25 YEARS

KATY 5K

SPONSOR

PACKET

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

FEMALE 50%  
MALE 50%

68% OF PARTICIPANTS LIVE IN DALLAS

30% LIVE IN SURROUNDING AREAS

2% LIVE OUT OF STATE

18-24 12%  
25-29 23%  
30-39 34%  
40-49 16%  
50+ 11%

17 AND UNDER 4%

FRIENDS OF THE KATY TRAIL HAS OVER 60,000 SOCIAL MEDIA FOLLOWERS AND EMAIL SUBSCRIBERS

UP TO 5,000 PARTICIPANTS
ALL KATY 5K SPONSORS

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

$2,500 FRIEND SPONSORS

ALSO RECEIVE:
• 2 VIP Race entries (VIP entries valued at $150 a piece)
• Sponsor name in text on Katy 5K website and digital race poster
• Grouped social media mentions

$2,500 WATER STOP SPONSORS SOLD

$5,000 PATRON SPONSORS

RECEIVE FRIEND BENEFITS PLUS:
• 5 VIP Race Entries (5 entries total)
• Logo on Katy 5K website and digital race poster
• Individual social media mentions

$6,000 VIP SWAG SPONSOR SOLD

$7,500 TRAILKEEPER SPONSORS

RECEIVE PATRON BENEFITS PLUS:
• 10 VIP Race Entries (10 entries total)
• Logo on up to 5,000 Katy 5K eco-friendly tech participant shirts, 400 volunteer T-shirts and staff shirts
• Sponsor logo on ten event banners along the Katy Trail for one month

$10,000 TRAILBLAZER SPONSORS

RECEIVE TRAILKEEPER BENEFITS PLUS:
• Logo on VIP area fence wrap (similar to a step and repeat)
• Sponsor callouts at 5K warm-up announcements

$12,500 MILE MARKER SPONSORS SOLD

$12,500 START LINE SPONSOR SOLD

$12,500 FINISH LINE SPONSOR SOLD

$15,000 BIB SPONSOR SOLD

$15,000 MEDAL SPONSOR SOLD

$20,000 VIP TENT SPONSOR SOLD

$50,000 TITLE SPONSOR SOLD

CUSTOM PACKAGES ARE AVAILABLE

STARTING AT $12,500
Let us build a personalized package for you!
SPONSORSHIP SIGN-UP

SPONSOR NAME TO APPEAR IN PRINT

SPONSOR LEVEL & AMOUNT

SPONSOR ADDRESS

TELEPHONE          EMAIL ADDRESS

CONTACT NAME/TITLE

COMPLETED FORM, FULL PAYMENT, AND LOGO MUST BE SUBMITTED TO THE FRIENDS OF THE KATY TRAIL OFFICE BY FRIDAY, AUGUST 4TH TO GUARANTEE INCLUSION IN MARKETING MATERIALS.

Contact

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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.