide Ad	Full Page		Full Page	Half Page	Quarter Page				
Logo on All Print Materials & Media	✓	✓	✓	✓	✓	✓	✓		
Exclusive Social Media Promotion	✓	✓	✓	✓	✓	✓	✓		
Material in All Race Packets	✓	✓	✓	✓	✓	✓	✓	✓	
Logo and Link on Website/Eblasts	✓	✓	✓	✓	✓	✓	✓	✓	✓
Facebook Post on Race Page	✓	✓	✓	✓	✓	✓	✓	✓	✓
Race Days:									
Booth Space	36' x 12'		24' x 12'	12' x 12'	12' x 12'	12' x 12'		Table	
Co-Branded Race Swag	✓								
Logo on All Race Bibs	✓		✓						
Banner at Start/Finish Inflation	Highest Placement		✓						
Mile Sponsor	✓	✓	✓	✓	✓				✓
Race Day Announcements	✓	✓	✓	✓	✓	✓	✓	✓	✓
Race Entries	10 per race	15	8	6	4	4	10	2	-
Discounted Registration	✓	✓	✓	✓	✓	✓	✓	✓	✓





Texas 5K & Texas Bridge Series Commitment Form

____ YES! I would like to be a part of the legacy in partnership with Running Alliance Sport by helping reach “Miles for a Million”, promoting healthy lifestyles and impacting our community!

Business/Organization _____

Contact Name _____

Address _____

Phone _____ Email _____

I would like to partner with Running Alliance Sport:



Running Alliance Sport Texas 5K and Texas Bridge Series Official Partner

- \$75,000 – 2 Year Commitment
- \$50,000 – 1 Year Commitment



Texas 5K Series

- \$20,000 – Series Partner
- \$5,000 – Platinum Race Sponsor
- \$5,000 – Sponsor Team
- \$2,500 – Gold Race Sponsor
- \$2,500 – Sponsor Team
- \$1,000 – Silver Race Sponsor
- \$500 – Bronze Race Sponsor
- \$500 – Mile Sponsor *See attached form

Race Choice(s) – Please Circle:

- Seabrook Lucky Trails
- Yuri’s Night
- Texas Heat Wave
- Lunar Landing
- St. Thomas Family



Texas Bridge Series

- \$35,000 – Series Partner
- \$15,000 – Platinum Race Sponsor
- \$10,000 – Gold Race Sponsor
- \$5,000 – Silver Race Sponsor
- \$5,000 – Sponsor Team
- \$2,500 – Bronze Race Sponsor
- 2,500 – Sponsor Team
- \$1,000 – Event Race Sponsor
- \$500 – Mile Sponsor *See attached form

Race Choice(s) – Please Circle:

- Toughest 10K -- Kemah
- Toughest 10K -- Galveston
- La Porte by the Bay Half Marathon

I am unable to attend, but wish to support Running Alliance Sport with my tax-deductible contribution of \$ _____.

Please make all checks payable to Running Alliance Sport.

Check # _____ Enclosed or will be mailed and expected by _____.

Charge to: VISA MASTERCARD DISCOVER AMEX

Card holders name: _____

Credit Card Number _____

EXP Date: _____ City, State, Zip: _____ CVC#: _____

Signature: _____ Date: _____

*Please send Logo & Runner names/emails electronically to racedirector@runningalliancesport.org to be included in promotional materials.

Running Alliance Sport
 PO Box 1482 | Friendswood, Texas 77549-1482
RaceDirector@RunningAllianceSport.org





Mile Sponsor Commitment Form

____ YES! I would like to be a part of the legacy in partnership with Running Alliance Sport by helping reach “Miles for a Million”, promoting healthy lifestyles and impacting our community!

Business/Organization _____

Contact Name _____

Address _____

Phone _____ Email _____

I would like to partner with Running Alliance Sport:

Running Alliance Sport: Mile Sponsor

\$500 Per Race

Race(s) – Please Circle

Texas 5K Series

- Seabrook Lucky Trails
- Yuri’s Night
- Texas Heat Wave
- Lunar Landing
- St. Thomas Family

Texas Bridge Series

- Toughest 10K -- Kemah
- Toughest 10K -- Galveston
- La Porte by the Bay Half Marathon

Mile(s) of Choice *Miles are first-come-first-serve basis.

1. _____ 2. _____ 3. _____

I wish to support Running Alliance Sport with my tax-deductible contribution of \$ _____.

Please make all checks payable to Running Alliance Sport.

Check # _____ Enclosed or will be mailed and expected by _____.

Charge to: **VISA MASTERCARD DISCOVER AMEX**

Card holders name: _____

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EXP Date: _____ City, State, Zip: _____ CVC#: _____

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