



LOCAL SPONSORSHIP OPPORTUNITIES

HEALTHY KIDS RUNNING SERIES MISSION

To engage communities and families by providing an inclusive youth running experience, inspiring kids to believe in themselves and lead an active healthy lifestyle.

HKRS encourages kids to adopt a “Get Up and Go!” attitude.

SELECT A LEVEL

\$300 SINGLE SEASON SPONSOR

Per location

\$550 ANNUAL SPONSOR

Two seasons, both Spring and Fall per location

\$800 PRESENTING SPONSOR

Exclusivity for one season and logo on t-shirts.

REGISTRATION SPONSOR

Provide registrations for a predetermined number of runners (minimum 5)

RACE BIB TRADE SPONSOR

Provide 5 Race Bibs, per runner, per season (Ordered through our vendor)

RACE FACILITY TRADE SPONSOR

Provide race facility space for the five week Series

PRINT TRADE SPONSOR

Provide print materials to promote Series, typically flyers and signage (e.g. newspaper, online news site, magazine, etc.)

MEDIA TRADE SPONSOR

Provide digital, print, or other media coverage to promote Series.

ENTERTAINMENT TRADE SPONSOR

Provide on-site entertainment services for each Race Day (e.g. photographer, dj, face painter, etc.)

DONATION

Donations to a Series can be cash or in-kind. (e.g. snacks, water, fruit, gift cards, raffle items, etc.)

TO SPONSOR A RACE VISIT

HealthyKidsRunningSeries.org/sponsor-a-race





PAID SPONSORSHIP

SINGLE SEASON | ANNUAL

\$300 SINGLE SEASON SPONSORSHIP - PER LOCATION

- Color logo prominently displayed near the finish line for all (up to 5) races on an 18"x24" coroplast double-sided sign – produced by HKRS, sponsor to supply vector logo
- Sponsor may provide additional signage i.e. banners
- Logo on town website, registration page, and promotional flyer
- Opportunity for sponsor shout out on Series social media pages
- Distribution of sponsor-provided coupons, giveaway items, and/or promotional materials
- Vendor space for all (up to 5) races. Sponsor to provide table, chair, tent, etc.
- Promotion of partner codes, sales, specials, events via social media, and email blasts to Series database
- Three (3) free Series registrations (registrations are non-transferable and cannot be applied towards existing registrations)

\$550 ANNUAL SPONSORSHIP - PER LOCATION

- Sponsors save \$50 per year by becoming an Annual Sponsor and receiving benefits for two seasons.
- HKRS will make every effort to ensure a Series runs for two seasons but cannot guarantee a second season. Sponsorships are non-refundable and in the unlikely event that a Series does not run the second season, alternative arrangements will be made (transfer sponsorship to another Series, receive sponsor benefits when the Series runs again, etc.)

TO SPONSOR A RACE VISIT

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PRESENTING SPONSOR

SINGLE SEASON | ANNUAL

\$800 SINGLE SEASON PRESENTING SPONSOR - PER LOCATION

- Named as “Presenting Sponsor” of Series for one season
- Maintains exclusivity for sponsor business category throughout duration of sponsorship
- Color logo prominently displayed on front of Series t-shirts with “Sponsored by”**
- Color logo prominently displayed near the start and finish line for all (up to 5) races on two (2) 18” x 24” coroplast double-sided signs - produced by HKRS, sponsor to supply vector logo
- Sponsor may provide banners and/or additional signage
- Logo on town website, registration page, and promotional flyer
- A minimum of one sponsor-specific email (per season) sent from HKRS to Series participant parents with promotional or information content provided by sponsor
- Sponsor to receive periodic mentions on Series social media pages
- Distribution of sponsor-provided coupons, giveaway items, and/or promotional materials
- Vendor space for all (up to 5) races per season. Sponsor to provide table, chair, tent, etc.
- Promotion of partner codes, sales, specials, events via social media, and email blasts to Series database
- Five (5) free Series registrations (registrations are non-transferable and cannot be applied toward existing registrations or future events.)

**Presenting Sponsorship must be secured no later than six weeks before the first race date to ensure adequate time for t-shirt printing. Exact design may vary.*

TO SPONSOR A RACE VISIT

HealthyKidsRunningSeries.org/sponsor-a-race





REGISTRATION SPONSORSHIP

REGISTRATION SPONSORSHIP

- Sponsor will receive coupon codes to distribute at sponsor's discretion
- Registration Sponsorship coupon codes are non-transferable and valid for one season in a single race location
- Any unused funds at the end of the season will be considered a donation to HKRS.

Sponsor agrees to support registration for a predetermined number of runners (minimum of 5) valued at \$50 per runner.

REGISTRATION SPONSORSHIPS INCLUDE THE FOLLOWING:

- Sponsor-specific coupon codes for all registrations
- Sponsor may provide signage to be displayed at all (up to 5) races
- Logo on town website, registration page, and promotional flyer
- Opportunity for sponsor shout out on Series social media pages
- Distribution of sponsor-provided coupons, giveaway items, and/or promotional materials
- Vendor space for all (up to 5) races, sponsor to provide table, chair, tent, etc.

