



2024 SPONSORSHIP GUIDE

ABOUT THE HOUSTON RUNNING CO.

Producing events in Houston since 2010, Houston Running Co. delivers high-quality events, that attract thousands of runners to the road each year. HRC owns and operates 20+ events annually, offering everything from a Kids 1K up to a road marathon, and our sister companies cater to the destination racers and trail runners alike, truly offering a little something for everyone. No event is too big or too small.

HRC also has a Contract Race Production business model, where we partner with local companies and non-profit organizations to bring their visions to fruition. Additionally, we love to introduce our community partners to these opportunities, creating an opportunity for further collaboration and growth.

Sponsorship of Houston Running Co. provides area businesses and organizations a unique opportunity to become partners in a single event or multi-events annually. Your sponsorship will illustrate your commitment to the community, healthy living, and fun, family events!

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (LIMIT ONE)

- **Exclusive naming rights for the event as the Presenting Sponsor.**
- Recognition (*company name & logo*) on all marketing/pre-promotional print pieces. This includes flyers, posters, postcards, banners, and print ads.
- Top logo placement on all start/finish lines and additional race day banners.
- Company representative named honorary announcer of the event.
- Logo on the FRONT of all race participant t-shirts.
- Dedicated Press Release announcing the partnership to state-wide media.
- Prominent company recognition on the event website with click-through.
- Permanent logo inclusion on monthly Houston Running Co. newsletters
(Distribution: 80,000+ unique emails/ bi-weekly)
- Exposure through event social media campaigns
(Facebook and Instagram, bi-weekly posts with tagging)
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated 10x10 tent space at the event post-race party
- 10 complimentary entries (*value \$500*)

SPONSORSHIP FEE: \$15,000

GOLD SPONSORSHIP

- Recognition (*company name & logo*) on all marketing/pre-promotional print pieces. This includes flyers, posters, postcards, banners, and print ads.
- **Exclusivity Option** (*may select one of the items below*)
 - **Logo placement on the neck ribbon of finisher medals.**
(*TIME SENSITIVE * 3-month lead time*)
 - **Named Kids K Presenting Sponsor**
- Logo placement on all start/finish line and additional race day banners.
- Logo on the BACK of all race participant t-shirts.
- Company recognition on the event website with click-through.
- Logo inclusion on monthly Houston Running Co. newsletters.
(*Distribution: 80,000+ unique emails/ bi-weekly*)
- Exposure through event social media campaigns.
(Facebook and Instagram, bi-weekly posts with tagging)
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated 10x10 tent space at the event post-race party
- 8 complimentary race entries (*value \$400*)

SPONSORSHIP FEE: \$10,000

SILVER SPONSORSHIP

- Recognition (*company name & logo*) on all marketing/pre-promotional print pieces. This includes flyers, posters, postcards, banners, and print ads.
- **Exclusive logo placement on all participant race BIBS.**
- Logo placement on all start/finish line and additional race day banners.
- Logo placement on the BACK of all race participant t-shirts.
- Company recognition on the event website.
- Logo inclusion on monthly Houston Running Co. newsletters.
(*Distribution: 80,000+ unique emails/ bi-weekly*)
- Exposure through social media campaigns
(Facebook and Instagram, bi-weekly posts with tagging)
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated 10x10 tent space at the event post-race party
- 6 complimentary race entries (*value \$300*)

SPONSORSHIP FEE: \$7,500

BRONZE SPONSORSHIP

- Recognition (*company name & logo*) on all marketing/pre-promotional print pieces. This includes flyers, posters, postcards, banners, and print ads.
- **Exclusive Gear Check sponsorship.**
- Logo placement on the BACK of all race participant t-shirts.
- Company recognition on the event website.
- Logo inclusion on monthly Houston Running Co. newsletters.
(Distribution: 80,000+ unique emails/ bi-weekly)
- Exposure through social media campaigns.
(Facebook and Instagram, bi-weekly posts with tagging)
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated 10x10 tent space at event post-race party
- 4 complimentary race entries (*value \$200*)

SPONSORSHIP FEE: \$5,000

PACKET PICK-UP SPONSOR (LIMIT 2)

- Host a packet pick-up at your place of business.
- Company recognition on the event website.
- Logo placement on the BACK of all participant t-shirts.
- Logo inclusion on monthly Houston Running Co. newsletters (Distribution: 80,000).
- Exposure through social media campaigns (Facebook and Instagram).
- Opportunity to provide a promotional item or flyer in participant race bags.

SPONSORSHIP FEE: \$2,500

*** Please be advised that to host a successful packet pick-up there are requirements that will need to be met:**

- Business must be able to accommodate a 10x20 space for setup and additional room for participants. (lines can get pretty long and peak times)
- Must provide reasonable access to utilities (i.e., power, restrooms, etc.)
- Parking accessibility for up to a minimum of 20 vehicles at one time.



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HYDRATION SPONSOR (LIMIT 5)

- Logo placement on the BACK of all participant t-shirts.
- Company signage at water stations.
- Company recognition on the event website.
- Logo inclusion on monthly Houston Running Co. newsletters (Distribution: 80,000).
- Exposure through social media campaigns (Facebook and Instagram).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE: \$1,000

COMMUNITY PARTNER

- Company recognition on the event website.
- Logo placement on the BACK of all participant t-shirts.
- Logo inclusion on (2) race newsletters (Distribution: 80,000).
- Exposure through social media campaigns (Facebook and Instagram).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE: \$500

IN-KIND TRADE PARTNER

- Opportunity to supply product to participants (minimum 1,000 items/servings)
- Opportunity to attend the event in person with the option of a dedicated 10x10 post-race event space and/or canvass event and distribute product.

SPONSORSHIP FEE: \$250

Thank you for your interest in sponsoring the Houston Running Co. We look forward to partnering with you! Please feel free to reach out with any additional questions that you might have.

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