

More ways to make a difference in 2024!



# Take Part Be a Partner

South Bend | 5K Fitness Walk | 5K Run | 10K Run | Half Marathon



**SUNBURST**  
races

Benefiting Beacon Children's Hospital

# Your support gives them hope and keeps their care close to home

Partner with Sunburst Races 2024 and show your support for the kids in our community and our region's only Children's Hospital.

Sunburst Races has been benefiting Beacon Children's Hospital since 2011. Race proceeds directly support the Child Life and Creative Services Program.

Sunburst Races is one of the largest community events in Northern Indiana.

On Saturday, June 1, 2024, nearly 5,000 runners, walkers, spectators and volunteers from across the U.S. will join forces to benefit the health and well-being of our children.

Your partnership helps keep their care close to home at Beacon Children's Hospital. Sunburst offers several partnership opportunities, perfect for investing in the welfare of our children and families in need, while reinforcing your brand image among thousands of spectators and participants. Join us today!



## Help keep our kids running strong!

# 2024 Presenting Sponsor Opportunity



(One opportunity, fulfilled by KeyBank)  
June 1, 2024

## South Bend

Half Marathon, 10K Run,  
5K Run, 5K Walk

Exclusive Presenting Partner*	✓
Featured on registration page	✓
Featured in social media campaigns	✓
Featured on all promotional print	✓
Prominent logo placement on all participant and volunteer shirts	✓
Prominent logo placement on bibs of all races	✓
Banner placement (physical & digital) throughout packet pickup, start and finish areas	✓
Free registrations	75
Free booth at Packet Pickup & on Race Day	✓
Logo on website's main page and on registration page	✓
Free partner provided flyer in all participant bags (5,000 copies due by Feb 16, 2024)	✓
Opportunity to officially start a race	✓
Race Day Recognition	✓

# 2024 Platinum Sponsor Opportunities



**\$10,000**  
(8 Opportunities available)  
June 1, 2024

	<b>South Bend</b> Half Marathon, 10K Run, 5K Run, 5K Walk
Featured on registration page	✓
Featured in social media campaigns	✓
Featured on promotional print	✓
Logo placement on participant and volunteer shirts	✓
Logo placement on bibs of all races	✓
Banner placement (physical & digital) throughout start & finish areas	✓
Free registrations	50
Free booth on Race Day (sponsor to provide own 10x10 pop-up tent)	✓
Logo on website's main page & on registration page	✓
Free partner provided flyer in all participant bags (5,000 copies due by Feb 16, 2024)	✓
Race Day Recognition	✓

# 2024 Tiered Sponsor Opportunities



	Gold \$7,500 (unlimited)	Silver \$5,000 (unlimited)	Bronze \$2,500 (unlimited)
Featured in social media campaigns	✓	✓	✓
Logo placement on volunteer shirts	✓	✓	✓
Digital logo recognition throughout start & finish areas	✓	✓	✓
Free registrations	30	15	5
Logo on website's main page & on registration page	✓	✓	✓
Race day recognition	✓	✓	✓
Free partner provided flyer in all participant bags (5,000 copies due by Feb 16, 2024)	✓	✓	✓

# 2024 Speciality Sponsor Opportunities

## Post-Race Party Sponsor (One opportunity) **\$7,500**

Help us celebrate big in The Bend! As the post-race party sponsor your support will enable us to provide a fun and lively atmosphere for our hard-working runners and walkers. The celebration will take place in a high-traffic area with prominent placement of your logo. With your support, the party will include a tent (for shade and comfort) along with a live band and plenty of opportunities for photos and memory-making.

- Featured in social media campaigns
- Logo placement on volunteer shirts
- Physical & digital logo recognition throughout start & finish areas
- Exclusive logo placement in celebration tent
- 2 physical banners placed in finish line chute
- Verbal recognition/thank you via band throughout post-race celebration
- Logo on website's main page and on registration page
- Free partner provided flyer in all participant bags  
(5,000 copies due by Feb 16, 2024)



## Race Photography Sponsor (One opportunity) **\$5,500**

Shirts, medals and race photos are the most valued post-race keepsakes. Get your logo/brand in front of thousands by serving as the race photography sponsor. All race photos (thousands of them) are branded with your logo, providing a "big bang for your buck!" Most runners share their photos online which exponentially increases your brand exposure.

