



THANKSGIVING DAY RACES

10k, 5k and 1 Mile Run

THANKSGIVING DAY

November 26

2026

15th Annual Event

Sponsorship Package

Your Sponsorship will make an impact

All proceeds benefit local charities



Be a part of something powerful this
Thanksgiving!

Partner with us for the

15th Annual 30A 10K in 2026

and help make a real difference.

The 30A 10K is a non-profit organization dedicated to serving the community by hosting a world-class running event that raises funds for local charities and promotes health and fitness.





2026 Race Sponsorship Opportunities

PLATINUM \$10,000

Recognition as Premier Sponsor + Large Logo on Race Shirt + Large logo on Start/Finish Line + Logo on Website + 2 Dedicated E-blasts + 8 free entries + Race Day Signage + Social Media Thank You's

GOLD \$5,000

Special Recognition at Finish Line + Medium Logo on Race Shirt + Logo on Website + Dedicated E-blast + 4 Free Race Entries + Race Day Signage + Social Media Thank You's

SILVER \$3,000

Listing on Website + 2 Free Race Entries + Small Logo on Race Shirt + Race Day Signage + Social Media Thank You

BRONZE \$1,000

Race Day Signage + Social Media Thank You

****Custom Sponsorship Opportunities are available!
Please email 30A10Krace@gmail.com***



2026 Charity Partners

Every sponsorship helps support these missions.



CHILDREN'S VOLUNTEER HEALTH NETWORK

PROVIDING ACCESSIBLE HEALTHCARE AND MOBILE DENTAL SERVICES FOR CHILDREN IN WALTON AND OKALOOSA COUNTIES AT NO COST TO FAMILIES IN NEED.

CHILDREN IN CRISIS

OFFERING SAFE, STABLE HOMES TO CHILDREN IN NEED. GIVING KIDS A FRESH START AND A BRIGHTER FUTURE.

HABITAT FOR HUMANITY OF WALTON COUNTY

BUILDING AFFORDABLE HOMES AND HOPE FOR LOCAL FAMILIES, INCLUDING SUPPORT FOR THE NEW TERESA LANE NEIGHBORHOOD PROJECT IN DEFUNIAK SPRINGS.

BAILEY BRIGADE

SUPPORTING FAMILIES FACING CANCER WITH STRENGTH, LOVE, AND RESOURCES WHEN IT MATTERS MOST.





30A 10K By the Numbers

Contact us today to explore sponsorship opportunities!

30A10Krace@gmail.com



- 3,350+ 10K, 5K AND 1 MILE FUN RUN PARTICIPANTS
- 6,000+ SPECTATORS
- 44 STATES AND 3 COUNTRIES REPRESENTED
- 10,000+ SUBSCRIBERS TO EMAIL BLASTS
- 56.6K VIEWS ON FB (JUNE-NOV)
- 52.8K VIEWS ON IG (JUNE-NOV)

We exceeded our goals in 2025!



