BENEFITING PICNIC PACKET

25 YEARS KATY 5K

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DALLAS 9.7.23 TEXAS

PRESENTED BY Michelob ULTRA

BENEFITING FRIENDS OF THE KATY TRAIL
For 25 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 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 STATS

**GENDER**

- **FEMALE**: 50%
- **MALE**: 50%

**AGE**

- 17 AND UNDER: 4%
- 18-24: 12%
- 25-29: 23%
- 30-39: 34%
- 40-49: 16%
- 50+: 11%

**SOCIAL MEDIA FOLLOWERS AND EMAIL SUBSCRIBERS**

- OVER 60,000

**EVENT STATS**

- **UP TO** 5,000 PARTICIPANTS
- **68%** OF PARTICIPANTS LIVE IN DALLAS
- **30%** LIVE IN SURROUNDING AREAS
- **2%** LIVE OUT OF STATE

**FRIENDS OF THE KATY TRAIL**

- HAS OVER 60,000 SOCIAL MEDIA FOLLOWERS AND EMAIL SUBSCRIBERS
What keeps Katy 5K participants coming back year after year is our legendary afterparty - the Katy Picnic! After the 5K, runners are treated to live music, Michelob ULTRA and food from their local favorites.

Join the party and make it known to our Katy Trail community that your restaurant is a proud supporter of Friends of the Katy Trail. This event is our largest event of the year and keeping the Trail running in peak condition.

**KATY PICNIC PARTNERS RECEIVE**
- One 10’x10’ tent space at the Katy Picnic
- Two 8’ tables with picnic covers and chairs
- Hand-washing stations in your tent to comply with the health department
- Refrigeration truck to store food safely
- Temporary health permit for the event
- Exposure to our active, urban crowd of up to 5,000
- Your name on our digital race poster and website
- Mentions in our e-news and social media with more than 60K followers

**WHAT TO BRING**
- One picnic friendly dish for a minimum of 2,000
- Utensils, plates, bowls needed for serving
- Staff to serve race participants (limit: 4 staff)
- Promotional banners, flyers, menus to decorate your tent, and make it your own!

If you need help staffing your tent, we can provide volunteers to serve your food!

**PREVIOUS PICNIC PARTNERS**
- Andy’s Frozen Custard
- Bandito’s
- Bisous Bisous Patisserie
- BRKN Meatballs
- Celebration
- Crisp & Green
- Good Graces
- Katy Trail Ice House
- Nothing Bundt Cakes
- Piggie Pies Pizza
- Quarter Bar
- Reign Total Body Fuel
- San Martin Bakery
- Shake Shack
- Terlingua Coffee
- The Gem
- Tiff’s Treats
- Up on Knox
- I Fratelli Pizza
- Chiloso Mexican Bistro
- I Love Juice Bar
- The Rustic
- Hook Line Sinker
- Lucky’s Hot Chicken
- Celsius
- Hatchways
- East Hampton
- Village Burger Bar
- Lucky’s Hot Chicken
- Local Tap & Table
- Haywire
- Joe Leo
- Harwood Arms
- Sixty Vines
- Moxie’s
- Crushcraft Thai
- Knox Bistro
- Poco Fiasco
- Elephant East
- Bang Energy
- Smartwater

**NO sales allowed at the event **Restaurants must be in place and ready to serve by 5 pm.
PICNIC PARTNER SIGN UP

DEADLINE TO PARTICIPATE IS AUGUST 4TH. ALONG WITH YOUR COMPLETED REGISTRATION FORM, PLEASE SUBMIT YOUR FOOD ESTABLISHMENT PERMIT AND YOUR MOST RECENT HEALTH INSPECTION.

BUSINESS NAME

ADDRESS

CONTACT NAME

PHONE                      EMAIL ADDRESS

PICNIC ITEM TO DONATE

Please be specific with ingredient items - we'll need this to pull your Temporary Food Permit. Example Tacos: Flour tortilla, chicken, lettuce, tomato

We suggest bringing extra lighting such as string lights or battery lanterns to brighten up your tent

I WOULD LIKE TO REQUEST:

POWER □  REFRIGERATION □  WARMING CABINET □

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.