2023 Photography Stats: *Emails Opened: 1,930 | Email Clicks: 1,437*  
*Site Visits: 3,116 | Photo Downloads: 7,148*

- Exclusive logo placement on race photos
- Featured in social media campaigns
- Logo placement on volunteer shirts
- Digital logo recognition throughout start & finish areas
- Logo placement on website's main page and on registration page
- 15 free registrations
- Race day recognition



## On-Course Entertainment Sponsor (One opportunity) \$3,000

Fulfilled by: South Bend Int. Airport

It is hard work running 3.1, 6.2 or 13.1 miles. Help us encourage and inspire our runners by sponsoring our course entertainment. With your help, we can fill the Sunburst course with live music, smiles, cheer stations, high-fives, and more! When legs get tired and the finish line feels far away, there is nothing like extra support to offer much-needed motivation. With your partnership, we can offer the best on-course experience while promoting your brand.

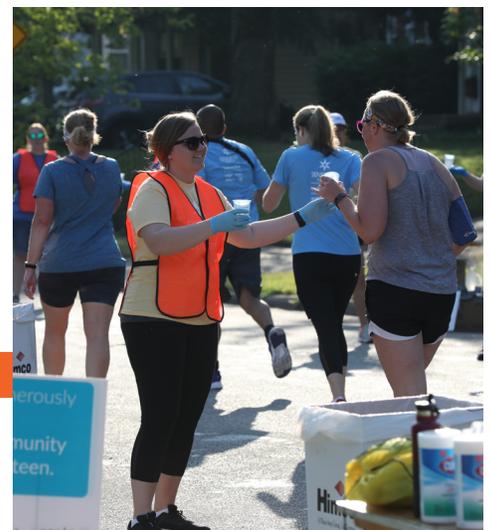
- Featured in social media campaigns
- Logo placement on volunteer shirts
- Up to 4 yard signs at each entertainment station along the course ("entertainment generously provided by your name")
- Physical & digital logo recognition throughout start & finish areas
- Logo placement on website's main page & registration page
- Free partner provided flyer in all participant bags (5,000 copies due by Feb 16, 2024)
- Race day recognition



## Participant Hydration Sponsor (One opportunity) \$3,000

Fulfilled by: Granger Community Church

- Featured in social media campaigns
- Logo placement on volunteer shirts
- Digital logo recognition throughout start & finish areas
- Logo placement on website's main page & registration page
- Up to 4 yard signs at each aid station ("Hydration generously provided by: your name")
- 5 free registrations
- Free partner provided flyer in all participant bags (5,000 copies due by Feb 16, 2024)
- Race day recognition



## Corporate Team/VIP Tent Sponsor \$2,000

2 of 3 fulfilled

- Featured in social media campaigns
- Logo placement on volunteer shirts
- Physical & digital logo recognition throughout start & finish areas, and in the corporate tent
- Logo placement on website's main page & registration page
- Logo & special recognition included on all corporate team promotion & email communication
- 5 free registrations
- Free partner provided flyer in all participant bags (5,000 copies due by Feb 16, 2024)
- Race day recognition

## Family Fun Zone Sponsor (One opportunity) \$2,000

Help us provide an excellent experience for our youngest Sunburst participants by sponsoring a variety of family-friendly activities (face painting, balloon animals, crafts, games, etc.). On race day, the family fun zone is located in a high-traffic area that will allow for excellent branding opportunities for your organization.

- Featured in social media campaigns
- Logo placement on volunteer shirts
- Physical & digital logo recognition throughout start & finish areas, and in the family fun zone
- Logo placement on website's main page & registration page
- Race day recognition



## Pacer Sponsor (One opportunity) \$1,000

Pacers are professionals who help runners reach their goals – whether that is meeting a qualifying time, achieving a personal record or completing a challenging distance. Many runners benefit from the added support of pacers. When the race gets tough, a pacer is there to offer support and encouragement every step to the finish line – this is a game changer for many!

