

# 20th ANNIVERSARY KATY 5K

## SPONSORSHIP OPPORTUNITIES



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 food stations, drinks - alcoholic and non, live music, activities and freebies from sponsors. The Katy 5K audience is young and active, making sponsorship and prime marketing opportunity.

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

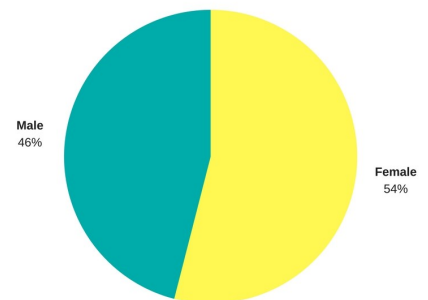
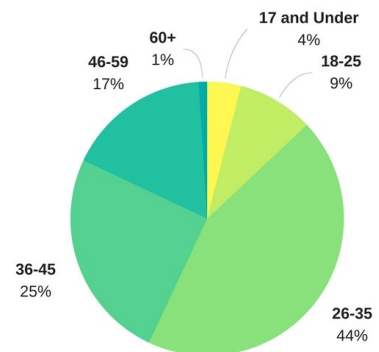
### OUR PARTICIPANTS:

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

## PREMIUM SPONSORSHIP OPPORTUNITIES

### **Title Sponsor - \$75,000—1 available**

#### **Sponsor Recognition:**

- Sponsor will have Title naming rights on all Katy 5K branding
- Product/service exclusivity at the event
- Prominent logo placement on pole flags along the Katy Trail
- Prominent name and logo placement on all Katy 5K materials including:
  - Katy 5K banners along the Katy Trail
  - Race Day Guide & Digital Race Poster
  - 5,000 Race Bibs
  - 400 Volunteer t-shirts
  - 5,000 Participant shirts
  - Katy 5K 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:**

- Premier location of individual logo banners placed around post-race event
- Logo on VIP area banner wrap
- Start & Finish Line logos/banner placement
- Audio announcements throughout 5K course
- One 20'x20' booth for promotional materials or free product sampling in main event
- 25 VIP race entries

### **Presenting Sponsor - \$50,000—1 available**

#### **Sponsor Recognition:**

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

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

- Premier location of individual logo banners placed around post-race event
- Logo on VIP area banner wrap and all event signage
- One 20'x20' booth for promotional materials or free product sampling in main event
- 20 VIP race entries

# 20th ANNIVERSARY KATY 5K

## \$25,000 SPONSORSHIP OPPORTUNITIES

### **Live Entertainment Sponsor – 1 available**

#### **Sponsor Recognition:**

- Sponsor of the stage, band, and light show
- Prominent name and logo placement on all Katy 5K materials including:
  - Katy 5K banners along the Katy Trail
  - Race Day Guide & Digital Race Poster
  - 5,000 Participant shirts
  - 400 Volunteer t-shirts
  - Katy 5K Event Website
- Dedicated mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- Premier logo placement at stage area and MC shout-outs
- 3 individual logo banners placed around the post-race event
- Logo on VIP area banner wrap and all event signage
- Audio announcements throughout 5K course
- 15 VIP race entries

### **VIP Tent Sponsor – 1 available**

#### **Sponsor Recognition:**

- Sponsor of the VIP Tent where 400+ VIP ticket holders have access to private bar and food
- Prominent name and logo placement on all Katy 5K materials including:
  - Katy 5K banners along the Katy Trail
  - Race Day Guide & Digital Race Poster
  - 5,000 Participant shirts
  - 400 Volunteer t-shirts
  - Katy 5K Event Website
- Dedicated mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- 3 individual logo banners placed around post-race event
- Premier placement of logo on VIP area banner wrap and logo on all event signage
- Audio announcements throughout 5K course
- 15 VIP race entries

### **Race Shirt Sponsor – 1 available**

#### **Sponsor Recognition:**

- Sponsor of the Katy 5K event shirt distributed to 5,000 participants & 400 volunteers
- Prominent name and logo placement on all Katy 5K materials including:
  - Katy 5K banners along the Katy Trail
  - Race Day Guide & Digital Race Poster
  - 5,000 Participant shirts
  - 400 Volunteer t-shirts
  - Katy 5K Event Website
- Dedicated mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- 3 individual logo banners placed around the post-race event
- Logo on VIP area banner wrap and all event signage
- Audio announcements throughout 5K course
- One 10'x10' booth for promotional materials or free product sampling in main event
- 15 VIP race entries

