

# THE SWEETEST SPONSORSHIP OPPORTUNITY OF 2026

Partner with the  
Cincinnati Candy Race 5k  
& Little Jelly Tot Dash.



Saturday, May 23, 2026 | Sawyer Point Park, Cincinnati



# A SUGAR-COATED CELEBRATION

**THE EVENT:** A 5k Run/Walk designed for families and first-time runners, plus a 'Little Jelly Tot Dash' for kids aged 6 and under.

**THE EXPERIENCE:** It's not just a race; it's a festival where every step is sprinkled with fun. Finishers are rewarded with a custom medal and packets of candy.

**ATMOSPHERE:** A vibrant atmosphere with scenic views of downtown Cincinnati, welcoming both runners and walkers.



# POWERED BY SPEEDY SNEAKERS RACING

## SNEAKERS RACING



**Legacy:** Managing events since 2010 (15+ years of experience).



**Scale:** Produced over 300 run/walk events with 100,000+ total participants.



**Mission:** We strive to create fantastic, memorable, family-oriented race experiences.

Creators of the Lady Tutu 5k, Santa Race 5k, and Leprechaun Chase 5k.

# MEET YOUR AUDIENCE

**Total Reach: ~650 Participants**



## Families & Youth

25% of participants are 18 & Under. High engagement via the "Little Jelly Tot Dash".



## Active Adults

42% of participants fall between ages 30-49. Prime spending years.



## Top Locations

Cincinnati, Harrison, West Chester, and Hillsboro.

# CINCINNATI'S PREMIER RIVERFRONT PLAYGROUND

- **Venue:** Sawyer Point Park & Yeatman's Cove (705 E Pete Rose Way).
- **Setting:** Stretching a mile along the Ohio River, featuring the iconic 'Serpentine Wall' and the Cincinnatius Statue.
- **Why It Matters:** A central hub for the city's biggest festivals and a seamless ribbon of beauty connecting Smale Riverfront Park and the International Friendship Park.



# RUNNING FOR A CAUSE



**Partner:** The Dragonfly Foundation.

**The Bond:** A 10+ year partnership with the event.

**The Mission:** Helping pediatric cancer patients and their families find strength, courage, and joy.

**Impact:** Supporting families as a whole at the time of diagnosis, throughout treatment, and beyond.

# CHOOSE YOUR LEVEL OF SWEETNESS

**CANDY BLAST**

**\$1,000**

Premium Tier

**SUGAR RUSH**

**\$500**

Mid-Tier

**SWEET SURGE**

**\$250**

Entry Level

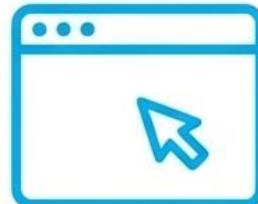
All levels are designed to gain the needed number of exposures for your company or organization.

# WHAT YOU GET: THE COMPLETE PACKAGE



## BRANDING

Sponsor name/logo on the back of participant T-shirts.



## DIGITAL

Logo on the event website with a link back to you; Social media announcements; Logo on emails to registered participants.



## ON-SITE

Sponsor logo on race banners (shared or alone depending on level) and signage on finish line barricades.



## DIRECT ACCESS

Ads in the Participant Guide (Full or Half Page) and complimentary entries (8, 4, or 2 entries).

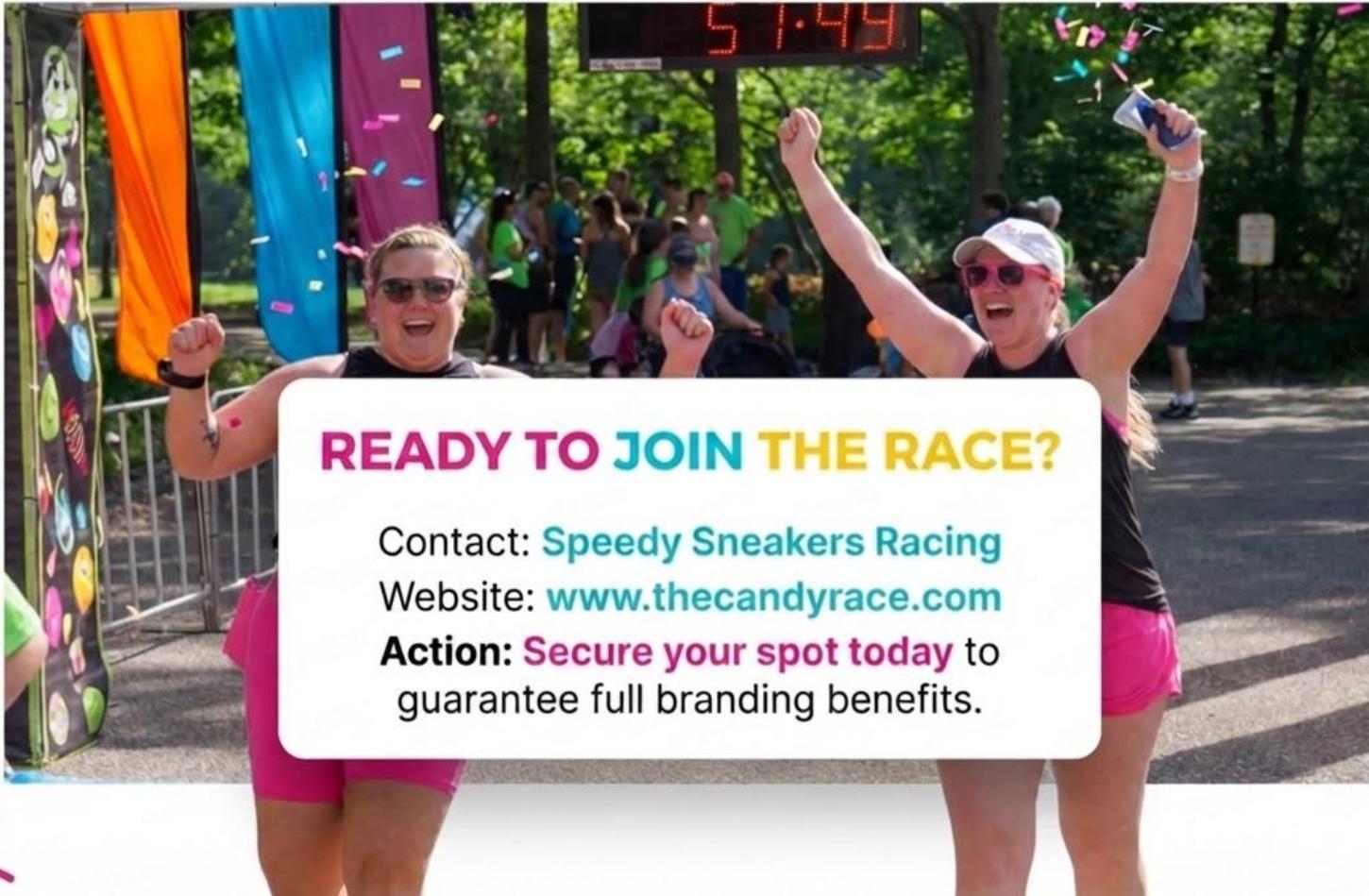
## Concept 4: The Calendar Hero

DON'T MISS THE START GUN



**Submit Logos  
for T-Shirts**

**Submit Ads  
for Guide**



## READY TO JOIN THE RACE?

Contact: [Speedy Sneakers Racing](#)

Website: [www.thecandyrace.com](http://www.thecandyrace.com)

**Action: Secure your spot today** to  
guarantee full branding benefits.