- Logo placement on pacer's signage
- Featured in social media campaigns
- Logo placement on volunteer shirts
- Digital logo recognition throughout start & finish areas
- Logo placement on website's main page & registration page
- Race day recognition



## In Kind Partner (Unlimited opportunities)

As you can imagine, a wide variety of items are needed for the successful execution of the race - everything from safety pins to vehicles used on the course. The list of necessary supplies feels almost endless. Reach out to us today and let's see how we can partner to make a difference in the lives of sick children while positively promoting your business. Together, we can do great things!

- Featured in social media campaigns
- Logo placement on volunteer shirts
- Physical & digital logo recognition throughout start & finish areas
- Logo placement on website's main page & registration page
- Free partner provided flyer in all participant bags (5,000 copies due by Feb 16, 2024)
- Race day recognition



Jordan, Child Life Specialist & Micky, Facility Dog

## Logo Promotional Sponsorship (Unlimited opportunities) \$500

Looking for a cost-effective way to support Sunburst Races and our local community? Consider our logo promotional sponsorship. For just \$500 we will place your logo on our homepage, sunburstraces.org, and on our registration platform, RunSignup.com.

In 2023, our homepage received 21,048 views and the average number of sponsor/logo views on our registration platform was 82,292!

This is a simple and highly effective tool to give your brand significant exposure while supporting the kids and families of Beacon Children's Hospital.



Cambrae, Music Therapist

# 2023 Marketing Reach

## Social Media Reach



Google Adwords:  
618,321



Facebook:  
1,394,062

## Web Visits Impressions



21,048

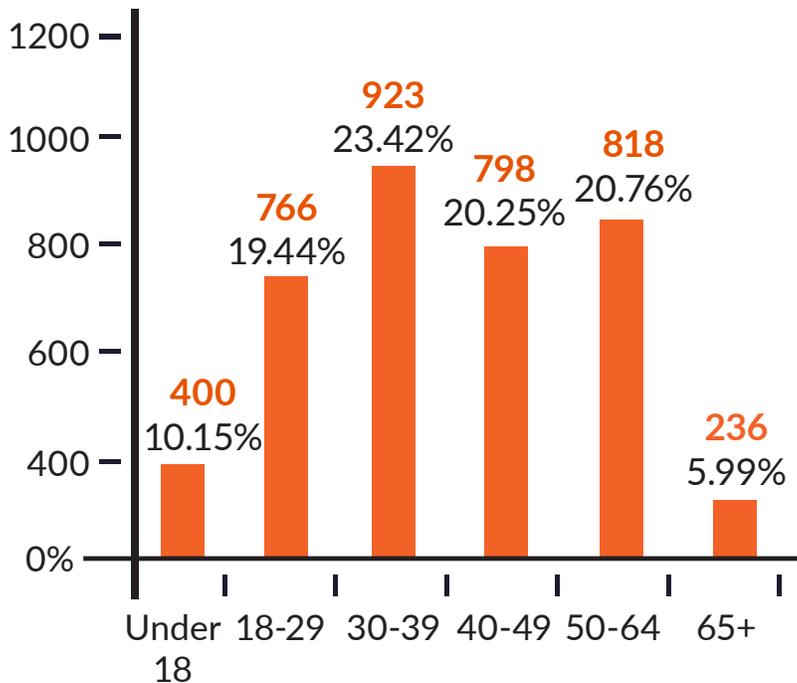
## Social Media Impressions



Total sent to  
1,836,460

# 2023 Race Demographics

## Ages



## Participants and Volunteers



3,941  
(Infant - 84 years)

200+ volunteers

## Across the globe



Race participants represented  
33 states and 5 countries



**Thank you for your support!**

Keeping us closer to home  
[beacon.health/childrens](https://beacon.health/childrens)

For more information:



574.647.6613



[sunburst@beaconhealthsystem.org](mailto:sunburst@beaconhealthsystem.org)

Connect with us:



[SunburstRaces.org](https://SunburstRaces.org)



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