# 20th ANNIVERSARY KATY 5K

## \$12,500 SPONSORSHIP OPPORTUNITIES

### **Race Day Guide Sponsor – 1 available**

#### **Sponsor Recognition:**

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

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

- Prominent Logo placement on over 5,000 race day guides provided in race day packet
- 3 individual logo banners placed around the post-race event
- Logo on VIP area banner wrap and all event signage
- Audio announcements throughout 5K course
- One 10'x10' booth for promotional materials or free product sampling in main event
- 10 VIP race entries

### **Race Start Line Sponsor – 1 available**

#### **Sponsor Recognition:**

- Prominent name/logo placement on all Katy 5K materials including:
  - Katy 5K banners along the Katy Trail
  - Race Day Guide & Digital Race Poster
  - 5,000 Participant t-shirts
  - 400 Volunteer t-shirts
  - Katy 5K Event Website
- Mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- Logo and signage on Race Start Line where 5,000 participants gather pre-race
- Mention during Pre-Race announcements
- 3 individual logo banners placed around the post-race event
- Logo on VIP area banner wrap and all event signage
- One 10'x10' booth for promotional materials or free product sampling in main event
- 10 VIP race entries

### **Race Finish Line Sponsor – 1 available**

#### **Sponsor Recognition:**

- Prominent name/logo placement on all Katy 5K materials including:
  - Katy 5K banners along the Katy Trail
  - Race Day Guide & Digital Race Poster
  - 5,000 Participant t-shirts
  - 400 Volunteer t-shirts
  - Katy 5K Event Website
- Mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- Logo and signage on Race Finish Line
- Mention during Finish Line winner announcements
- 3 individual logo banners placed around the post-race event
- Logo on VIP area banner wrap and all event signage
- One 10'x10' booth for promotional materials or free product sampling in main event
- 10 VIP race entries

# 20th ANNIVERSARY KATY 5K

## \$10,000 SPONSORSHIP OPPORTUNITIES

### **Firework Sponsor – 1 available**

#### **Sponsor Recognition:**

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

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

- Audio announcement from stage prior to firework show
- 3 individual logo banners placed around the post-race event
- Logo on VIP area banner wrap and all event signage
- Audio announcements throughout 5K course
- 10 VIP race entries

### **Start Line Hydration Station Sponsor – 1 available**

#### **Sponsor Recognition:**

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

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

- Logo and signage at Hydration Station Tent located near Start Line (where all racers gather pre-race)
- 3 individual logo banners placed around the post-race event
- Logo on VIP area banner wrap and all event signage
- Audio announcements throughout 5K course
- 10 VIP race entries

### **Trailblazer 20<sup>th</sup> Anniversary Sponsor – 5 available**

#### **Sponsor Recognition:**

- Prominent name/logo placement on all Katy 5K materials including:
  - Katy 5K banners along the Katy Trail
  - Race Day Guide & Digital Race Poster
  - 5,000 Participant t-shirts
  - 400 Volunteer t-shirts
  - Katy 5K Event Website
- Mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- 3 individual logo banners placed around the post-race event
- Logo on VIP area banner wrap and all event signage
- One 10'x10' booth for promotional materials or free product sampling in main event
- 10 VIP race entries

# 20th ANNIVERSARY KATY 5K

## \$7,500 SPONSORSHIP OPPORTUNITIES

### **Volunteer Tent Sponsor – 1 available**

#### **Sponsor Recognition:**

- Prominent name/logo placement on all Katy 5K materials including:
  - Katy 5K banners along the Katy Trail
  - Race Day Guide & Digital Race Poster
  - 5,000 Participant t-shirts
  - 400 Volunteer t-shirts
  - Katy 5K Event Website
- Mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- Logo/Signage placement at Volunteer/Information Tent located near Race Start Line
- 2 individual logo banners placed around the post-race event
- 5 VIP race entries

