

2023 SPONSORSHIP OPPORTUNITIES

Demographic Details



139,248

Diverse Population



37.1

Median Age



57%

Married-Couple
Households



\$75,820

Median
Household Income



74%

Under
Age 55

Run for Rover

Benefiting Carrollton Animal Services
Saturday, February 25

Carrollton Trails 5K

Saturday, April 29

The City of Carrollton's annual 5K races are favorites among both residents and non-residents. In addition to promoting community wellness, the Run for Rover 5K raised more than \$3,000 last year to support and care for animals at the Carrollton Animal Services & Adoption Center. The Carrollton Trails 5K highlights the City's scenic yet functional hike and bike trails. As Carrollton's trail system grows, so does this race. More than 1,500 participants are expected to participate across both 5Ks in 2023.

Sponsor both races for \$3K and receive the Platinum Sponsor benefits for both 5Ks.

2023 Sponsorship Levels

	Platinum Sponsor \$2K+	Gold Sponsor \$1K+	Silver Sponsor \$750+	Bronze Sponsor \$550+	Friend \$250+
Exclusive Branding on a Designated Mile Marker	Yes	No	No	No	No
Space for One Company Inflatable/Banner**	Yes	Yes	No	No	No
Live Mentions*	Yes	Yes	Yes	No	No
Free Race Registrations*	Yes	Yes	Yes	No	No
Logo/Name on Sponsor Banner*	Yes	Yes	Yes	Yes	No
10X10 Booth Space ⁵	Yes	Yes	Yes	Yes	No
Logo on Event T-Shirt*	Yes	Yes	Yes	Yes	Yes
Inclusion of Sponsors' Promotional Items in 5K Bags [†]	Yes	Yes	Yes	Yes	Yes
Ads Targeting DFW and Beyond Prior to Event					
Logo on Print Ads Promoting Event [‡]	Yes	No	No	No	No
Logo on 5K Door Hangers	Yes	No	No	No	No
Gold Leaf on the Tree of Life at the Carrollton Animal Services & Adoption Center (Run for Rover sponsors only)	Yes	Yes	No	No	No
City Distribution Elements Targeting Residents & Businesses Surrounding Carrollton					
Logo/Name to be Placed on:					
Event Flyer	Yes	Yes	No	No	No
Digital Display Ad in City Facilities*	Yes	Yes	Yes	No	No
City Cable Channel	Yes	Yes	Yes	No	No
Press Release Inclusion	Yes	Yes	Yes	Yes	No
Event Webpage with Link*	Yes	Yes	Yes	Yes	No
Facebook Mentions (Parks & Recreation account)*	Yes	Yes	Yes	Yes	No

* Varies in size, quantity, and frequency according to sponsorship level.

**Sponsor must provide their own inflatable/banner. Location will be determined by Event Coordinator.

[†] Sponsors must provide their own promotional items to the Event Coordinator for inclusion in the 5K bags by the listed deadline.

[‡] Media buy and elements will vary, but reach will remain consistent.

⁵ Location determined by Event Coordinator based on level and business classification. Sale or promotion of merchandise or services must be preapproved by the City of Carrollton, and any information provided to attendees must pertain to your company.



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