



LOCAL PARTNERSHIP LEVELS

HEALTHY KIDS RUNNING SERIES HAS A SPECIAL 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

\$250 SINGLE SEASON PAID

Per location

\$450 ANNUAL PAID

For the next two seasons, both Spring & Fall
per location

RACE BIB TRADE

Trade partner providing Race Bibs
([race numbers, 5 per runner, and pins](#))
in lieu of a cash partnership

PRINT TRADE

Trade partner providing print materials, typically
flyers and signage in lieu of a cash partnership

MEDIA TRADE

Trade partner providing digital, print or other
mutually agreed upon media for promotion
and event coverage

ENTERTAINMENT TRADE

Trade partner providing on-site ent. services
in lieu of a cash partnership
([ex. Photographer, DJ, Face Painter, etc.](#))

TRADE FACILITIES & OTHER

Select this option if you're donating facility
space, materials or other supplies to the race of
roughly \$250 or more in value in exchange for
the partnership

DONATION

I'm unable to provide \$250 or an equivalent
trade, but want to contribute either cash or trade
of a lesser value

For an additional \$50 contribution to our Underserved Communities & Scholarship fund,
you can scholarship five (5) underserved runners this coming year!

A photograph of two young children running in a race on a grassy field. The child on the left is a boy in a red shirt and blue shorts, wearing a race bib. The child on the right is a girl in a grey shirt and colorful shorts, also wearing a race bib. Other participants and spectators are visible in the background.

PAID PARTNERSHIPS

SINGLE SEASON | ANNUAL

\$250 SINGLE SEASON PAID - 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 to HKRS)
- Sponsor may provide additional signage (i.e. banners)
- Logo on website town pages, promotional flyer and social media channels
- Distribution of sponsor provided coupons, giveaway items and/or promotional materials
- Vendor Space each week (5 weeks) of the Series (sponsor to provide table, chair, tent)
- Promotion of partner codes, sales, specials, events via social media and email blasts to Series database
- Three (3) free Series registrations

\$450 ANNUAL PAID

- The \$450 Annual Paid Partnership is pre-purchasing two Single Season Paid Partnerships per location up front, saving partners \$50 per year.





IN-PERSON

TRADE PARTNERSHIPS

RACE BIB

RACE BIB TRADE

Agrees to to order and provide Healthy Kids Running Series with five race bibs per and pins in exchange for a single season partnership. Below is an outline of this partnership including instructions for the Race Bib Trade Partner to place race bib orders via our third-party vendor, Boulder Bibs.

PARTNERSHIP INCLUDE THE FOLLOWING:

- Logo on pre-designed HKRS Race Bibs via Boulder Bibs
- Partner provided signage may be displayed at all races during the longevity of the season
- Logo on website Town Page, promotional flyer and social media channels
- Distribution of sponsor provided coupons, give-away items, and/or promotional materials
- Vendor space each week (5 weeks) of the Series (partner to provide table, chair, tent, etc.)
- Promotion of partner codes, sales, specials, events via social media and email blasts to the series database
- Three (3) free registrations

ITEMS TO NOTE:

- All race bibs and pins must be ordered by the Race Bib Trade Partner through HKRS' third-party printer Boulder Bibs by **ordering online at www.boulderbibs.com/collections/healthy-kids-running-series**.
- Bibs will be printed using the Healthy Kids Running Series race bib template which Boulder Bibs has on file. The template allows the Race Bib Trade Partner the ability to add their logo onto race bibs by providing their logo via email to Boulder Bibs at the time of the order. Please note, the logo submitted to HKRS using the online form is for HKRS internal use only and is not shared with Boulder Bibs.
- The Race Bib Trade Partner is to schedule the bibs to arrive two weeks prior to race day and deliver to the Community Coordinator either via mail or in-person.
- The purchasing of race bibs is in exchange of a partnership payment to Healthy Kids Running Series. This allows the partner to include their logo on the race bib while placing the order.

HOW TO PLACE THE RACE BIB ORDER:

CLICK HERE TO ORDER ONLINE

- Number of Race Bibs required equals the projected number of runners x 5. (i.e. If HKRS projects 150 runners (as discussed with the Community Coordinator), then Race Bib Trade Partner agrees to provide 750 race bibs, one per runner for each of the five weeks as well as an associated box of race pins
- Provide a Shipping Address for Delivery of Race Bibs
- Be prepared to share a digital file of your company's logo
- Understand that the race bibs are to be delivered two weeks prior to the 1st race date.
- Make Payment via Credit Card to Boulder Bibs, estimated cost is \$0.19/bib plus box(es) of safety pins (\$11 ea.) + shipping.





TRADE PARTNERSHIPS

MEDIA | PRINT | ENTERTAINMENT

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 \$250 in value in lieu of a cash partnership, in exchange for a single season partnership. 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, including but not limited to race flyers, event signage, banners, etc. roughly equal to or greater than \$250 in value in lieu of a cash partnership, in exchange for a single season partnership.

ENTERTAINMENT TRADE

Agrees to provide Healthy Kids Running Series with mutually agreeable entertainment services (ex. Photographers, DJ's, Face Painters, Photo Booth, etc.) roughly equal to or greater than \$250 in value in lieu of a cash partnership, in exchange for a single season partnership.

ALL PARTNERSHIPS INCLUDE THE FOLLOWING:

- Partner provided signage may be displayed at all races during the longevity of the season
- Logo on website Town Page, promotional flyer and social media channels
- Distribution of sponsor provided coupons, give-away items, and/or promotional materials
- Vendor space each week (5 weeks) of the Series (partner to provide table, chair, tent, etc.)
- Promotion of partner codes, sales, specials, events via social media and email blasts to the series database
- Three (3) free registrations





TRADE PARTNERSHIPS

TRADE FACILITIES & OTHER | DONATIONS

TRADE FACILITIES & OTHER

Agrees to provide Healthy Kids Running Series with mutually agreeable goods or services, including a facility rental/permit for the five weeks, roughly equal to or greater than \$250 in value in lieu of cash partnership, in exchange for the single season partnership.

PARTNERSHIP INCLUDE THE FOLLOWING:

- Partner provided signage may be displayed at all races during the season
- Logo on website Town Page, promotional flyer and social media channels
- Distribution of sponsor provided coupons, give-away items, and/or promotional materials
- Vendor space each week (5 weeks) of the Series (partner to provide table, chair, tent, etc.)
- Promotion of partner codes, sales, specials, events via social media and email blasts to the series database
- Three (3) free registrations

DONATION

If a partner is unable to provide cash or trade equal to or greater than the \$250.00 value of the partnerships above, but would still like to contribute to their local HKRS program, HKRS welcomes both cash and trade donations.

DONATION INCLUDES THE FOLLOWING:

- Logo on website Town Page

TO SPONSOR A RACE VISIT

HealthyKidsRunningSeries.org/sponsor-a-race