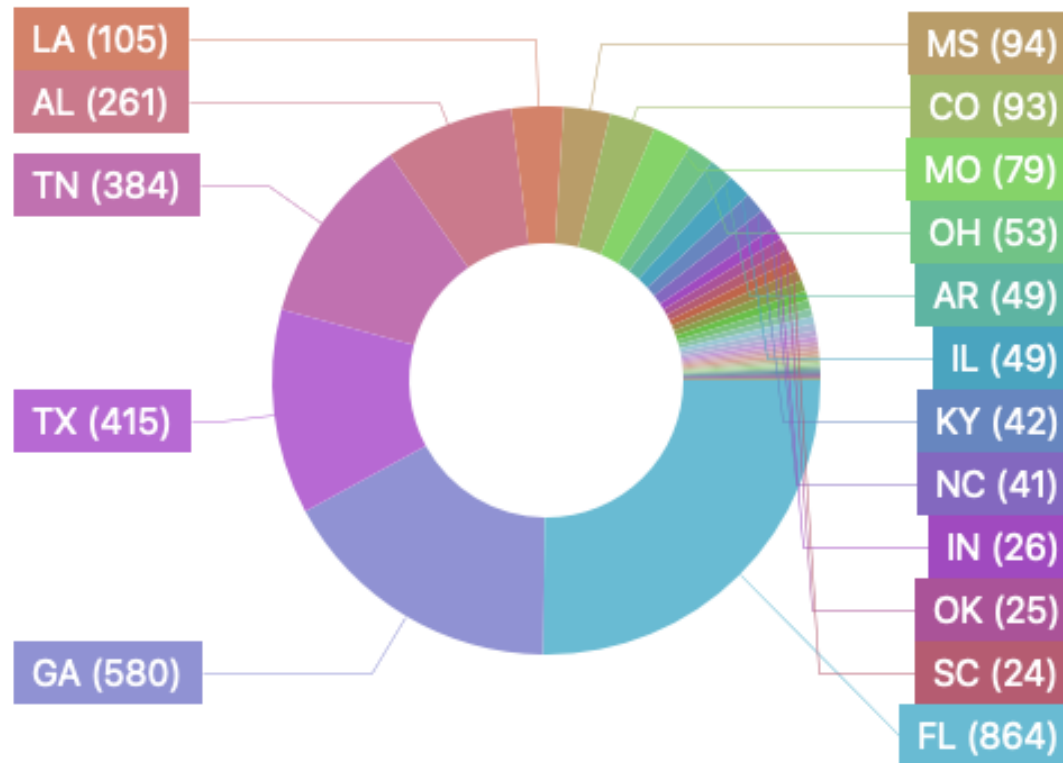
- **THE RACE CONTINUALLY SELLS OUT!** Our race is a proven win for families looking for a fun activity on Thanksgiving morning.
- **THE RACE RAISED A RECORD TOTAL OF \$130,000 FOR LOCAL CHARITIES – THE LARGEST DONATION YET!**
- **OUR MARKETING EFFORTS BROADCAST THE MESSAGE OF INVITING PARTICIPANTS TO COME, STAY, AND FULLY ENJOY ALL THAT SOUTH WALTON HAS TO OFFER DURING THE HOLIDAY SEASON.** Our runners reported an average stay of 7-10 days, with approximately 4 adults and 2 kids in their party.
- **30A 10K RUNNERS REPORTED IN OUR POST-RACE SURVEY THAT THEY WERE VERY HAPPY WITH THE RACE.** 85% said they were likely to attend our event again in 2025



2025 Race Demographics



State of Registration



- THE 30A 10K ATTRACTS A DIVERSE GROUP OF RUNNERS AND SPECTATORS.
- OUR RACE IS A MULTIGENERATIONAL ANNUAL EVENT FOR FAMILIES FROM ALL OVER.
- RUNNERS FROM 44 STATES, PLUS FRANCE AND NORWAY TOOK PART IN THIS YEAR'S EVENT
- ~65% OF RUNNERS COME FROM OUT OF TOWN

2025 Race Demographics



The 30A 10K attracts a diverse group of participants.

Most participants have run the 30A 10K for at least 2-4 years, with some runners coming back for 9+ years!

Our digital marketing strategy targeted audiences with annual incomes of \$250k+ in the hottest zip codes of Nashville, Dallas, Knoxville, Birmingham and Atlanta.

AGE GROUP	COUNT	PERCENTAGE
Under 18	779	22.7%
Ages (18 - 29)	676	19.7%
Ages (30 - 39)	533	15.53%
Ages (40 - 49)	637	18.56%
Ages (50 - 64)	610	17.77%
Over 65	197	5.74%
Total	3,432	100%



For fifteen
years...

Contact us today to explore sponsorship
opportunities!

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Thousands of people have started Thanksgiving
morning together.

Thousands of volunteers have donated their time.

Businesses have invested in the community.

Families have created traditions.

Children have grown up running these races.

Together...

We've created something bigger than an event.

We've created a Thanksgiving tradition.

**Partner with us to celebrate our 15th Annual 30A 10K
Thanksgiving Day Races!**



Contact us today to explore sponsorship opportunities!

Melanie Cain, Race Director:

30A10Krace@gmail.com

Thank you!!

