PARTNERSHIP
OPPORTUNITIES

GAZELLE FOUNDATION
RUN FOR THE WATER
20

PRESENTED BY findhelp

EVENT DATE

November 8, 2026



GAZELLE
FOUNDATION

Our story began long before our official formation in 2006. It started on October 21, 1993 with Gilbert Tuhabonye, a Burundi survivor of the Hutu/Tutsi civil upheaval of the 1980's and 90's. Gilbert was a national champion runner as an 11th grader, but on this day, he would literally run for his life. When the centuries-old war between the Tutsi and Hutu tribes erupted, some of Gilbert's Hutu classmates, parents, teachers and other Hutu tribesmen forced more than a hundred Tutsi children and teachers into a room where they beat and burned them to death. Gilbert, on fire, ran to freedom, and survived this horrific event.

In 2006, Gilbert wrote *This Voice in My Heart*, an autobiographical account of his upbringing and his tale of survival. The response to this touching book was overwhelming, creating an outpouring of people who wanted to help. The solution is through the Gazelle Foundation where Gilbert, our dynamic board of directors, and hundreds of volunteers work tirelessly to bring awareness to the needs of the Burundian people while educating our local community about the importance of the global water crisis and the need for humanitarian aid in Burundi. And the story continues to this day.



ONE RACE. A LIFETIME OF CHANGE.

Run For The Water is a premiere fall road race fundraising event owned and operated by the Gazelle Foundation. With this model, 100% of event proceeds are directed back toward the mission: to improve the quality of life for the people of Burundi by providing access to clean water. Repeatedly named 'Austin's Best Race,' the Run For The Water 5K, 10-Miler and Kids K events draw thousands of runners and walkers each year.



BY THE NUMBERS

20 Years - **MILESTONE EVENT**

51,000 Runners

76 Water Systems (and counting!)

144,560 Burundian Lives Transformed

$30: Clean Water for One Burundian for Life

$300: Clean Water for Two Families for Life

$500: Clean Water for One Classroom

$5,000: Clean Water for One Health Clinic

GAZELLE FOUNDATION RUN FOR THE WATER

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PLATFORM & REACH

51,000
health-conscious, fitness-focused race participants and volunteers

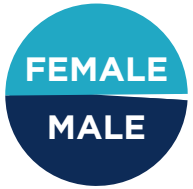
29,850+
active email subscribers

8x
Best Road Race In Austin winner

930,000
social media impressions across top channels

810+
TV, radio and newspaper media placements

DEMOGRAPHICS



49%/50%
1%
male/female/ non-binary participants



36
median age of runners



36%
runners participating with a team



9
states represented



8
countries represented



AUSTIN
zip codes with the most representation

Experience The Best of Austin Running

EVENT HIGHLIGHTS

- Austin's largest fall downtown waterfront race and only 10-Miler
- 8-time *Austin Fit Magazine* 'Best Of' reader's poll winner
- Austin bucket list event, and 2nd largest charity run
- World-famous Burundian drummers at the finish line
- 15-time Road Runners Club of America championship selection (10-Miler)
- A course for every runner. From downtown to scenic West Austin neighborhoods with a finish designed to be flat and speedy. Finish with a huge post-race party atop 1s Street Bridge.
- One of four grandfathered-in permits issued to downtown Austin races
- All participants receive training plan prepared by Gilbert Tuhabonye



Align your brand with one of the Austin's greatest celebrations of fall

PARTNERSHIP OPPORTUNITIES

At the Gazelle Foundation Run For The Water, sponsorship is more than a transactional business agreement. Instead, we prefer partnership with community organizations, corporate entities and individual donors who wish to connect with our motivated, cause-minded, lifestyle-driven participants as we transform lives from Austin to Burundi.

