

— 54TH ANNUAL —

GOVERNOR'S CUP

SPONSORSHIP PACKET

2027

APRIL 10, 2027
COLUMBIA, SOUTH CAROLINA

A TRADITION OF EXCELLENCE.
A Community That Moves Together.



NEW HOME. | NEW RACE-DAY EXPERIENCE. | THE SAME LEGENDARY SPIRIT.



GOVERNOR'S
CUP EST. 1973



Joining together over 2,000 participants, thousands of spectators, and our community partners for a weekend of racing, celebration, and giving back.

THANK YOU

for being part of the Governor's Cup legacy.

A NEW RACE-DAY EXPERIENCE

A refreshed Governor's Cup built around community, celebration and connection.



FINLAY PARK | SATURDAY, APRIL 10, 2027 | HALF MARATHON + 5K + KIDS' FUN RUN

01 A NEW HOME AT FINLAY PARK

The Half Marathon and 5K will start and finish on Taylor Street at the entrance to Finlay Park. The park creates a natural setting for an elevated Finish Line Festival with music, food, vendors, activities and post-race celebrations.

02 ALL THE ENERGY, ONE SATURDAY

The Half Marathon starts at 7:00 a.m., followed by the 5K Run/Walk at 7:15 a.m. The Kids' Main Street Mile will become a Saturday fun run following the 5K, bringing runners of every age together for one energetic race morning.

03 A RETURN TO FAN-FAVORITE COMMUNITIES

The Half Marathon will once again take runners into West Columbia and Cayce, reconnecting the course with communities and scenery that have long been part of the Governor's Cup experience.

WHY PARTNER WITH THE GOVERNOR'S CUP?

Sponsorship creates meaningful brand touchpoints before, during and after race day - from participant communications and social media to on-course visibility and the Finish Line Festival.

KIDS FUN RUN

\$15,000 PRESENTING SPONSORSHIP

A high-visibility partnership centered on families, youth and community.

NAME RECOGNITION

Brand name included in the title of the event.

BANNERS

Logo on the overhead finish line banner and two banners along the final stretch.

SPEAKING ENGAGEMENT

Opportunity to speak during opening and awards programming.

COMPLIMENTARY REGISTRATIONS

Complimentary registrations available for Governor's Cup events.

BIBS + MEDAL RIBBON

Logo placement on corresponding race bibs and medal ribbon.
Medal ribbon deadline: December 15, 2026.

SOCIAL + WEB

Social media strategy and promotional opportunities across Governor's Cup social channels and website.

FINISH TAPE

Logo placement on the finish tape at the finish line.

PROMOTIONAL ITEM

Opportunity to include a giveaway/promotional item in approximately 2,000 participant bags.

PACKET PICKUP + RACE DAY

Vendor table at packet pickup on April 8 and 9 and at the finish line on April 10.

MEDIA EXPOSURE

Inclusion in applicable press materials and media opportunities.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

In-kind + cash opportunities for the Half Marathon and 5K.

Hospitality Sponsor

\$5,000

Provide water, fruit and snacks for participants at the finish line.

Finish Line Festival Sponsor

\$5,000

Support the festival, awards ceremony, community exhibitors and DJ.

Race Bag

\$5,000

Sport drawstring backpack with logo on approximately 1,200 bags for runners.

Shoe Wallet

\$5,000

Branded shoe wallet distributed to approximately 2,000 participants.

Running Scarf

\$2,000

Logo placement on bandana scarf for approximately 1,200 participants.

Beer Garden Sponsor

\$2,000

Logo on Beer Garden tent signage at the Saturday finish line.

Half Marathon Mile Marker

\$1,000

Logo on half marathon mile-marker signs for miles 4-13.

Selfie Station

\$1,000

Logo on Selfie Station signage at the Saturday finish-line area.

Spirit Corps

\$1,000

Name/logo recognition at Spirit Corps locations along the routes.

Balloons

\$1,000

Sponsor-name signage on balloon towers in prominent locations.

Volunteer Shirts

\$750

Logo placement on approximately 150 volunteer T-shirts.

5K Mile Marker

\$500

Logo on the three 5K mile-marker signs for miles 1-3.

ALL EXCLUSIVE OPPORTUNITIES ALSO INCLUDE

Sponsor listing on the Governor's Cup website, social media recognition and the opportunity to place a giveaway item in approximately 2,000 participant bags.

FINISH LINE FESTIVAL SPONSOR

\$5,000 | Saturday, April 10, 2027

The Governor's Cup Road Race includes a Half Marathon, 5K and Kids Fun Run. After the races on Saturday, April 10, participants, friends and family will gather at the Finish Line Festival for an awards ceremony, community exhibitors and a DJ.

Your sponsorship helps underwrite event operations, including contracted services, staffing, supplies and promotional activities needed to deliver a safe, enjoyable, high-quality race day.

SPONSOR BENEFITS

- Social media mentions on Facebook and Instagram.
- Five complimentary registrations for any race, including the 5K and Half Marathon.
- Logo on a banner at the hospitality tent and on a sign at the awards stage.
- Logo on two banners along the final stretch toward the finish line.
- Opportunity for a table at packet pickup at Strictly Running on April 8 and 9.
- Opportunity for a table at the Finish Line Festival on Saturday, April 10.
- Opportunity to place a giveaway item in approximately 2,000 participant bags.

BE PART OF RACE DAY

Connect your brand with runners, families and the greater Columbia community.



LET'S BUILD A PARTNERSHIP THAT FITS YOUR BRAND

Presenting and exclusive sponsorship opportunities can be customized based on availability.

Katie Miller | Event Manager

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