

2020 Texas 5K and Texas 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 13 – 15



Race #2:
Yuri's Night
 (10K, 5K & Kids 1K)
 Sat., April 11



Race #3:
Texas Heat Wave
 (5 Mile & 5K)
 Sat., July 4



Race #4:
Lunar Landing
 (5K & Kids 1K)
 Sat., July 18



Race #5:
St. Thomas
 (5K, 5K-9 & Kids 1K)
 Sat., October 3



Race #6:
ICAN Boo Dash
 (5K, 5K-9 & Kids 1K)
 Sat., October 31

Race #1:
Toughest 10K Kemah
 Sunday, Sept. 20



Race #2:
Toughest 10K Galveston
 Saturday, Oct. 17



Race #3:
La Porte By the Bay Half
 Sunday, Nov. 15



Benefiting:





Join Running Alliance Sport and Get MOVING!

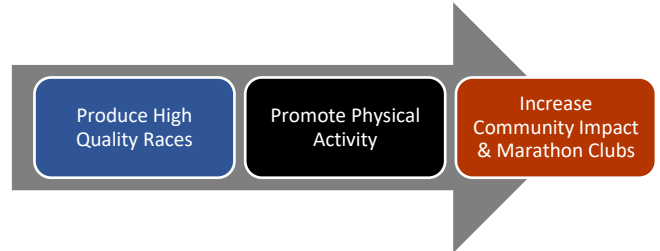
Who is Running Alliance Sport?

Established in 2011, Running Alliance Sport (RAS) is a 501(c)3 non-profit organization and our motto is, "By Runners, For Runners." We are governed by a Board of Directors and have the support of hundreds of volunteers from a large geographical area.

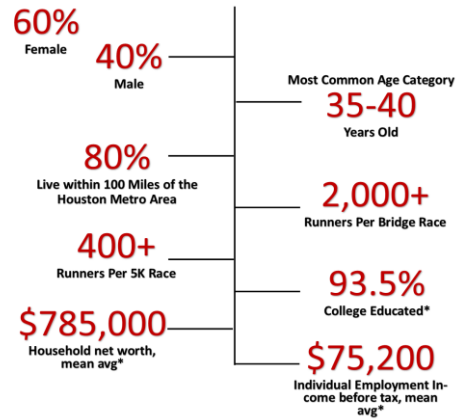
Why Running Alliance Sport?

We are runners or have been runners and we use our passion for running to 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.



Our Runner Demographics:

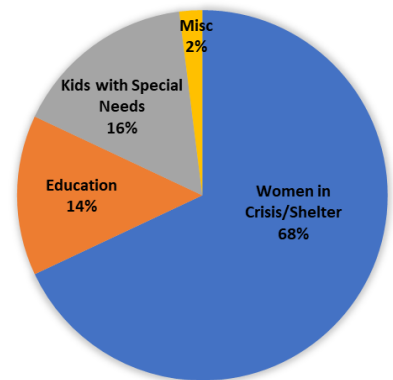


*Statistics from Runner Profile highlights from 2016 Runner's World

The Running Alliance Sport Impact in our Community Today:

RAS has donated over **\$914,000** to local charities to date.

- ✦ Bridge Over Troubled Waters;
- ✦ Baytown Special Rodeo;
- ✦ Marathon Club: Ed White Elementary;
- ✦ Many more through the years; and
- ✦ Always looking for new potential benefactors and partners!



“2020 marks our 9th 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





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 2020!

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.

Why the series approach?

- ✎ Greater value for sponsor;
- ✎ More race exposure enhances the 7-touch marketing strategy to potential customers; and
- ✎ Industry exclusivity.

TOTAL # OF TOUCHES	AMENITIES	\$45,000 BOTH SERIES TITLE Sponsor 3 Years	\$25,000 BOTH SERIES TITLE Sponsor 1 Year	\$20,000 Texas Bridge Series TITLE Sponsor	\$10,000 Texas 5K Series TITLE Sponsor
	Term:	3 Years	1 Year	1 Year	1 Year
# of races = # of touches	# of Races	27 Races over 3 years	9 Races over 1 year	3 races (Larger geographic area)	6 races
~	# of Runners per Race	400 – 800 per 5K 2,000+ per Bridge	400 – 800 per 5K 2,000+ per Bridge	2,000+ per Bridge	400 – 800 per 5K
1.	Digital Race Guide Ad	Full Page	Full Page	Full Page	Full Page
2.	Logo on All Print Materials & Media	✓	✓	✓	✓
3.	Exclusive Social Media Promotion	✓	✓	✓	✓
4.	Material in All Race Packets	✓	✓	✓	✓
5.	Logo and Link on Website/Eblasts	✓	✓	✓	✓
6.	Facebook Post on Race Page	✓	✓	✓	✓
7.	Booth Space	36' x 12'	36' x 12'	24' x 12'	24' x 12'
8.	Co-Branded Race Swag	✓	✓	✓	✓
9.	Logo on All Race Bibs	✓	✓	✓	✓
10.	Banner at Start/ Finish Inflatable	Highest Placement	Highest Placement	✓	✓
11.	Mile Sponsor	✓	✓	✓	✓
12.	Race Day Announcements	✓	✓	✓	✓
13.	Race Entries	15 per race	10 per race	10 per race	10 per race
	Discounted Registration	✓	✓	✓	✓



Texas 5K Series Partnership Opportunities:

Master the Texas 5K Series with the following opportunities:

