

More ways to make a difference in 2026!



# 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 2026 and show your support for the kids in our community and our region's only children's hospital.

Since 2011, proceeds from Sunburst Races has gone to directly support the Beacon Children Hospital's Child Life and Creative Services programs.

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

On Saturday, May 30, 2026, 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!

 **SUNBURST races**

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

# 2026 Presenting Sponsor opportunity



(one \$26,000 opportunity)  
May 30, 2026

**South Bend**  
Half Marathon, 10K Run,  
5K Run, 5K Walk

- ✓
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- 40
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- 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
- 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  
*(5,100 copies due by March 6, 2026)*
- Opportunity to officially start a race
- Race Day Recognition

# 2026 Platinum Sponsor opportunities



**\$10,500**  
(eight opportunities available)  
May 30, 2026

## 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	25
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 (5,100 copies due by March 6, 2026)	✓
Race Day Recognition	✓

# 2026 Tiered Sponsor opportunities



	Gold \$7,750 (unlimited)	Silver \$5,250 (unlimited)	Bronze \$2,750 (unlimited)
Featured in social media campaigns	✓	✓	✓
Logo placement on volunteer shirts	✓	✓	✓
Digital logo recognition throughout start & finish areas	✓	✓	✓
Free registrations	15	10	5
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 (5,100 copies due by March 6, 2026)	✓	✓	

# 2026 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! 2025 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
- 6 free registrations
- Race day recognition



— Your Logo Here!



Live band playing at 2025 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  
(5,100 copies due by March 6, 2026)



## 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  
(5,100 copies due by March 6, 2026)
- Race day recognition



## 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 (5,100 copies due by March 6, 2026)
- Race day recognition



## Corporate Team/VIP Tent Sponsor (four 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



## Overall Awards Sponsor (one opportunity) \$2,000

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
- 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



## 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 (five 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](#), and on our [registration platform](#).

In 2025, our RunSignUp page received 179,531 views and the average number of sponsor/logo views on our registration platform was 80,831!

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](https://SunburstRaces.org)

## Community Impact Village Sponsorship (five opportunities) **\$1,500** for community-focused nonprofits

Participation in this partnership offers nonprofit organizations a meaningful presence in our post-race Community Impact Village tent, where runners and walkers gather to celebrate and connect after crossing the finish line. This dedicated space allows organizations to share their mission, engage with finishers, and create a welcoming, uplifting experience that highlights the power of community, service, and youth involvement.

Sponsors may decorate their table, provide giveaways, connect with potential volunteers, and celebrate race participants in a family friendly environment. This is a new and special way to offer heartfelt opportunity to elevate community partners and extend impact beyond race day. Partners will work directly with Sunburst Races throughout the registration process to help promote participation in the race as walkers, runners, volunteers, or spectators. Be a part of a powerful finish line experience that uplifts our community and connects you with potential future supporters.

- Featured in social media campaigns
- Logo placement on volunteer shirts
- Logo placement on website's main page & registration page
- Exclusive signage posted in the Community Celebration Village Tent
- Race day recognition



## Spirit Station Volunteer Sponsor (unlimited opportunities)

Want to be part of race day but unable to make a significant financial contribution? No problem! Rally your team and join us as a Spirit Station Volunteer Team - a fun, high-energy way to support our community while building internal team engagement.

Your team will be stationed along the course with one important mission: hype up thousands of runners and walkers. Cheer loudly, ring cowbells, give endless high-fives, play music, dance, hold encouraging signs, decorate with a theme, and bring the energy when participants need it most.

If you want to have the most epic spirit station we have some wildly fun ideas for you – gummy bear forest (decorate your station and hand out gummy bears), citrus splash station (offer orange slices and spray bottles for misting), photo moment station (backdrop and props that allow runners to capture a fun moment mid-race), karaoke sing-along station (your team sings to popular songs bringing laughter and energy).

If you're looking for a creative, low-cost, hands-on, and enthusiastic way for your team to bond while giving back, this is it! Spirit Station volunteers play a key role in enhancing the race day experience and providing a much needed boost of motivation and excitement for participants. Let your company and commitment to our community shine! To maximize the fun and showcase your brand, we encourage teams to wear their organization's logo.

As a thank you for your support, your company logo will be featured on our [homepage](#) and on our [registration platform](#)

In 2025, our RunSignup page received 179,531 views, with an average of 80,831 sponsor logo views.