TO SPONSOR A RACE VISIT
HealthyKidsRunningSeries.org/sponsor-a-race





TRADE SPONSORSHIP

RACE BIB

RACE BIB TRADE SPONSOR

- Sponsor purchases race bibs directly through the HKRS race bib vendor, Boulder Bibs.
- Orders must be placed five weeks prior to the first race date in order to guarantee delivery. Bibs may be shipped directly to the local Community Coordinator or shipped to the sponsor and delivered in person.
- Sponsor works with the local Community Coordinator to determine the quantity of bibs needed.
- Only one Race Bib Trade Sponsor per race location per season. Please contact the local Community Coordinator to confirm availability before placing your order.

Sponsor agrees to provide Healthy Kids Running Series with five race bibs per runner ordered through our third-party vendor, Boulder Bibs.

[CLICK HERE TO VIEW BIB ORDERING INSTRUCTIONS](#)

RACE BIB SPONSORSHIPS INCLUDE THE FOLLOWING:

- Logo on pre-designed HKRS Race Bibs via Boulder Bibs
- Sponsor may provide signage to be displayed at all (up to 5) races
- Logo on town website, registration page, and promotional flyer
- Opportunity for sponsor shout out on Series social media pages
- Distribution of sponsor-provided coupons, giveaway items, and/or promotional materials
- Vendor space for all (up to 5) races, sponsor to provide table, chair, tent, etc.
- Promotion of partner codes, sales, specials, events via social media, and email blasts to Series database
- Three (3) free Series registrations (registrations are non-transferable and cannot be applied to existing registrations)

TO SPONSOR A RACE VISIT

HealthyKidsRunningSeries.org/sponsor-a-race





TRADE SPONSORSHIP

MEDIA | PRINT | ENTERTAINMENT | FACILITIES

MEDIA TRADE

Agrees to provide Healthy Kids Running Series with mutually agreeable digital, print, promotional, design or media services, etc. roughly equal to or greater than \$300 in value in exchange for a single season sponsorship. Examples include: newspapers, magazines, TV stations, online community/parent groups, MacaroniKid.com, Patch.com, etc.

PRINT TRADE

Agrees to provide Healthy Kids Running Series with the Community Coordinator's mutually agreed upon print services roughly equal to or greater than \$300 in exchange for a single season sponsorship. Examples include: flyers, event signage, banners, Card My Yard, etc.

ENTERTAINMENT TRADE

Agrees to provide Healthy Kids Running Series with mutually agreeable entertainment services roughly equal to or greater than \$300 in value exchange for a single season sponsorship. Examples include: photographers, DJ's, face painters, photo booth, etc.

RACE FACILITY TRADE

Agrees to provide Healthy Kids Running Series with mutually agreeable facility rental/permit for the five weeks of the event Series in exchange for a single season partnership. Facilities Trade Sponsorship includes three (3) free Series registrations.
(non-transferable, cannot be applied to existing registrations)

ALL TRADE SPONSORSHIPS INCLUDE THE FOLLOWING:

- Sponsor may provide signage, i.e. banners, to be displayed at all (up to 5) races
- Logo on town website, registration page, and promotional flyer
- Opportunity for sponsor shout out on Series social media pages
- Distribution of sponsor-provided coupons, giveaway items, and/or promotional materials
- Vendor space for all (up to 5) races. Sponsor to provide table, chair, tent, etc.
- Promotion of partner codes, sales, specials, events via social media, and email blasts to Series database

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DONATIONS

IN KIND | CASH

IN-KIND DONATIONS

Healthy Kids Running Series accepts mutually agreeable items to be distributed at the local race series such as:

- Kid-friendly branded merchandise (toys, fidgets, promotional items)
- Healthy food, snacks, and drinks (e.g. water, fruit)
- Gift cards, raffle items, and give-aways

All items must be approved by the local Community Coordinator before drop-off/distribution. In-kind donors may provide a table sign to be displayed with the donation.

CASH DONATIONS

Cash donations can go to support one of three different initiatives.

- Local Program Development Fund: Donations are earmarked to expand and improve a specific local HKRS program. Find the donation link on the local program website.
- Registration Assistance: Donations are used to subsidize registration for families in need of support and bring new HKRS programs to underserved communities. Find the donation link on the local program website.
- National Program: Donations go to support HKRS national operations, spreading the HKRS mission to even more communities across the country. www.healthykidsrunningseries.org/donate/

Healthy Kids Running Series is a 501 (c) 3 nonprofit organization (Tax ID: 80-0779739) and therefore contributions are deductible as permitted by the Internal Revenue Service.

All checks can be mailed to the National Office.

Healthy Kids Running Series
602 Chadds Ford Drive, Suite 300
Chadds Ford, PA 19317

Check Memo: Race City & State and Donation Type

THANK YOU FOR YOUR SUPPORT!

TO SPONSOR A RACE VISIT=

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