



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

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

RACE BIB TRADE SPONSOR

Trade partner providing Race Bibs
(race numbers, 5 per runner, and pins)

REGISTRATION SPONSOR

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

PRINT TRADE SPONSOR

Trade partner providing print materials, typically flyers and signage

MEDIA TRADE SPONSOR

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

ENTERTAINMENT TRADE SPONSOR

Trade partner providing on-site entertainment services
(e.g. Photographer, DJ, Face Painter, etc.)

FACILITIES TRADE SPONSOR

Trade partner providing facility space

DONATION

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

TO SPONSOR A RACE VISIT

HealthyKidsRunningSeries.org/sponsor-a-race

A photograph of children running in a race on a grassy field. In the foreground, a boy in a red shirt and a girl in a grey shirt are running towards the camera. Other children and adults are visible in the background. The text 'PAID SPONSORSHIP' is overlaid in large white letters, and 'SINGLE SEASON | ANNUAL' is overlaid in smaller white letters below it.

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 local 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

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 by ordering online at <https://www.boulderbibs.com/collections/healthy-kids-running-series>.
- Sponsor will add their logo to the HKRS template bib. Logo must be uploaded directly to Boulder Bibs. The logo submitted to HKRS through the sponsorship form will not transfer to Boulder Bibs.
- Orders must be delivered two weeks prior to the first race date and delivered to the local Community Coordinator either via mail or in person.
- Sponsor works with the local Community Coordinator to determine the quantity of bibs needed.

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 ORDER ONLINE](#)

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 local 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.

FACILITIES 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 local 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

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 the general HKRS Registration Assistance Fund

Sponsor agrees to support registration for a predetermined number of runners (minimum of 5) valued at \$45 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 local 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





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 and give-aways
- Healthy food, snacks, and drinks (e.g. water, fruit)

All items must be approved by the local Community Coordinator before drop-off and distribution arrangements can be made. No items are permitted to be distributed at races without prior approval. 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/Marketing 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: 80-8779739) 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

HealthyKidsRunningSeries.org/sponsor-a-race

