

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 Cincinnatus 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

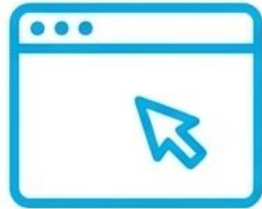
All levels are designed to gain the needed number of exposures for your company or organization.

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

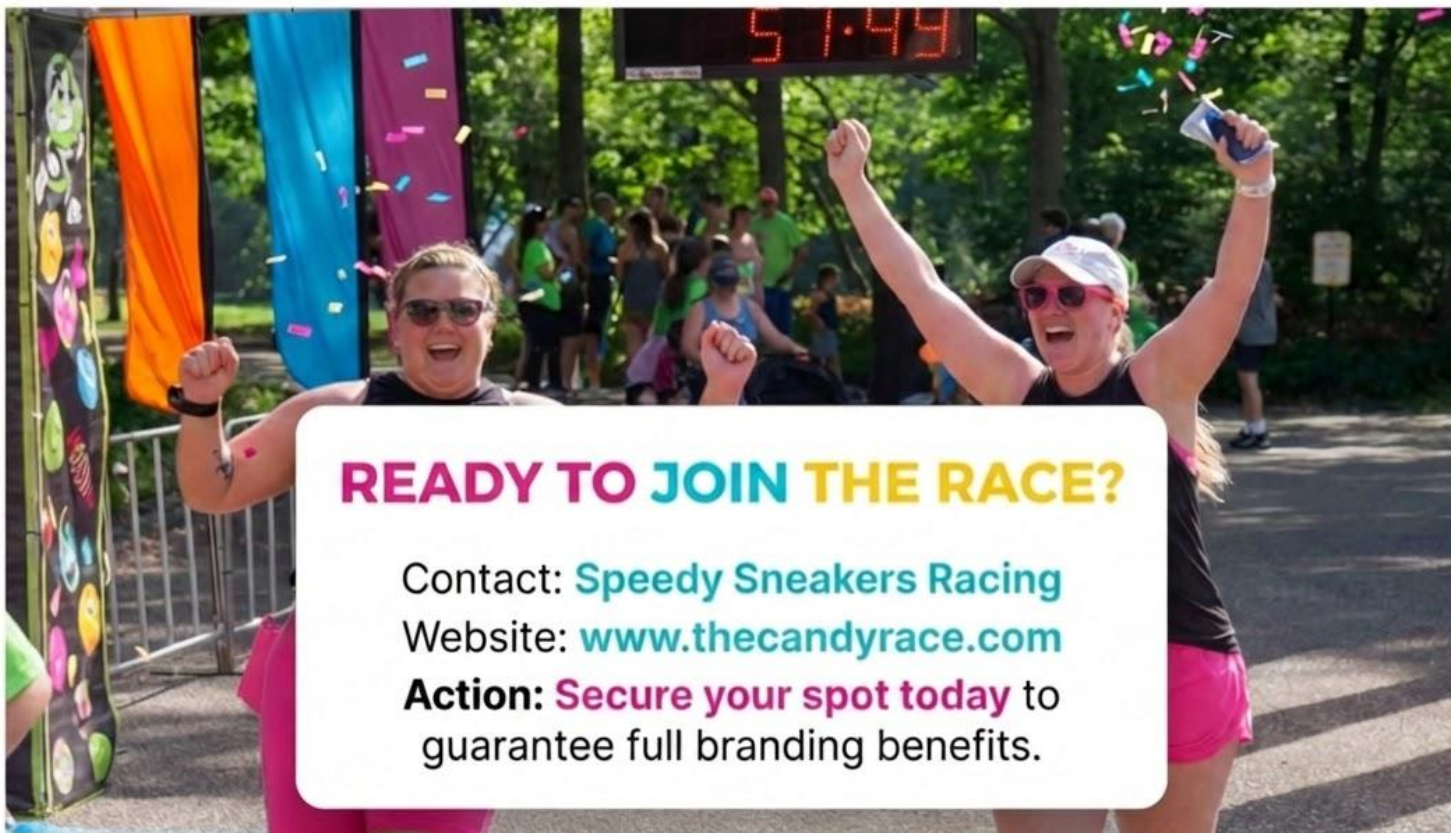
DON'T MISS THE START GUN



**Submit Logos
for T-Shirts**



**Submit Ads
for Guide**



READY TO JOIN THE RACE?

Contact: [Speedy Sneakers Racing](#)

Website: www.thecandyrace.com

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