



Take Part Be a Partner

South Bend | 5K Walk | 5K Run | 10K Run | Half Marathon
Granger | 1 Mile Run | 1 Mile Family Walk



**More ways to make a
difference in 2021!**

Meet Rudy and hear his story at
beacon.health/rudy

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

Partner with Sunburst Races 2021 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, September 25, nearly

7,000 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!



Meet Trevor and hear his story at
beacon.health/trevor



Meet Vanessa and hear her story at
beacon.health/vanessa

Help keep our kids running strong!



SunburstRaces.org

2021 Presenting Sponsor Opportunities



Meet Greyson and his story at beacon.health/greyson

\$2,000
(One opportunity
available per location)
August 8, 2021

KeyBank

September 25, 2021

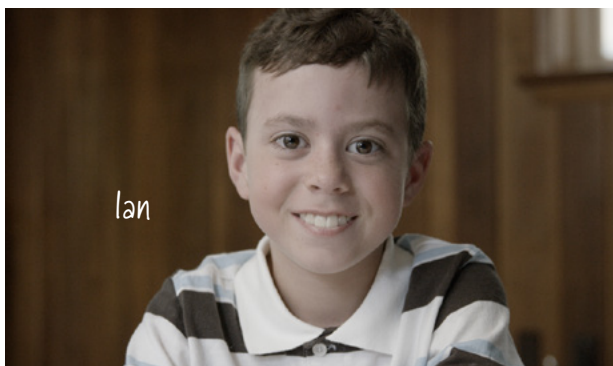
	Granger 1 Mile Run/Walk	South Bend Half Marathon 10K Run, 5K Run, 5K Walk
Exclusive Presenting Partner*	YES	YES
Featured on registration page	YES	YES
Featured in social media campaigns	YES	YES
Featured on all promotional print	YES	YES
Prominent logo placement on all participant and volunteer shirts	YES	YES
Prominent logo placement on bibs of all races	YES	YES
Unlimited (partner provided) banner placement throughout packet pickup, start, course, and finish areas	YES	YES
Free registrations	YES - 15	YES - 75
Free booth at expo with partner provided giveaways	N/A	YES
Logo at top of website's main page and on partnership page	YES	YES
Free partner provided flyer in all participant bags	YES	YES
Opportunity to fire the starting gun	YES	YES
Race Day Recognition	YES	YES

**Partnerships are available per race. Partners will remain exclusive for said event, but will not remain exclusive across other Sunburst events if the package is not accepted as a whole.*



SunburstRaces.org

2021 Platinum Sponsor Opportunities



Meet Ian and his story at beacon.health/ian (coming soon)

\$500
(4 opportunities
available per location)
August 8, 2021

\$10,000
(8 opportunities
available per location)
September 25, 2021

	Granger 1 Mile Run/Walk	South Bend Half Marathon 10K Run, 5K Run, 5K Walk
Featured on registration page	YES	YES
Featured in social media campaigns	YES	YES
Featured on all promotional print	YES	YES
Logo placement on all participant and volunteer shirts Prominent logo placement on bibs of all races	YES	YES
Logo placement on bibs of all races	YES	YES
Up to 6 (partner provided) total banner placements throughout packet pickup, start, course, and finish areas	YES	N/A
Free registrations	YES - 10	YES - 50
Free booth at expo with partner provided giveaways	N/A	YES
Logo on partnership page	YES	YES
Free partner provided flyer in all participant bags	YES	YES
Race Day Recognition	YES	YES

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2021 Specialty Sponsor Opportunities



Granger and South Bend

Keeping us closer to home
beacon.health/childrens

	Gold \$7,500 (unlimited)	Silver \$5,000 (unlimited)	Bronze \$2,500 (unlimited)	Game Face \$7,500 (1 available)	In Kind Partner (unlimited)
Featured in social media campaigns	YES	YES	YES	YES	YES
Logo exclusively branded on all participant photos, which are pushed to participants free of charge				YES	
Logo placement on all volunteer shirts	YES	YES	YES	YES	YES
Total banner placements throughout packet pickup, start, course, and finish areas (partner provided)	4	2	1	4	2
Free registrations	YES - 30	YES - 10		YES - 30	
Free booth at expo with partner provided giveaways	YES	YES		YES	
Logo on registration and partnership pages	YES	YES	YES	YES	YES
Race day recognition	YES	YES	YES		YES
Free partner provided flyer in all participant bags	YES	YES	YES	YES	
Use of iFrame to help gain direct traffic to website (optional)				YES	
Pre-roll advertisement or video to photo's page (optional)				YES	

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2021 Operational Sponsor Opportunities

South Bend

Participant Hydration (One opportunity) \$5,000

- Featured in social media campaigns
- Logo placement on back of volunteer shirts
- Up to 2 (partner provided) total banner placements throughout packet pickup, start, course, and finish areas
- Logo placement on registration and partnership pages
- Up to 4 yard signs at each water stop ("Hydration generously provided by: your name")
- 10 free registrations
- Free partner provided flyer in all participant bags
- Race day recognition