Texas 5K Runner's Circle

- Texas 5K Series Title Sponsor (all 6 races): \$10,000
- Presenting Race Sponsor (Each Race(s) of your choice): \$5,000
- Texas 5K Series Sponsor Team (10 runners at 5 of 6 races): \$2,500 - Team Focus, Sponsor Perks!
- Marathoner Sponsor (5 of 6 races of your choice): \$3,000
- Sprinter Sponsor (3 races of your choice): \$2,000
- Runner Sponsor (Each race(s) of your choice): \$1,000
- Team Race Sponsor (10 runners at race(s) of your choice): \$1,000 - Team Focus, Sponsor Perks!
- Mile Sponsor (Each race(s) of your choice): \$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

	\$10,000 5K SERIES TITLE Sponsor	\$5,000 PRESENTING Sponsor	\$2,500 SERIES TEAM Sponsor	\$3,000 MARATHONER Sponsor	\$2,000 SPRINTER Sponsor	\$1,000 RUNNER Sponsor	\$1,000 Race TEAM Sponsor	\$250 MILE Sponsor
# of Races	All 6 races	Each race(s) of your choice	10 Runners at 5 of 6 races	5 of 6 races of your choice	3 races of your choice	Each race(s) of your choice	10 Runners at race(s) of your choice	Each race(s) of your choice
# of Runners per Race	400 – 800 per 5K	400 – 800	400 – 800 per 5K	400 – 800 per 5K	400 – 800 per 5K	400 – 800	400 – 800	400 – 800 per 5K
Before Race Days:								
Digital Race Guide	Full Page	Full Page	Quarter Page	Half Page	Half Page	Quarter 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	✓	✓	✓	✓	✓	✓	✓	✓
On Race Days:								
Booth Space	24' x 12'	24' x 12'		12' x 12'	12' x 12'	Table		
Co-Branded Swag	✓							
Logo on All Race Bibs	✓	✓						
Banner at Start/Finish Inflatable	Highest Placement	✓						
Mile Sponsor	✓	✓						✓
Announcements	✓	✓	✓	✓	✓	✓	✓	✓
Race Entries	10 per race	8	10	6	4	2	10	-
Discounted Registration	✓	✓	✓	✓	✓	✓	✓	✓



Texas Bridge Series Partnership Opportunities:

Master the Texas Bridge Series with the following opportunities:

Texas Bridge Series Runner's Circle

- Texas Bridge Series Title Sponsor (all 3 bridge races): \$20,000
- Presenting Race Sponsor (Race(s) of your choice): \$10,000
- Marathoner Sponsor (all 3 races): \$4,000
- Series Team Sponsor (10 runners at each race): \$2,500 - Team Focus, Sponsor Perks!
- Sprinter Sponsor (2 races of your choice): \$2,500
- Runner Sponsor (1 race of your choice): \$1,500
- Race Sponsor Team (10 runners at 1 race(s) of your choice): \$1,000 - Team Focus, Sponsor Perks!
- Mile Sponsor (Race(s) of your choice): \$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

	\$20,000 SERIES TITLE Sponsor	\$10,000 PRESENTING Sponsor	\$4,000 MARATHONER Sponsor	\$2,500 SPRINTER Sponsor	\$2,500 SERIES TEAM Sponsor	\$1,500 RUNNER Sponsor	\$1,000 RACE TEAM Sponsor	\$500 MILE Sponsor
# of Races:	All 3 Races	Each race(s) of your choice	All 3 races	2 races of your choice	10 Runners at all 3 races	Each race(s) of your choice	10 Runners at race(s) of your choice	Each race(s) of your choice
	2,000+ per Bridge	2,000+	2,000+ per Bridge	2,000+ per Bridge	2,000+ per Bridge	2,000+	2,000+	2,000+
Digital Race Guide Ad	Full Page	Full Page	Half Page	Half Page	Quarter Page	Quarter 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	✓	✓	✓	✓	✓	✓	✓	✓
Booth Space	24' x 12'	24' x 12'	12' x 12'	12' x 12'		Table		
Co-Branded Swag	✓							
Logo on All Bibs	✓	✓						
Banner at Start/Finish Inflatable	Highest Placement	✓						
Mile Sponsor	✓	✓						✓
Announcements	✓	✓	✓	✓	✓	✓	✓	✓
Race Entries	10 per race	8	6	4	10	4	10	-
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

- \$45,000 – 3 Year – 27 Race Commitment
- \$25,000 – 1 Year – 9 Race Commitment

Texas 5K Series

- \$10,000 – Series Title Partner (all 6 races)
- \$5,000 – Presenting Race Sponsor (1 race)
- \$3,000 – Marathoner Sponsor (5 of 6 races)
- \$2,500 – Series Race Team (5 of 6 races)
- \$2,000 – Sprinter Sponsor (3 Races)
- \$1,000 – Runner Sponsor (1 Race)
- \$1,000 – Race Team (1 Race)
- \$250 – Mile Sponsor *See attached form

Race Choice(s) – Please Circle:

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

Texas Bridge Series

- \$20,000 – Series Title Partner (all 3 races)
- \$10,000 – Presenting Race Sponsor (1 race)
- \$4,000 – Marathoner Sponsor (all 3 races)
- \$2,500 – Sprinter Sponsor (2 races)
- \$2,500 – Series Race Team (3 races)
- \$1,500 – Runner sponsor (1 race)
- \$1,000 – Race Team (1 race)
- \$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

- \$250 Per 5k Race
- \$500 Per Bridge Race

Race(s) – Please Circle

Texas 5K Series

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

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: _____
 Credit Card Number _____
 EXP Date: _____ City, State, Zip: _____ CVC#: _____
 Signature: _____ Date: _____

*Please send logo electronically to racedirector@runningalliancesport.org to be included in promotional materials.

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