

26TH
KATY

DTX **5K** 9.5.24

PRESENTED BY
Michelob
ULTRA

SPONSOR PACKET

BENEFITING



26TH ANNUAL KATY 5K

For 26 years, the Katy 5K has been a highly anticipated Dallas event, and each year Friends of the Katy Trail strives to make the event a better experience for our participants and sponsors. We are “Dallas’ Most Fun 5K” because of our legendary afterparty, the Katy Picnic. The Katy 5K Picnic treats our participants to live entertainment, food from favorite local restaurants, and a variety of beverages - both alcoholic and non! All the benefits of the Katy Picnic are included with participant race entries.

The Katy Trail is an immensely popular greenspace, with over 2 million visits annually, and the Katy 5K matches that popularity and can accommodate up to 5,000 participants. By sponsoring this event, you have access to diverse, active Dallas area Trail fans, and you help support one of Dallas’ most beloved assets. Help keep the Trail running and get involved in the Katy 5K!



The mission of Friends of the Katy Trail is to maintain, enhance and advocate for the Katy Trail as the premier trail for recreation, wellness, and alternative transportation in the City of Dallas. Your participation helps to support the amenities that those who walk, run, cycle, commute, and gather on the Trail enjoy, including landscape maintenance, signage, security patrols, water for people and pets and more. By sponsoring the Katy 5K, you keep the Katy Trail running!

Event Details

26TH ANNUAL KATY 5K

PRESENTED BY

MICHELOB ULTRA

Thursday, September 5, 2024

Katy 5K – 7:30 PM - 10 PM

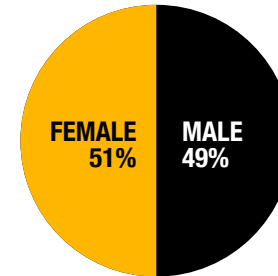
Katy Picnic – 7:45 PM



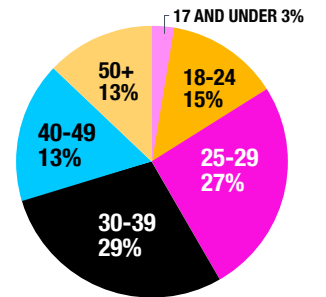


EVENT STATS

GENDER



AGE



70%

OF PARTICIPANTS LIVE IN DALLAS

UP TO
5,000
PARTICIPANTS

28%

LIVE IN SURROUNDING AREAS

FRIENDS OF THE KATY TRAIL HAS OVER 60,000

2%

LIVE OUT OF STATE

SOCIAL MEDIA FOLLOWERS AND EMAIL SUBSCRIBERS



SPONSORSHIP OPPORTUNITIES

ALL KATY 5K SPONSORS

RECEIVE:

- 10x10 tent at the Katy Picnic
- Opportunity to include promotional item in Katy 5K race packets

\$2,500 FRIEND

ALSO RECEIVE:

- 2 VIP Race entries (VIP entries valued at \$150 a piece)
- Sponsor name in text on Katy 5K website and printed race poster to be placed in local Dallas businesses
- Grouped social media mentions

\$3,000 WATER STOP

(3 AVAILABLE) RECEIVE FRIEND BENEFITS PLUS:

- Branding and volunteer opportunity for large teams to work water stations and cheer on race participants

\$5,000 PATRON

RECEIVE FRIEND BENEFITS PLUS:

- 4 VIP Race Entries (4 entries total)
- Logo on Katy 5K website and digital race poster
- Individual social media mentions

\$6,000 PR BELL

RECEIVE PATRON BENEFITS PLUS:

- Logo on PR Bell located in venue

\$7,500 TRAILKEEPER

RECEIVE PATRON BENEFITS PLUS:

- 8 VIP Race Entries (8 entries total)
- Logo on up to 5,000 Katy 5K eco-friendly tech participant shirts, 200 volunteer T-shirts and staff shirts
- Sponsor logo on ten event banners along the Katy Trail for one month
- Sponsor Logo on the race poster

\$10,000 TRAILBLAZER

RECEIVE TRAILKEEPER BENEFITS PLUS:

- 10 VIP Race Entries (10 entries total)
- Logo on VIP area fence wrap (similar to a step and repeat)
- Sponsor callouts at 5K warm-up announcements

\$12,500 MILE MARKER

RECEIVE TRAILBLAZER BENEFITS PLUS:

- Logo on 4 mile markers on the course

\$12,500 INFINITY GLOW SWING

RECEIVE TRAILBLAZER BENEFITS PLUS:

- Logo on six larger glow swings and truss in the afterparty venue

\$12,500 RESTAURANT COASTER

RECEIVE TRAILBLAZER BENEFITS PLUS:

- Logo on coasters in local restaurants around the Katy Trail. KT Ice, Lucky Dog Saloon, and Amelia

\$12,500 START LINE

RECEIVES TRAILBLAZER BENEFITS PLUS:

- Branding opportunities at start line
- Sponsor callouts at 5K warm-up announcements and picnic party

\$15,000 BIB

RECEIVES TRAILBLAZER BENEFITS PLUS:

- 12 VIP Race Entries (12 entries total)
- Logo on up to 5,000 bibs

\$15,000 MEDAL SPONSOR

RECEIVES TRAILBLAZER BENEFITS PLUS:

- 12 VIP race entries (12 entries total)
- Logo on up to 5,000 finisher's medals

\$20,000 VIP TENT

RECEIVES TRAILBLAZER BENEFITS PLUS:

- Provides catered dinner for up to 500 people in a 40ft x 80ft private tent
- Logo placement on VIP entrance

\$12,500 FINISH LINE SPONSOR **SOLD**

\$50,000 TITLE SPONSOR **SOLD**

CUSTOM PACKAGES ARE AVAILABLE

STARTING AT \$12,500

Let us build a personalized package for you!

VIP race entries must be claimed by 8/22/24 to guarantee your spot.

2024 KATY 5K

SPONSORSHIP SIGN-UP

SPONSOR NAME TO APPEAR IN PRINT

SPONSOR LEVEL & AMOUNT

SPONSOR ADDRESS

TELEPHONE

EMAIL ADDRESS

CONTACT NAME/TITLE

CONTACT SIGNATURE

DATE

I WOULD LIKE TO REQUEST:

POWER: 110V 220V

COMPLETED FORM, FULL PAYMENT, AND LOGO MUST BE SUBMITTED TO THE FRIENDS OF THE KATY TRAIL OFFICE BY **FRIDAY, AUGUST 2ND** TO GUARANTEE INCLUSION IN MARKETING MATERIALS. *FOR LOGO INCLUSION ON TRAIL BANNERS, FORMS MUST BE SUBMITTED BY **JULY, 8TH***



Contact

Bree Redwine

OPERATIONS DIRECTOR

bree@katytraildallas.org

O: (214) 303-1180 C: (214) 538-6548



THANK YOU FOR SUPPORTING THE KATY TRAIL!

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

