



RMHC®
Northwest Florida

FIRECRACKER 5K

SATURDAY, JULY 4TH

Sponsorship Guide 2026

PRESENTING SPONSOR | \$5,000

Visibility

- Tied to event as Presenting Sponsor on all advertising
- Displayed on finish line banner
- Printed on event t-shirt
- Water station on race route

Recognition

- Table set up at expo
- Banner displayed at pickup and race day
- Banner displayed at water station
- Mentioned within RMHC newsletter, website, and social media
- Table set up on race day
- Mentioned by MC during race day announcements

Goodies + Extras

- Complimentary race entries: 5
- First right of renewal for 2026

RACE BIB SPONSOR | \$4,000

Visibility

- Logo featured alongside RMHC logo on every race bib
- Printed on event t-shirt

Recognition

- Table set up at expo and race day
- Banner displayed at expo and race day
- Mentioned within RMHC newsletter, website, and social media
- Mentioned by MC during race day announcements

Goodies + Extras

- Complimentary race entries: 5
- First right of renewal for 2026

FUN RUN SPONSOR | \$2,500

Visibility

- Displayed on Fun Run finish line banner
- Printed on event t-shirt

Goodies + Extras

- Complimentary race entries: 4
- First right of renewal for 2026

Recognition

- Table set up at expo
- Banner displayed at pickup and race day
- Mentioned within RMHC newsletter, website, and social media
- Table set up on race day
- Mentioned by MC during race day announcements

RACE RESULTS SPONSOR | \$2,000

Visibility

- Logo or offer featured on individual race results
- Printed on event t-shirt

Goodies + Extras

- Complimentary race entries: 4
- First right of renewal for 2026

Recognition

- Table set up at expo and race day
- Banner displayed at expo and race day
- Mentioned within RMHC newsletter, website, and social media
- Mentioned by MC during race day announcements

T-SHIRT SPONSOR | \$1,500

Visibility

- Printed on event t-shirt

Goodies + Extras

- Complimentary race entries: 3
- First right of renewal for 2026

Recognition

- Table set up at expo
- Banner displayed at pickup and race day
- Mentioned within RMHC newsletter, website, and social media
- Table set up on race day
- Mentioned by MC during race day announcements

WATER STATION SPONSOR | \$1,000

Visibility

- Water station on race route

Goodies + Extras

- Complimentary race entries: 2
- First right of renewal for 2026

Recognition

- Table set up at expo
- Banner displayed at pickup and race day
- Banner displayed at water station
- Mentioned within RMHC newsletter, website, and social media
- Table set up on race day
- Mentioned by MC during race day announcements

RACE ROUTE SPONSOR | \$500

Visibility

- Ability to set up tent along race route and pass out swag to racers
- Yard sign with logo to display along the race route

Recognition

- Banner displayed at pickup and race day
- Mentioned within RMHC newsletter, website, and social media
- Mentioned by MC during race day announcements

Goodies + Extras

- Complimentary race entries: 2
- First right of renewal for 2026

VENDOR SPONSOR | \$250

Visibility

- Table set up on race day

Goodies + Extras

- Complimentary race entries: 1
- First right of renewal for 2026

Recognition

- Mentioned within RMHC newsletter, website, and social media
- Mentioned by MC during race day announcements

**SPONSORSHIP
QUESTIONS:**

**Please contact Sam Kelleher,
Events Coordinator.**

sam@rmhc-nwfl.org | 850.477.2273



**Ronald McDonald
House Charities®**
Northwest Florida

FIRECRACKER 5K

PENSACOLA, FL

Sponsorship Commitment

_____ \$5,000 Presenting Sponsor

_____ \$1,500 T-shirt Sponsor

_____ \$4,000 Race Bib Sponsor

_____ \$1,000 Water Station Sponsor

_____ \$2,500 Fun Run Sponsor

_____ \$500 Race Route Sponsor

_____ \$2,000 Race Results Sponsor

_____ \$250 Vendor Sponsor

Sponsor Information:

Contact Person: _____

Company: _____

Phone Number: _____

Mailing Address: _____

Email Address: _____

Payment Information: (Please select one)

☐ Full payment is enclosed.

(Please make checks payable to Ronald McDonald House Charities)

☐ Please send an invoice.

Donation:

Though unable to sponsor at one of the listed levels, I would like to make a contribution of \$ _____ toward this event in support of RMHC of Northwest Florida.

Please return completed form to Sam Kelleher, Events Coordinator.

Email: sam@rmhc-nwfl.org