### **Hydration Station Sponsor (on race course) – 2 available**

#### **Sponsor Recognition:**

- Prominent name/logo placement on all Katy 5K materials including:
  - Katy 5K banners along the Katy Trail
  - Race Day Guide & Digital Race Poster
  - 5,000 Participant t-shirts
  - 400 Volunteer t-shirts
  - Katy 5K Event Website
- Mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- Logo/Signage placement at Volunteer/Information Tent located near Race Start Line
- Banner placement at event post-race picnic/party
- One 10'x10' booth for promotional materials or free product sampling in main tent
- 5 VIP race entries

### **Photo Booth Sponsor – 1 available**

#### **Sponsor Recognition:**

- Prominent name/logo placement on all Katy 5K materials including:
  - Katy 5K banners along the Katy Trail
  - Race Day Guide & Digital Race Poster
  - 5,000 Participant t-shirts
  - 400 Volunteer t-shirts
  - Katy 5K Event Website
- Mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- 2 individual logo banners placed around the post-race event
- One 10'x10' booth for photo kiosks located in main tent
- Logo on all photo booth images taken at event. Images distributed via social media
- 5 VIP race entries

### **Platinum 20<sup>th</sup> Anniversary Sponsor – 10 available**

#### **Sponsor Recognition:**

- Prominent name/logo placement on all Katy 5K materials including:
  - Katy 5K banners along the Katy Trail
  - Race Day Guide & Digital Race Poster
  - 5,000 Participant t-shirts
  - 400 Volunteer t-shirts
  - Katy 5K Event Website
- Mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- 2 individual logo banners placed around the post-race event
- One 10'x10' booth for promotional materials or free product sampling in main tent
- 5 VIP race entries

# 20th ANNIVERSARY KATY 5K

## \$5,000 SPONSORSHIP OPPORTUNITIES

### **Snapchat Sponsor– 1 available**

#### **Sponsor Recognition:**

- Logo placement on the following Katy 5K materials:
  - Race Day Guide & Digital Race Poster
  - Katy 5K Event Website
- Mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- Logo placement on Katy 5K Snapchat filter
- One 10'x10' booth for promotional materials or free product sampling in Kids Zone
- 2 VIP race entries

### **Trailkeeper 20<sup>th</sup> Anniversary Sponsor – 10 available**

#### **Sponsor Recognition:**

- Logo placement on the following Katy 5K materials:
  - Race Day Guide & Digital Race Poster
  - Katy 5K Event Website
- Mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- 2 individual logo banners placed around the post-race event
- One 10'x10' booth for promotional materials or free product sampling in main tent
- 2 VIP race entries

## \$2,500 SPONSORSHIP OPPORTUNITY

### **Friend of the Trail – 10 available**

#### **Sponsorship Recognition:**

- Sponsor name in text on the following Katy 5K materials:
  - Race Day Guide & Digital Race Poster
  - Katy 5K Event Website
- Mentions on social media and multiple e-blasts to over 45,000 followers
- Opportunity to include a marketing piece at packet pick-up

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

- 2 individual logo banners placed around the post-race event
- One 10'x10' booth for promotional materials or free product sampling in main tent
- 2 general admission race entries

# 20th ANNIVERSARY KATY 5K

## INTENT TO SPONSOR FORM



**RETURN BY FAX:**

214-303-1181

**RETURN VIA DROPBOX:**

**(Preferred Method)**

<http://bit.ly/KT5KSPONSOR>

**RETURN BY EMAIL:**

Lauren@KatyTrailDallas.org

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SPONSOR NAME TO APPEAR IN PRINT

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SPONSOR ADDRESS

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TELEPHONE & EMAIL ADDRESS

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CONTACT NAME/TITLE

SPONSOR LEVEL: \_\_\_\_\_

SPONSORSHIP DONATION AMOUNT: \$ \_\_\_\_\_

**\*\*\* COMPLETED FORM, FULL PAYMENT, AND LOGO MUST BE SUBMITTED TO THE FRIENDS OF THE KATY TRAIL OFFICE BY FRIDAY, APRIL 13TH TO GUARANTEE INCLUSION IN MARKETING MATERIALS \*\*\***

## THANK YOU!

*Friends of the Katy Trail, Inc. is a 501(c) (3) nonprofit, and your gift is tax deductible to the extent allowable by law.*

