



# Local Partnership Opportunities

A simple, high-value way to support the Series and connect with local families!

## Sponsor & Donor Levels Overview

Benefit	Paid Sponsor	Presenting Sponsor	Registration Sponsor	Bib Sponsor	Trade Sponsor	In-Kind or Cash Donor
<b>Season Cost</b>	\$300 (1 season) / \$550 (2 seasons)	\$800 (1 season) / \$1400 (2 seasons)	\$250+ per season (minimum 5 registrations, \$50 value each)	Varies	\$300 minimum in value	Any amount
Yard Sign (18x24")	1 sign	2 signs	—	—	—	—
Additional signage provided by sponsor	✓	✓	✓	✓	✓	—
Table signage provided by donor	—	—	—	—	—	✓
Logo on website, registration page, & flyer	✓	✓	✓	✓	✓	—
Vendor space at all races (up to 5)	✓	✓	✓	✓	✓	—
Free registrations	3	5	—	3	3 Facility Sponsor ONLY	—
Opportunity for promotion via email & social media	✓	✓	✓	✓	✓	✓
Thank you shout out via social media	✓	✓	✓	✓	✓	✓
Distribution of partner provided coupons, giveaways, promotional materials.	✓	✓	✓	✓	✓	—
Named "Presenting Sponsor" of the Series	—	✓	—	—	—	—
Category Exclusivity	—	✓	—	—	—	—
Logo on Series t-shirts	—	✓	—	—	—	—
Dedicated Sponsor Email (1 per season)	—	✓	—	—	—	—
Logo displayed on race bibs	—	—	—	✓	—	—

### Additional Notes

- Sponsorships are nonrefundable
- HKRS makes every effort to run the local Series for two seasons
- If a Series does not run a second season, sponsor can:
  - Transfer to another local Series or
  - Benefits when the Series resumes

### Join us!



<https://healthykidsrunningseries.org/sponsor-a-race/>



# Sponsorships vs. Donations

## Overview of Paid Sponsors & Donors

### SPONSOR

### DONOR

#### Who Can Participate?

Typically businesses (sometimes individuals) aligned with HKRS' family-friendly, healthy values

Anyone:  
Individuals, families, businesses

#### Where Does the Money Go?

Directly offsets Series expenses on the end-of-season Financial Statement (facility fees, insurance, shirts, medals, trophies, race day supplies, etc.)

Local Series Development Fund (Marketing Fund) for pre-approved growth and Series enhancement purchases (paid ads, race day extras, etc.)

#### Benefits Received?

- ✓ Logo on HKRS town page
- ✓ Logo on flyers, RunSignup, and shoutouts on social media/email
- ✓ Free registrations (# varies)
- ✓ Race-day signage (# varies)
- ✓ Presenting Sponsors ONLY:  
Logo on t-shirt

None (purely charitable)  
Coordinators may give a thank you shoutout

#### Tax Status?

Not always considered charitable due to exchange of benefits (consult tax professional)

Generally considered a charitable contribution

#### How to Participate?

Complete Sponsor/Donor Form, submit high-res logo, and send payment

Complete Sponsor/Donor Form or donate during registration process in RunSignup to the Local Development Fund

#### Payment Method?

Credit Card or Check

Credit Card or Check

#### Quick Overview

- Sponsorship = Partnership
- Financial support in exchange for promotional benefits
  - Helps directly cover Series expenses
  - Provides business visibility

- Donation = Support
- Given freely
  - No benefits received
  - Helps grow and enhance the Series