Sarah Tyler - Art Therapist

Pace Team (One opportunity) \$3,500

- Logo exclusively branded on all pacer race shirts and pacer signs
- Featured on pace team's website
- Featured in social media campaigns
- Logo placement on back of volunteer shirts
- Up to 2 (partner provided) total banner placements throughout packet pickup, start, course, and finish areas
- 5 free registrations
- Logo placement on registration and partnership pages
- Free partner provided flyer in all participant bags
- Race day recognition



Pace Team Shirts

Sunburst Electric Car / Support Vehicle

(One opportunity) \$3,000

- Exclusive logo placement on vehicle
- Placement of vehicle in high traffic areas for participant photo opportunities
- Logo placement on back of volunteer shirts
- Logo exposure via on-course usage
- Logo placement on registration and partnership pages
- Free partner provided flyer in all participant bags
- Featured in social media campaigns
- Race day recognition



Cambrae Fox - Music Therapist



SunburstRaces.org

Continued from previous page

Shuttles (One opportunity) \$2,500

- Featured in social media campaigns
- Logo placement on back of volunteer shirts
- Logo placement on registration and partnership pages
- Up to 10 branded yard signs placed at each shuttle pickup and drop-off location
- Free partner provided flyer in all participant bags
- Race day recognition

Coolers (One opportunity) \$2,000

- Featured in social media campaigns
- Logo placement on back of volunteer shirts
- Logo placement on registration and partnership pages
- Free partner provided flyers in all participant bags
- Yard sign placement leading up to, and at all water stops
- Race day recognition

Traffic Cones (One opportunity) \$1,000

- Logo placement on back of volunteer shirts
- Logo placement on registration and partnership pages
- Logo placement on all Sunburst-owned traffic cones
- Free partner provided flyers in all participant bags
- Race day recognition



Art Therapy Room



Atrium



Music Therapy Room

2019 Marketing Reach

*2020 marketing reach unavailable due to COVID-19.

Social Media Reach



Google Adwords:
1,026,758



Facebook:
102,613

Web Visits Impressions



60,055
(Oct. 1, 2018 to June 30, 2019)

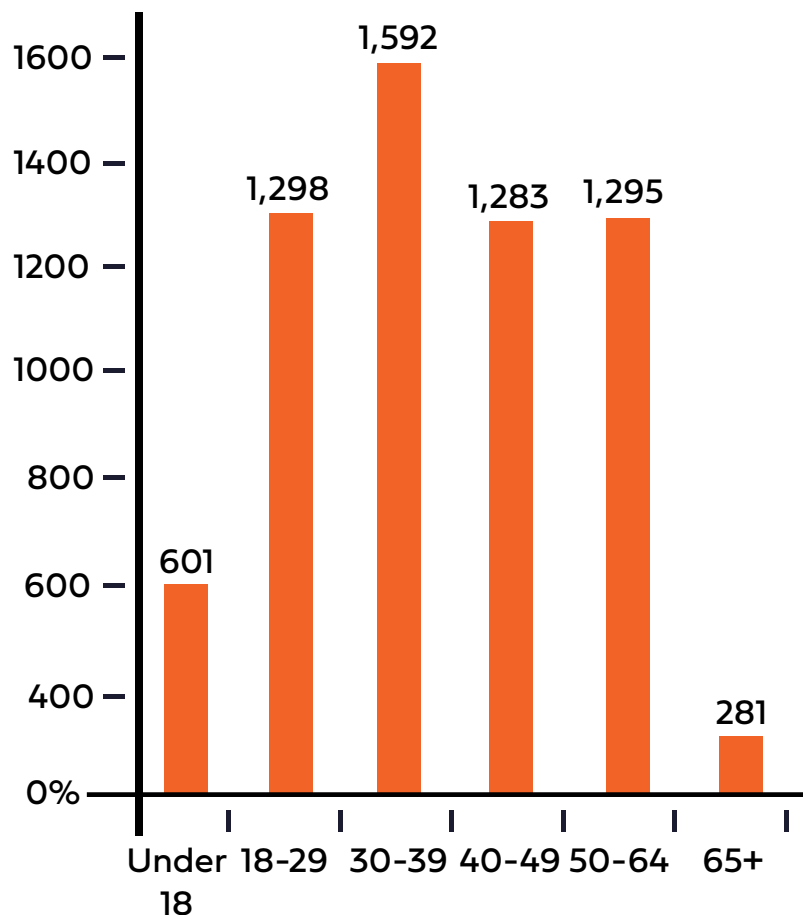
Social Media Impressions



Total sent to
635,316

2019 Race Demographics

Ages



Participants and Volunteers



6,350 race participants
334 volunteers

Gender



Males
2,700



Females
3,650

Across the globe



Race participants represented
35 states and 4 countries



SunburstRaces.org



SUNBURST races

Benefiting Beacon Children's Hospital

For more information:



574.647.6613



sunburst@beaconhealthsystem.org

Connect with us:



SunburstRaces.org



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[SunburstRaces](https://www.instagram.com/SunburstRaces)



**Thank you for
your support!**

Keeping us closer to home
beacon.health/childrens