CASH			
OPPORTUNITY	**AMOUNT**	**AVAILABILITY**	**BENEFITS**
PRESENTING	$30,000	**SOLD**	N/A
CUSTOM PARTNERSHIP	$10,000+	UNLIMITED	SEE SLIDE 7
REGISTRATION DRIVE	$5,000	2 OF 3 REMAIN	SEE SLIDE 7
DONATION	$1,000-$10,000	UNLIMITED	SEE SLIDE 7
PACKET PICK UP & SHAKE OUT RUN	N/A	**SOLD**	SEE SLIDE 8
RACE BIB	$5,000	AVAILABLE	SEE SLIDE 8
OFFICIAL TIME KEEPER	N/A	**SOLD**	SEE SLIDE 8
KIDS K	N/A	**SOLD**	SEE SLIDE 8

IN-KIND: PRODUCTS			
OPPORTUNITY	**VALUE**	**AVAILABILITY**	**BENEFITS**
EVENT SHIRTS	$25,000	AVAILABLE	SEE SLIDE 9
FINISHER SNACKS	$3,000	2 OF 3 REMAIN	SEE SLIDE 9
WATER	$3,000	OPEN	SEE SLIDE 9
INCENTIVES & PRIZES	$3,000 GOAL	OPEN	SEE SLIDE 10
AWARDS	$3,500 GOAL	OPEN	SEE SLIDE 10

IN-KIND: SERVICES			
OPPORTUNITY	**GOAL**	**AVAILABILITY**	**BENEFITS**
DIGITAL	$10,000	OPEN	SEE SLIDE 11
MARKETING	$10,000	OPEN	SEE SLIDE 11
MEDIA	$10,000	OPEN	SEE SLIDE 11

$10,000+

CUSTOM PARTNERSHIP

The custom partnership is built to your business needs. In order to provide the strongest ROI, we learn your business objectives, marketing goals and driving KPIs to create a custom partnership that returns on your investment.

Custom Partnerships start at $10,000.

Sample Benefits

- Custom event marketing campaign
- Custom on-site activation opportunities
- Inclusion in GF and/or R4TW emails (number & content to be agreed upon)
- (3) Social posts
- Opportunity for inclusion in annual Training Plan
- Logo inclusion on race website, emails and event shirts
- Discount entries

$5,000

REGISTRATION DRIVE

Launched in 2022, Run For The Water Registration Drives build awareness for your partnership in the most impactful way: engaging GF, R4TW and your brand followers to register for the race to help us further our mission.

Registration Drives start at $5,000.

Sample Benefits

- R4TW & GF website pop-ups while drive is live
- Inclusion in (1) GF monthly newsletter (September)
- (2) Social posts
- Logo inclusion on race website, emails and event shirts
- Discount entries

ANY LEVEL

DONATIONS

Run For The Water could not exist without the continued support of our loyal and generous supporters and donors. We are extremely grateful for any group or individual looking to simply donate towards race production expenses.

Donations are accepted at any level.

Sample Benefits

- Logo inclusion on race website, emails and event shirts
- PLUS any relevant benefits at increasing donation levels
- Discount entries

$7,500

PACKET PICK UP & SHAKE OUT RUN

Packet Pick up partnership is built to your business needs. In order to provide the strongest ROI, we learn your objectives, marketing goals and driving KPI's to create a custom partnership that returns your investment.

Sample Benefits

- Custom marketing: Official Shoe Store of Run For The Water
- Official Host of Packet pickup and pre-event shake out run
- Custom on-site activation opportunities example: host training runs at your location
- Inclusion in FG and or R4TW emails (number and content to be agreed upon)
- Logo inclusion on race website, emails and event shirts
- Discount entries

$5,000

RACE BIB

Race Bib partnership is built to your business needs. The bib has the highest runner engagement plus bibs are included in most race photos. In order to provide the strongest ROI, we learn your objectives, marketing goals and driving KPI's to create a custom partnership that returns your investment.

