



Steven

More ways to make a
difference in 2022!

Take Part Be a Partner

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

Granger | 1 Mile Run | 1 Mile Family Walk | Wheelchair

Elkhart | 5 Mile Run



SUNBURST
races

Benefiting Beacon Children's Hospital

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

Partner with Sunburst Races 2022 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 4, 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 Oliver and hear his story at beacon.health/oliver



Meet the Hoese brothers, Cole and Steven and hear their story at beacon.health/hoese

Help keep our kids running strong!



SunburstRaces.org

2022 Presenting Sponsor Opportunities



KeyBank 

(One opportunity available)
June 4, 2022

Transcend
Orthotics & Prosthetics

(One opportunity available)
August, 2022

\$2,000

(One opportunity available)
October, 2022

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

2022 Platinum Sponsor Opportunities



\$10,000

(8 Opportunities available)

June 4, 2022

\$500

(5 Opportunities available)

August, 2022

\$500

(5 Opportunities available)

October, 2022

South Bend

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

Granger

1 Mile
Run, Walk,
Wheelchair

Elkhart

5 Mile Run

Featured on registration page	YES	YES	YES
Featured in social media campaigns	YES	YES	YES
Featured on all promotional print	YES	YES	YES
Logo placement on all volunteer shirts	YES	YES	YES
Logo placement on bibs of all races	YES	YES	YES
Up to 6 (partner provided) total banner placements throughout packet pickup (<i>South Bend only</i>), start, and finish areas	YES	N/A	N/A
Free registrations	YES - 50	YES - 5	YES - 5
Logo on partnership page	YES	YES	YES
Free partner provided flyer in all participant bags	YES	YES	YES
Race Day Recognition	YES	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

2022 Specialty Sponsor Opportunities



South Bend

	Gold \$7,500 (unlimited)	Silver \$5,000 (unlimited)	Bronze \$2,500 (unlimited)	Marathon Foto \$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, and finish areas (partner provided)	4	2	1	4	2
Free registrations	YES - 30	YES - 10		YES - 30	
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	

**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.*

2022 Operational Sponsor Opportunities

South Bend

Participant Hydration (One opportunity) \$5,000

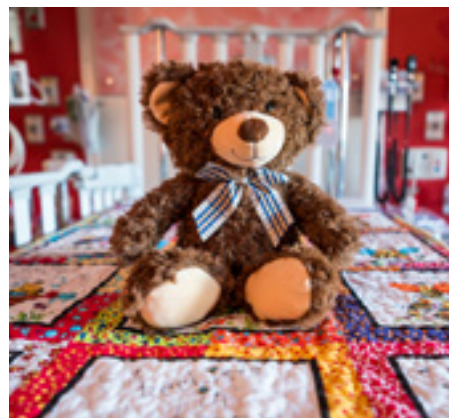
- Featured in social media campaigns
- Logo placement on back of volunteer shirts
- Up to 2 (partner provided) total banner placements throughout packet pickup, start, and finish areas
- Logo placement on registration and partnership pages
- Up to 4 yard signs at each water stop ("Hydration generously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



Atrium

Pace Team (One opportunity) \$3,500

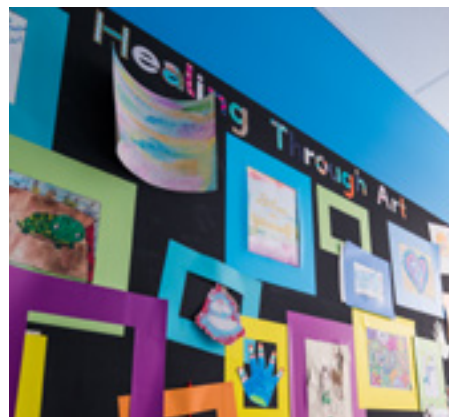
- Logo exclusively branded on all pacer race shirts and pacer signs
- Featured on pace team's website
- Featured in social media campaigns
- Logo placement on back of volunteer shirts
- Up to 2 (partner provided) total banner placements throughout packet pickup, start, and finish areas
- 5 free registrations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



Teddy Bear for each child

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



Healing through art display



SunburstRaces.org

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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



Becky Wachs - Certified Child Life Specialist

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



Cambrae Fox - Music Therapist



Sarah Tyler - Art Therapist

2021 Marketing Reach

Social Media Reach



Google Adwords:
1,396,139



Facebook:
1,250,534

Web Visits Impressions



44,230
(Jan 1, 2021 - Oct. 17, 2021)

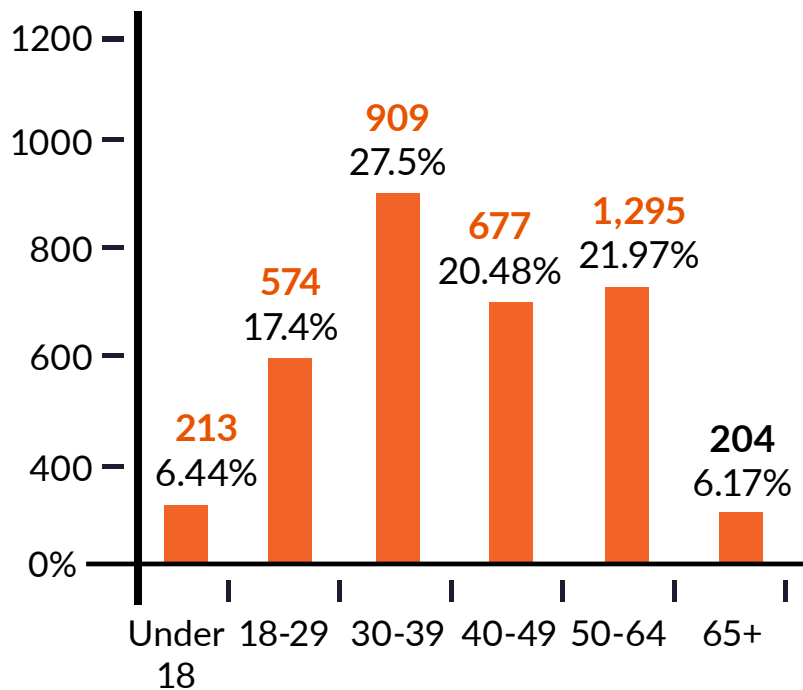
Social Media Impressions



Total sent to
1,250,534

2021 Race Demographics

Ages



Participants and Volunteers



3,305
(youngest 6, oldest 86)

285 volunteers

Gender



Males

1,457 or 44.08%



Females

1,848 or 55.92%

Across the globe



Race participants represented
31 states and 3 countries
(India, Poland, USA)



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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[SunburstRaces](https://Instagram.com/SunburstRaces)



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