

# 20TH ANNIVERSARY KATY 5K

## Sponsorship Opportunities



### 20th Anniversary Katy 5K > Thursday, June 7th 2018

The Katy 5K will celebrate its 20th year by making this fundraiser for Friends of the Katy Trail an even bigger part of the Dallas fitness scene. Recently picked as one of the most populated running paths in the USA by Runner's World, the Katy Trail is an integral part of Dallas, whether to be active or just meet friends. The Katy 5K has matched that popularity, traditionally selling out long before race day. What also sets this race apart is the party afterward, the biggest and best of any local race. The Katy Picnic features 50-plus stations of food, drinks (alcoholic and non), live music, activities and freebies from sponsors. The Katy 5K audience is young and active, making sponsorship a prime marketing opportunity.

**The Katy 5K has a longstanding history of success in the community selling out year after year.**

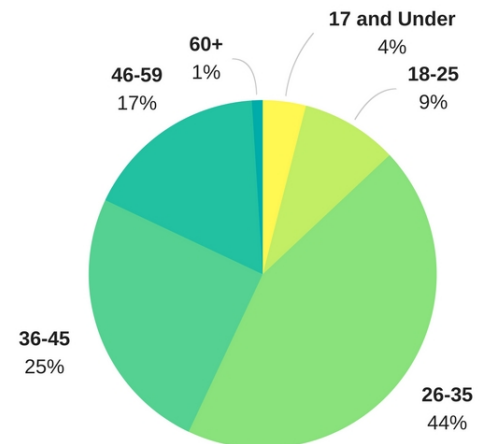
### Our Participants:

OVER 45,000 FOLLOWERS ON SOCIAL MEDIA AND EMAIL

68% OF PARTICIPANTS LIVE IN DALLAS  
31% LIVE IN SURROUNDING AREAS  
1% COME FROM OUT OF STATE



Friends of the Katy Trail is the nonprofit responsible for maintaining and improving the Katy Trail for the City of Dallas. We must raise close to \$1 million each year to keep the Trail safe, clean, and beautiful for the community to enjoy.



# 20TH ANNIVERSARY KATY 5K

## Sponsorship Opportunities

### Title Sponsor - \$75,000

#### **Sponsor Recognition:**

- Sponsor will have Title naming rights on all Katy 5k branding
- Product/service exclusivity
- Prominent name and logo placement on all Katy 5k materials including:
  - Banners along the Katy Trail
  - 5,000 Race Bibs
  - 5,000 Participant Shirts and 400 Volunteer Shirts
  - Digital Race Poster
  - Event Website
- Dedicated mentions on social media and e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

#### **Race Day Recognition:**

- Banner placement at event post-race picnic/party
- Logo on VIP area banner wrap
- Audio announcements throughout 5K course
- 20x20 booth for promotional materials or free product sampling
- 20 VIP race entries

### Presenting Sponsor - \$50,000

#### **Sponsor Recognition:**

- Sponsor will have Presenter naming rights on all Katy 5k branding
- Product/service exclusivity
- Prominent name and logo placement on all Katy 5k materials including:
  - Banners along the Katy Trail
  - 5,000 Race Bibs
  - 5,000 Participant Shirts and 400 Volunteer Shirts
  - Digital Race Poster
  - Event Website
- Dedicated mentions on social media and e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

#### **Race Day Recognition:**

- Banner placement at event post-race picnic/party
- Logo on VIP area banner wrap
- Audio announcements throughout 5K course
- 20x20 booth for promotional materials or free product sampling
- 15 VIP race entries

# 20TH ANNIVERSARY KATY 5K

## Sponsorship Opportunities

### Entertainment Sponsor - \$25,000

#### **Sponsor Recognition:**

Sponsor of the stage, band, and light show

- Prominent name and logo placement on all Katy 5k materials including:
  - Banners along the Katy Trail
  - 5,000 Participant Shirts and 400 Volunteer Shirts
  - Digital Race Poster
  - Event Website
- Dedicated mentions on social media and e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

#### **Race Day Recognition:**

- Prominent logo placement in entertainment area
- Banner placement at event post-race picnic/party
- Logo on VIP area banner wrap
- Audio announcements throughout 5K course
- 20x20 booth for promotional materials or free product sampling
- 15 VIP race entries

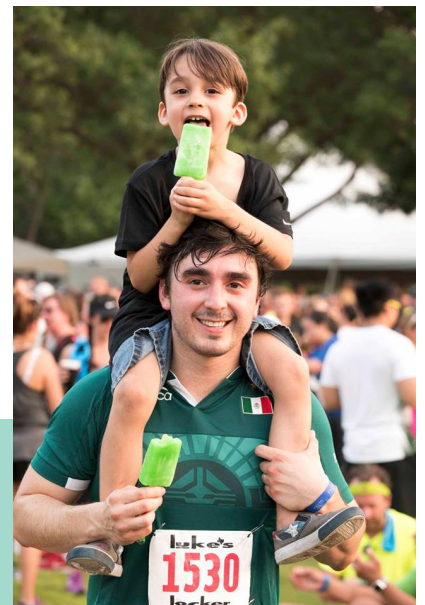
### Trailblazer Sponsor - \$10,000

#### **Sponsor Recognition:**

- Prominent name and logo placement on all Katy 5k materials including:
  - Banners along the Katy Trail
  - 5,000 Participant Shirts and 400 Volunteer Shirts
  - Digital Race Poster
  - Event Website
- Mentions on social media and e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

#### **Race Day Recognition:**

- Banner placement at event post-race picnic/party
- Logo on VIP area banner wrap
- Audio announcements throughout 5K course
- 10x10 booth for promotional materials or free product sampling
- 10 VIP race entries



THE KATY 5K IS A FAMILY FRIENDLY EVENT  
WITH A KIDS DASH PRIOR TO THE 5K

# 20TH ANNIVERSARY KATY 5K

## Sponsorship Opportunities

### Trailkeeper Sponsor - \$7,000

#### **Sponsorship Recognition:**

Logo placement on all Katy 5k materials including:

- Participant t-shirts
  - Digital Race Poster
  - Event Website
  - Mentions on social media and e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

#### **Race Day Recognition:**

- Banner placement at event post-race picnic/party
- 10x10 booth for promotional materials or free product sampling
- 5 VIP race entries

### Patron - \$5,000

#### **Sponsorship Recognition:**

Logo placement on the following Katy 5k materials

- Digital Race Poster
- Event Website
- Mentions on social media and e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

#### **Race Day Recognition:**

- 10 x 10 booth for promotional materials or free product sampling
- 2 VIP race entries

### Friend - \$2,500

#### **Sponsorship Recognition:**

Sponsor name in text on the following Katy 5k materials:

- Digital Race Poster
- Event Website
- Mentions on social media and e-blasts to over 45,000 followers

Opportunity to include a marketing piece at packet pick-up

#### **Race Day Recognition:**

- 10 x 10 booth for promotional materials or free product sampling