Sample Benefits

- Logo on 5k, 10-miler bibs (R4TW marketing to design to comply w/RRCA)
- Registration Drive
- Inclusion in training plan - "tips"
- Custom on-site activation opportunities example: host training runs at your location
- Inclusion in FG and or R4TW emails (number and content to be agreed upon)
- Logo inclusion on race website, emails and event shirts
- Discount entries
- Opportunity to host an activation at Packet Pickup and all associated onsite branding

valued at

$25,000

EVENT SHIRTS

From Lady Bird Lake Trail to the top of Mount Bonnell, Run For The Water tees have lasting brand awareness power. This year, Run For The Water is looking for a partner to provide and/or underwrite event shirts for each participant.

Event Shirts are valued at $25,000.

Ask: 3,000 to 4,000 blank tees

Sample Benefits

- Custom event marketing campaign
- Custom on-site activation opportunities
- Inclusion in GF and/or R4TW emails (number & content to be agreed upon)
- Opportunity for inclusion in annual Training Plan
- Logo inclusion on race website, emails and event shirts
- Discount entries

valued starting at

$3,000

FINISHER SNACKS

After a hard-fought 10-Miler or a fast 5K, runners need to refuel at the Finish Line. Run For The Water is looking to partner with a CPG brand or brands that want to introduce or share their product(s) with our runners.

Finisher Snacks valued starting at $3,000.

Ask: 3,000 to 4,000 pre-packaged items

Sample Benefits

- Category exclusivity (nutrition bars, chips, etc.)
- Inclusion in (1) dedicated conversion driving day-of post-race email (coupon, in-store promotion, etc.) to participants
- Feature in annual Training Plan
- Inclusion in (1) social post
- Logo inclusion on race website, emails and event shirts

available in varying amounts

$3,000 GOAL

INCENTIVES & PRIZES

Fundraisers, Team Captains and Ambassadors are the wellspring of Run For The Water. These participants help raise money, motivate runners to register, and spread the word about our mission. Run For The Water is looking to partner with brands and products that want to help these leaders keep stride.

Incentives & Prizes valued starting at $300.

Sample Benefits

- Category exclusivity (headphones, movie theatre, etc.)
- Inclusion in (1) GF monthly newsletter (May)
- Feature in Participant Guide
- Inclusion in (1) social post
- Logo inclusion on race website, emails and event shirtss

available in varying amounts

$3,000 GOAL

AWARDS

Run For The Water is first and foremost a race. Elite runners to weekend warriors join the race to compete, whether against other runners or against themselves. We find joy in rewarding those who have successful runs on race day. Run For The Water is looking for a partner to provide product towards or to underwrite our awards program.

Awards are valued starting at $3,500.

Sample Benefits

- Category exclusivity (retail store, etc.)
- Inclusion in (1) dedicated pre-race email to race participants (October)
- Feature in Participant Guide
- Inclusion in (1) social post
- Logo inclusion on race website, emails and event shirtss

available in $2,500 increments

$10,000 GOAL

DIGITAL

As a non-profit proprietary event, digital efficiency, relevancy, practices and knowhow are essential to growing our event and our impact. Run For The Water is looking for a partner(s) to help underwrite the cost of Digital Services to help set us up for years of growth.

Digital underwriting participation starts at $2,500.

Sample Benefits*

- Inclusion in (2) social posts
- Inclusion in (1) dedicated email to GF database recognizing campaign contribution
- Logo inclusion on race website, emails and event shirts
- Discount entries

**benefits increase as contribution level increase*

available in $2,500 increments

$10,000 GOAL

MARKETING

As the road racing industry begins stabilizing post-pandemic, updated marketing tactics are needed to remain relevant and successful. Run For The Water is looking for a partner(s) to help underwrite the cost of growing our Marketing capabilities.

Marketing underwriting participation starts at $2,500.

