



Sponsorship Opportunities

13th Annual · Montclair, New Jersey

SUNDAY, DECEMBER 6, 2026

Sold out in 2025 · 4,000–4,500 expected this year
Benefiting Human Needs Food Pantry



Why Sponsor



Now in its 13th year, the Montclair Doughnut Run is one of New Jersey's most beloved community races — fitness, family fun, and Montclair Bread Company's legendary doughnuts.

It has grown every single year and sold out in 2025 at 3,650 runners. We expect 4,000–4,500 in 2026 — a captive, hyper-local audience on a closed main-street course, plus branding that runners keep long after race day.



4,000–4,500

expected in 2026

3,650 sold out in 2025

\$15,000

to Human Needs Food Pantry

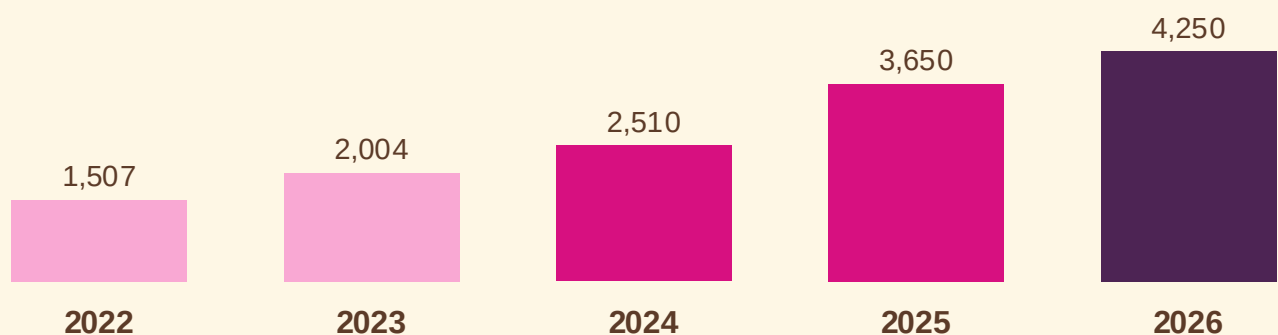
donated in 2025

408

kids in the Kids' Dash

plus parents on the curb

Participants by year — 2026 projected at 4,000–4,500



WHO YOU'RE REACHING

- Hyper-local — the field comes overwhelmingly from Montclair and the surrounding Essex County towns, on a closed main-street course
- Families — 408 kids ran the Kids' Dash in 2025, each with parents and siblings on the curb
- Spending power — Montclair's median household income is roughly \$150,000, about 45% above the New Jersey median
- Social reach — 70K+ followers between @montclairbread and @trialsofmilesracing

Sponsorship Levels

Every tier includes a vendor spot at the post-race festival.



Benefit	Glazed \$200	Frosted \$1,000	Kids' Dash \$2,500	Sprinkle Explosion \$2,500
Naming rights	—	—	The [Sponsor] Kids' Dash	—
Vendor table at post-race festival	Standard	Standard	Premier, at the kids' start	Premier, front and center
Inserts in participant tote bags	Yes	Yes	Yes	Yes
Logo on race bibs	—	Small, bottom row	Kids' Dash bibs	Large, top row
Logo on tote bags	—	Small	Small	Large, top row
Logo on step & repeat backdrop	—	Shared panel	Shared panel	Prime placement
Logo on finish chute scrim panels	—	Shared, 3–4 per panel	Shared, 3–4 per panel	6 large panels
Race website	Vendor list	Sponsor section	Sponsor section	Homepage + sponsor section
Pre & post race emails	—	Logo + business blurb	Dedicated Kids' Dash emails built around your business	Featured spotlight block with link
Social media	—	Group thank-you post	Named in every Kids' Dash post	Named mentions, pre and post race
Logo in official race highlight video	—	—	—	Yes — shared to 30K+ followers
Race-day announcer	—	Group mention	Named at kids' start & finish	Call-outs at start & finish
Complimentary race entries	—	4 (\$200 value)	6 (\$300 value)	10 (\$500 value)

Custom and in-kind packages welcome — tell us what you want to accomplish and we'll build it.

Premium Tiers

Same price, different audiences — each exclusive to one partner.

Sprinkle Explosion — \$2,500

- Six large panels on the finish chute scrim — the backdrop of every finish photo
- Large logo on race bibs and tote bags, top row
- Prime placement on the step & repeat backdrop
- Featured business spotlight block, with link, in every pre and post race email
- Logo on the race homepage, registration page and sponsor section
- Logo in the official race highlight video, shared to 30K+ followers
- Front-and-center vendor spot, announcer call-outs, and 10 race entries (\$500 value)



Kids' Dash Sponsor — \$2,500

- Naming rights to the kids' race — "The [Sponsor] Kids' Dash" on the website, schedule, start banner and every announcement
- Three age divisions — 5 & under, 6–10, and 11 & up — so three starts, three finishes and your name called at every one
- Hand out the awards to each division, with photos you can use all year
- Your logo on the Kids' Dash bibs — 408 kids ran it in 2025, each with parents on the curb
- Premier vendor spot at the kids' start and at the post-race festival
- Dedicated Kids' Dash emails to every family in the race, built around your business
- Named in every Kids' Dash social post, and 6 race entries (\$300 value)





Let's Talk

Sunday, December 6, 2026 · Montclair, NJ

SECURE YOUR SPOT

Sponsorship deadline Friday, October 23, 2026

Logo artwork due Sunday, November 8, 2026

Premium tiers and logo placement on bibs and tote bags are capped, and assigned first come, first served.

run@trialsfomilesracing.com

Not sure which level fits? Email us — happy to talk it through.



Proud supporter of Human Needs Food Pantry — \$15,000 donated in 2025.

Presented by Trials of Miles Racing