# 2025 Marketing Reach

## Social Media Reach



Google Adwords:  
805,630



Facebook:  
714,284

## RunSignUp Site Visits



179,531

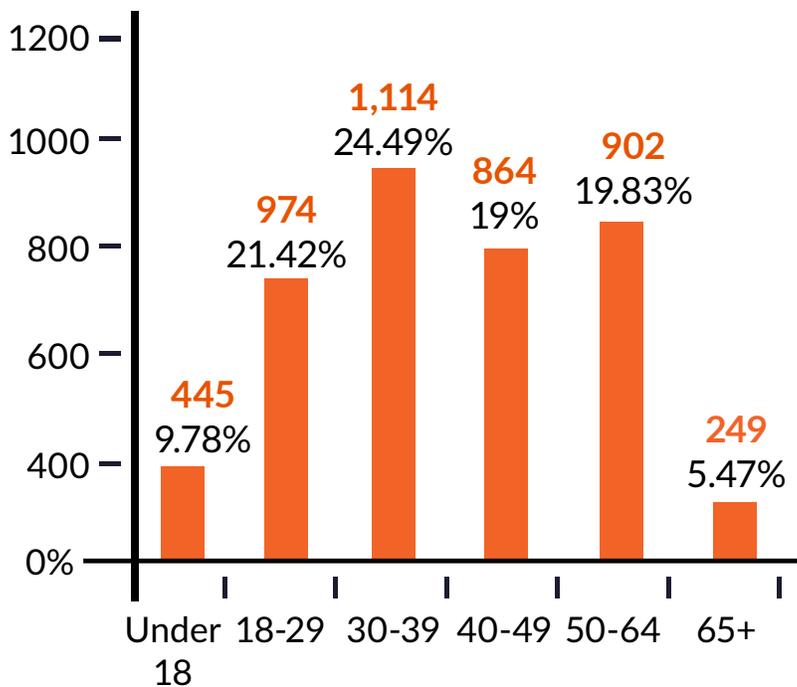
## Social Media Impressions



1,519,914

# 2025 Race Demographics

## Ages



## Participants and Volunteers

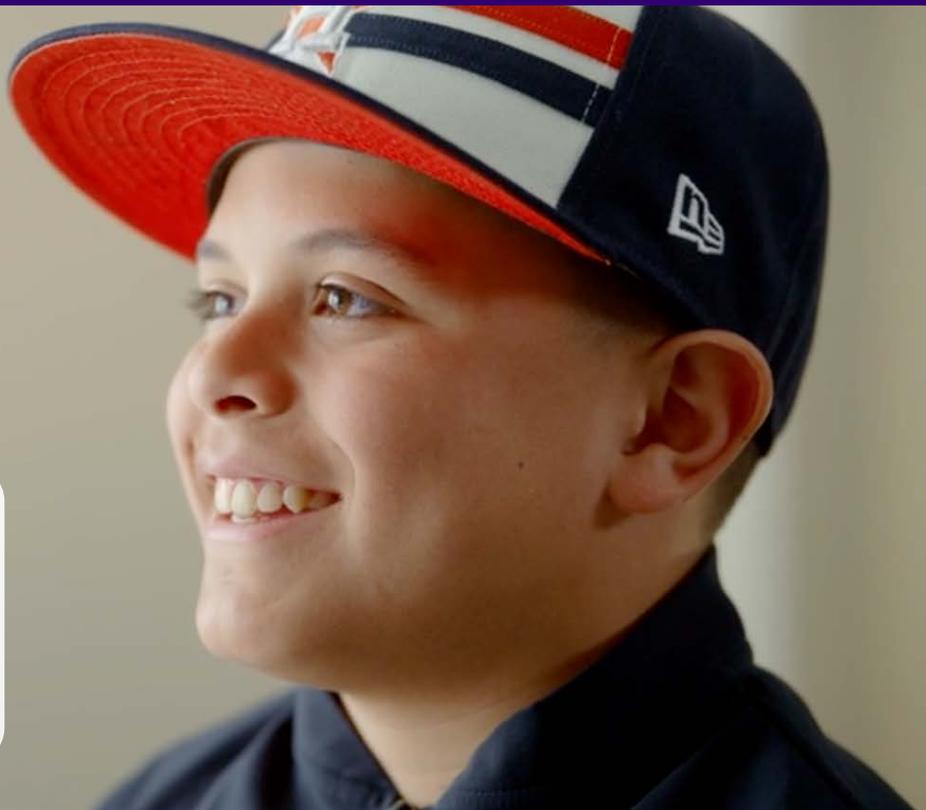


4,550  
(Infant - 89 years)  
280+ volunteers

## Across the globe



Race participants represented  
31 states and 3 countries



**Thank you for  
your support!**

Keeping us closer  
to home

[beacon.health/childrens](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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