Sample Benefits*

- Inclusion in (2) social posts
- Inclusion in (1) dedicated email to GF database recognizing campaign contribution
- Logo inclusion on race website, emails and event shirts
- Discount entries

**benefits increase as contribution level increase*

available in $2,500 increments

$10,000 GOAL

MEDIA

In a city that continues to be one of the U.S.'s fastest growing markets, awareness remains one of our biggest hurdles. Run For The Water is looking for a partner(s) to help underwrite the cost of media placements across all channels for this year's race.*

Media underwriting participation starts at $2,500.

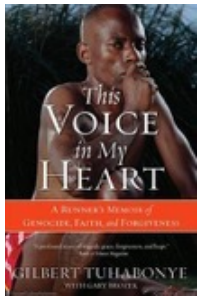
Sample Benefits*

- Inclusion in (2) social posts
- Inclusion in (1) dedicated email to GF database recognizing campaign contribution
- Logo inclusion on race website, emails and event shirtss
- Discount entries

**benefits increase as contribution level increase*

APPENDIX

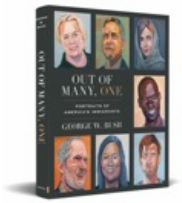
additional resources



THIS VOICE IN MY HEART: A RUNNER'S MEMOIR OF GENOCIDE, FAITH, AND FORGIVENESS (2007)

Gilbert Tuhabonye is a survivor. In 1993, as an innocent high school boy, he lay buried under a pile of burning bodies. The centuries–old battle between Africa's Hutu and Tutsi tribes had come to Gilbert's school. Fueled by hatred, the Hutus forced more than a hundred Tutsi children and teachers into a small room and used machetes to beat most of them to death. The unfortunate ones who survived the beating were doused with gasoline and set on fire. After hiding under burning bodies for over eight hours, Gilbert heard a voice inside saying, "You will be all right; you will survive." He knows it was God speaking to him. Gilbert was the only one to escape this terrible atrocity and he thanks his enduring faith in God for his survival.

Today, having forgiven his enemies and moved forward with his life, he is a world–class athlete, running coach and celebrity in his new hometown of Austin, Texas. The road to this point has been a tough one, but Gilbert uses his survival instincts to spur him on to fulfilling personal, professional and community achievements. THIS VOICE IN MY HEART portrays not only the horrific event itself but is a catalyst for people to understand real forgiveness and the gift of faith in God.



OUT OF MANY, ONE (2021)

President George W. Bush's book, Out of Many, One: Portraits of America's Immigrants features 43 painted portraits and stories of immigrants to the United States – including our cofounder, Gilbert Tuhabonye. He is included alongside several other illustrious immigrants, from Madeleine Albright to Arnold Schwarzenegger to the Bush family's housekeeper, Paula Rendón. Gilbert was blown away by the president's talent and honored to be acknowledged by the former commander-in-chief. **Learn about the book.**

THE TODAY SHOW (APR 2021)

Gilbert's inclusion in President Bush's book led him to reconnect with his daughter Jenna Bush Hager, TODAY Show host and former Gazelle! In an inspirational segment on the show, Jenna and Gilbert discussed his story of hope and faith, of running with joy, and of forgiveness and giving back. **Watch the TODAY show segment.**

PEOPLE MAGAZINE (NOV 2021)

There was a pretend superhero on the cover, but it was the real superhero inside that got us excited! In a multi-page spread in People Magazine, Gilbert discussed his escape from genocide in Burundi, how he lives his life with faith and joy, and about giving clean water to his home country through the Gazelle Foundation. **Read the article.**



THIS IS ACTUALLY HAPPENING: WHAT IF YOU SURVIVED THE BURUNDIAN GENOCIDE? (2025)

Gilbert Tuhabonye shares how he found joy after tragedy on the latest episode of This Is Actually Happening. The popular Wondery podcast tells extraordinary true stories told by the people who lived them. Gilbert says, "To survive and to live, you cannot have a life full of joy if your heart is heavy with hate and anger, vengeance. That's why I chose to free my mind."

Listen to the podcast here, and learn more about how you can help our mission.

THANK YOU

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