



2025 SPONSORSHIP GUIDE

Sunday, February 23rd, 2025
Independence Park
3449 Pearland Pkwy, Pearland, TX 77581

ABOUT THE PEARLAND HALF MARATHON:

The 7th annual Pearland Half Marathon, 10K, 5K, Family and KidsK is set to take place on February 23, 2025! The Pearland Half Marathon attracts runners and walkers from all over and we are excited to see even more take to the streets this year!

Sponsorship of the Pearland Half Marathon provides area businesses and organizations a unique opportunity to become partners in the event. Your sponsorship will illustrate your commitment to the community, healthy living, and fun, family events!

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR (LIMIT ONE)

- 👉 **Exclusive naming rights for the event as the Presenting Sponsor.**
- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, postcards, banners, and print ads.
- 👉 Top logo placement on all start/finish line and additional race day banners.
- 👉 Company representative named honorary announcer of the event.
- 👉 Logo on the FRONT of all race participant t-shirts.
- 👉 Dedicated Press Release announcing the partnership to state-wide media.
- 👉 Prominent company recognition on the event website with click-through.
- 👉 Permanent logo inclusion on monthly Houston Running Co. newsletters (Distribution: 80,000)
- 👉 Exposure through social media campaigns (Facebook and Instagram).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 15 complimentary entries

SPONSORSHIP FEE: \$15,000



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GOLD SPONSORSHIP

- 🍷 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, postcards, banners, and print ads.
- 🍷 **Exclusive logo placement on neck ribbon of finisher medals.**
- 🍷 Logo placement on all start/finish line and additional race day banners.
- 🍷 Logo on the BACK of all race participant t-shirts.
- 🍷 Company recognition on the event website with click-through.
- 🍷 Logo inclusion on monthly Houston Running Co. newsletters (Distribution: 80,000).
- 🍷 Exposure through social media campaigns (Facebook and Instagram).
- 🍷 Opportunity to provide a promotional item or flyer in participant race bags.
- 🍷 Dedicated tent space at event post-race party
- 🍷 10 complimentary race entries

SPONSORSHIP FEE: \$10,000

SILVER SPONSORSHIP

- 🍷 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, postcards, banners, and print ads.
- 🍷 **Exclusive logo placement on all participant race BIBS.**
- 🍷 Logo placement in finish line corral.
- 🍷 Logo placement on the BACK of all race participant t-shirts.
- 🍷 Company recognition on the event website.
- 🍷 Logo inclusion on monthly Houston Running Co. newsletters (Distribution: 80,000).
- 🍷 Exposure through social media campaigns (Facebook and Instagram).
- 🍷 Opportunity to provide a promotional item or flyer in participant race bags.
- 🍷 Dedicated tent space at event post-race party
- 🍷 7 complimentary race entries

SPONSORSHIP FEE: \$7,500



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BRONZE SPONSORSHIP

- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, postcards, banners, and print ads.
- 👉 **Exclusive Gear Check sponsorship.**
- 👉 Logo placement on the BACK of all race participant t-shirts.
- 👉 Company recognition on the event website.
- 👉 Logo inclusion on monthly Houston Running Co. newsletters (Distribution: 80,000).
- 👉 Exposure through social media campaigns (Facebook and Instagram).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 Five complimentary race entries

SPONSORSHIP FEE: \$5,000

PACKET PICK-UP SPONSOR (LIMIT 2)

- 👉 Host a packet pick-up at your place of business.
- 👉 Company recognition on the event website.
- 👉 Logo placement on the BACK of all participant t-shirts.
- 👉 Logo inclusion on monthly Houston Running Co. newsletters (Distribution: 80,000).
- 👉 Exposure through social media campaigns (Facebook and Instagram).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.

SPONSORSHIP FEE: \$2,500

* Please be advised that to host a successful packet pick-up there are requirements that will need to be met:

- Business must be able to accommodate a 10x20 space for setup and additional room for participants. (lines can get pretty long and peak times)
- Must provide reasonable access to utilities (i.e., power, restrooms, etc.)
- Parking accessibility for up to a minimum of 20 vehicles at one time.
- Business hours must allow for setup 1.5 hours prior to packet pick-up and 1-hour post packet pick-up for tear down.



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HYDRATION SPONSOR (LIMIT 5)

- 🍹 Logo placement on the BACK of all participant t-shirts.
- 🍹 Company signage at water stations.
- 🍹 Company recognition on the event website.
- 🍹 Logo inclusion on monthly Houston Running Co. newsletters (Distribution: 80,000).
- 🍹 Exposure through social media campaigns (Facebook and Instagram).
- 🍹 Opportunity to provide a promotional item or flyer in participant race bags.
- 🍹 Dedicated tent space at event post-race party

SPONSORSHIP FEE: \$1,000

IN-KIND FOOD & BEVERAGE SPONSOR / COMMUNITY PARTNER

- 🍹 Company recognition on the event website.
- 🍹 Logo placement on the BACK of all participant t-shirts.
- 🍹 Logo inclusion on (2) race newsletters (Distribution: 80,000).
- 🍹 Exposure through social media campaigns (Facebook and Instagram).
- 🍹 Opportunity to provide a promotional item or flyer in participant race bags.
- 🍹 Dedicated tent space at event post-race party

SPONSORSHIP FEE: IN-KIND DONATION TRADE (food/beverage only) or \$500

*value of food/beverage donation must equal a minimum of \$350 to receive sponsorship marketing benefits

Thank you for your interest in sponsoring the Pearland Half Marathon and 10K. We look forward to partnering with you! Please feel free to reach out with any additional questions that you might have.

Contact Info:
Randi Schooley
e: randi@houstonrunningco.com
p: 281-639-1862

Houston Running Co.
21215 FM 529, Ste. 710
Cypress, TX 77433



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SPONSORSHIP COMMITMENT FORM

I am committed to _____ sponsorship level.

I have submitted my company logo to Houston Running Co. [CLICK TO SUBMIT LOGO](#)

YOUR COMPANY LOGO IS DUE UPON SUBMISSION OF THIS FORM. LOGOS MUST HIGH-RESOLUTION FORMAT, EITHER .EPS, AI, OR CONVERTED PDF. YOUR FILE MUST BE SCALABLE.

Name of Sponsor/Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

I plan on participating in the in-person event on race day and would like a booth space.

I will provide my own company-branded tent and table.

I do not have my own tent and table; I will need one provided.

I need access to power. (Limited availability)

I DO NOT plan to attend the in-person event.

I will be providing a coupon, flyer, and/or promotional item for the participant race bags.

- These must be received by **Friday, February 7th, 2025**, to be placed in the race packets.

Houston Running Co.,
c/o Pearland Half Marathon Packets
21215 FM 529, Ste. 710
Cypress, TX 77433

- Minimum quantity requested: 1000, additional items can be collected post-event and must be claimed within 2 weeks post-event. Any remaining items will be discarded.



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SPONSORSHIP PAYMENT INFORMATION

To best serve you the following payment options are available, please select the best option.

OPTION 1

Please invoice my company at the address above

OPTION 2

Check payment

Houston Running Co., LLC.
21215 FM 529, Suite 710
Cypress, Texas 77433
e: randi@houstonrunningco.com

OPTION 3

Debit/ Credit Card Payment

Please charge my Mastercard Visa Discover American Express

Name on Card: _____

Card Number: _____ Exp Date: _____ Code: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Signature: _____ Date _____

Pearland Half Marathon Sponsorship Deadline for logo inclusion: February 7th, 2025.