

More ways to make a difference in 2025!



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 2025 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, May 31, 2025, nearly 5,000 runners, walkers, spectators and volunteers 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!



SunburstRaces.org

2025 Presenting Sponsor Opportunity



(One opportunity, fulfilled by KeyBank)
May 31, 2025

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 (4,500 copies due by Feb 28, 2025)	✓
Opportunity to officially start a race	✓
Race Day Recognition	✓

2025 Platinum Sponsor Opportunities



\$10,000
(8 Opportunities available)
May 31, 2025

South Bend 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 (4,500 copies due by Feb 28, 2025)	✓
Race Day Recognition	✓

2025 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	10
Free booth on Race Day (sponsor to provide own 10x10 pop-up tent)	✓	✓	✓
Logo on website's main page & on registration page	✓	✓	✓
Race day recognition	✓	✓	✓
Free partner provided flyer in all participant bags (4,500 copies due by Feb 28, 2025)	✓	✓	

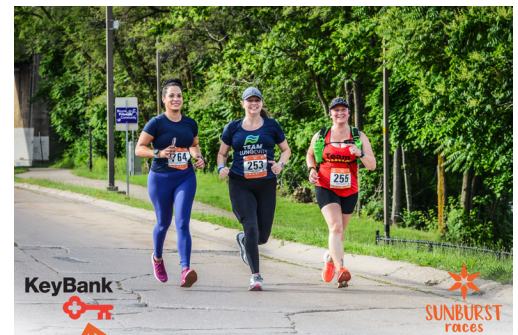
2025 Speciality Sponsor Opportunities

Race Photography Sponsor (One opportunity) \$3,500

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 are branded with your logo, providing a “big bang for your buck!” Most runners share their photos online which exponentially increases your brand exposure.

Your logo on more than 30,000 race day photos! 2024 photos were viewed by 83.13% of participants.

- 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
- 12 free registrations
- Race day recognition



Your Logo Here!



Live band playing at 2024 post-race party

Post-Race Party Sponsor (Two opportunities) \$3,000

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 area
- 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 (4,500 copies due by Feb 28, 2025)



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

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 (4,500 copies due by Feb 28, 2025)
- Race day recognition



SunburstRaces.org

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

It takes a significant amount of fluids to keep thousands of runners and walkers adequately hydrated. Help us offset the cost of water and Gatorade, by serving in the role of hydration sponsor. We certainly thank you and our thirsty, hardworking participants will too!

- 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 on-course aid station ("Hydration generously provided by: your name")
- Free partner provided flyer in all participant bags (4,500 copies due by Feb 28, 2025)
- Race day recognition



Overall Awards Sponsor (One opportunity) **\$2,500**

Winning a race of our size deserves to be highly celebrated! We award our top three male and female winners in the open (under age 40) and masters (over age 40) categories. We've found that gift cards are super popular awards and we can customize them with your business logo. Show your support for those who train hard and perform the best on race day.

- Logo and special thank you on all overall awards (36 total)
- 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
- Special recognition during onsite awards celebration
- 5 free registrations
- Race day recognition



Corporate Team/VIP Tent Sponsor (Three opportunities) **\$2,250**

Corporate Teams are a popular option for Sunburst Races. Each year we typically have 80+ teams with ~2,000+ walkers and runners. At the finish, there is a dedicated space for these individuals to gather, socialize, eat and celebrate. With your sponsorship, we can elevate their experience while highlighting your organization.

- 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
- Free booth on Race Day (sponsor to provide own 10x10 pop-up tent)
- 5 free registrations
- Race day recognition



Cool Down/Recovery Zone (One opportunity) **\$1,800**

Running and walking increases body temperature and heart rate – this is especially true when the weather is hot and humid. Sunburst finishers need a dedicated space to chill out (literally). With your support, we can offer a shaded tent, a misting spray system, seating and mats for stretching and recovery. After 3-13 miles, nothing feels better than an opportunity to sit down and cool off!

- Featured in social media campaigns
- Logo placement on volunteer shirts, website main page & registration page
- Physical & digital logo recognition throughout start & finish areas
- Exclusive logo placement in the cool down/recovery zone
- Race day recognition



SunburstRaces.org

Family Fun Zone Sponsor (Three opportunities) \$1,000

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, magic show, 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) \$750

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
- Digital logo recognition throughout start & finish areas
- Logo placement on website's main page & registration page
- Race day recognition



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 \$500 we will place your logo on our homepage, sunburstraces.org, and on our registration platform, RunSignup.com.

In 2024, our RunSignup page received 164,981 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.



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
- Race day recognition



Cambrae, Music Therapist at Beacon Children's Hospital

Please note: The Sunburst sponsorship packages are flexible. If you see an opportunity, but it doesn't quite meet your needs or budget, it can be adjusted. We will work with you to identify the best options to promote the race and Beacon Children's Hospital while highlighting your brand image and maximizing exposure. We are committed to making our partnerships a win-win for all! With an average of more than 80,000 views on our sponsor logos, we offer a tremendous opportunity for substantial impact.



SunburstRaces.org

2024 Marketing Reach

Social Media Reach



Google Adwords:
449,432



Facebook:
585,096

RunSignUp Site Visits



164,981

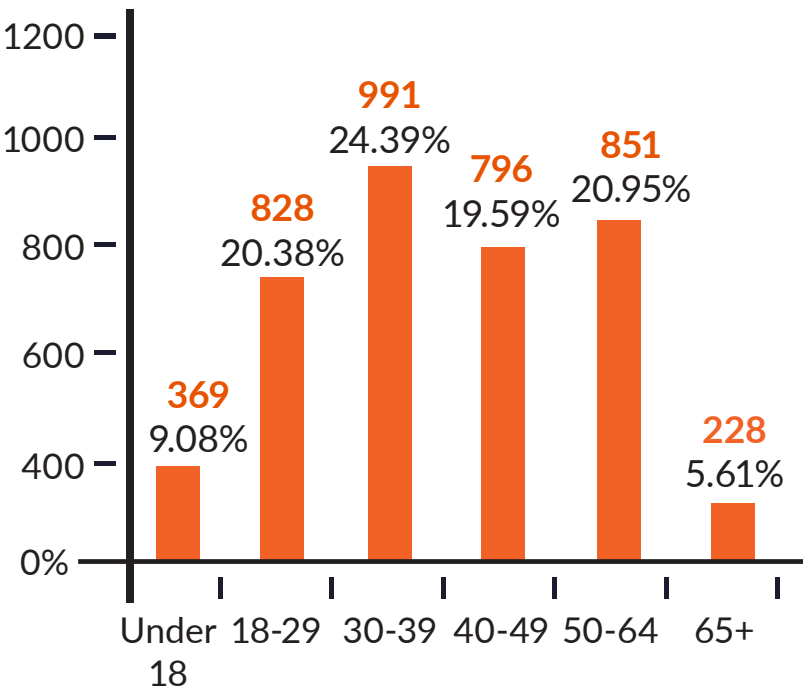
Social Media Impressions



1,134,400

2024 Race Demographics

Ages



Participants and Volunteers



4,064
(Infant - 89 years)
300+ volunteers

Across the globe



Race participants represented
31 states and 3 countries



Thank you for your support!

Keeping us closer to home
beacon.health/childrens

For more information:



574.647.6613



sunburst@beaconhealthsystem.org

Connect with us:



SunburstRaces.org



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