



2026 Sponsorship Opportunities

Cook Medical Beat the Heat 5K RRCA National Championship Race

July 18, 2026
Winston-Salem Fairgrounds



www.bth5k.org



Sponsorship Invitation

2026 Cook Medical Beat the Heat 5K

RRCA National Championship Race

Saturday, July 18, 2026 | Winston-Salem Fairgrounds | Winston-Salem, NC

About the Event

The **Road Runners Club of America (RRCA)** has selected the **Cook Medical Beat the Heat 5K** as the **2026 RRCA National Championship 5K race**. This national designation is a distinguished honor for the **City of Winston-Salem** and the **Twin City Track Club, Inc.**, the event's host organization.

Since 1989, Beat the Heat has been a celebrated midsummer tradition in the Triad, promoting **fitness, health, and community engagement**. The event consistently attracts more than **1,000 participants**, ranging from recreational runners to elite competitors — including **U.S. Olympic Trials qualifiers**.

A Premier Community Event

Beat the Heat stands out for its unique features that make it both competitive and community-centered:

- **Evening Start:** Runners enjoy a cooler start time followed by a lively post-race celebration under the summer sunset.
- **Family-Friendly:** In addition to the featured 5K, the event includes a **One-Mile Fun Run/Walk** open to all ages.
- **Inclusive Participation:** Nearly **100 first-time 5K runners** join the event each year, alongside top-tier athletes competing for **cash prizes**.

The 2026 National Championship designation will elevate the event's visibility, drawing participants from across North Carolina and beyond.

Community Impact

Sponsorship of the Beat the Heat 5K extends far beyond race day. Proceeds support:

- **Beat the Heat Charity Partners** – Local organizations that advance health, fitness, and well-being, with a focus on **youth and underserved populations**. Since 2016, the event has raised **over \$68,000** for these partners.
- **Twin City Track Club (TCTC)** – A **501(c)(3) nonprofit** with **700+ members**, dedicated to promoting running and walking throughout the Triad through events, education, and community outreach.

By sponsoring Beat the Heat, your organization is investing in programs that promote **active living, inclusivity, and community wellness**.

Sponsorship Benefits

As a sponsor, your company will:

- Gain **high visibility** through event marketing, race-day signage, digital promotion, and media coverage.
- Build **goodwill** by supporting a nationally recognized event with strong community ties.
- Align with a **health and fitness-focused audience** of active, engaged participants.
- Demonstrate a **commitment to community health, equity, and well-being**.

Customized sponsorship packages are available to match your company's marketing goals and community engagement objectives.

Join Us in 2026

The **Cook Medical Beat the Heat 5K RRCA National Championship** represents a unique opportunity to connect your brand with one of the nation's premier community running events. Together, we can celebrate fitness, foster community, and make a lasting impact on health and well-being in the Winston-Salem area.

For sponsorship details or partnership inquiries:

 Email: beattheheat@twincitytc.org

 Visit: www.bth5k.org

Cook Medical Beat the Heat 5K
2637 Arbor Place Court
Winston-Salem, NC 27104

Twin City Track Club
www.twincitytc.org
EIN 56-1292364

CONTACT PERSON:
Er Ralston – Race Director
(336) 749-7008
beattheheat@twincitytc.org

Beat the Heat Charity Partners

The Charity Partner program was created in 2016 to further support our mission to promote fitness and health, and improve the quality of life for individuals and families. A portion of the event proceeds will towards each of these non-profit charities. Race participants and other supporters can contribute directly to the Charity Partners through the event website, further increasing the charitable contributions. Beat the Heat has **contributed over \$68,000 to Charity Partners** since 2016.

2025 Charity Partners:



[Ainsley's Angels](#) in the Triad takes people off the sidelines to over the finish line. Through endurance events and road races just like Beat the Heat, the organization promotes teamwork, fitness, and inclusion by pairing an able-bodied runner with a special needs athlete rider. When an angel runner lends their legs and is pulled by one of our angel riders in a race, they give the rider the ability to participate in something previously thought impossible.



[Girls On The Run Greater Piedmont](#) is a physical activity-based positive youth development (PA-PYD) program designed to enhance girls' social, emotional and physical skills and behaviors to successfully navigate life experiences. The program's intentional curriculum places an emphasis on developing competence, confidence, connection, character, caring and contribution in young girls through lessons that incorporate running and blend physical activity with life skill development. Working together with competent coaches, the girls slowly build up to a 5K. If one girl slips behind in the run, the girls have learned going back and supporting her is more important than winning. This is a very vital time in a girl's life, 3rd-8th grade. Funds from Beat the Heat will be used to support the girls in the program, making sure every girl has the opportunity and support of the community to grow. Supplies for curriculum, first aid, snacks, and gear for those in need are just a few things the funds will support.





VALUE OF SPONSORSHIP

- ❖ Increased Sales
- ❖ Product Sampling
- ❖ Heightened visibility through promotional information
- ❖ Association of your business or product with a positive, health related community event
- ❖ Corporate teams to promote employee health and fitness
- ❖ Participation in one of the most popular races in North Carolina

LEVELS OF SPONSORSHIP

- ❖ Platinum Sponsor - \$3,750
- ❖ Gold Sponsor \$1,500
- ❖ Silver Sponsor - \$750
- ❖ Bronze Sponsor - \$375
- ❖ Exhibit Only - \$125

Note: 2026 Sponsor Fees include a 25% Championship Fee on top of the regular sponsor fees charged in 2025. The Championship Fee addition will help to cover the increased costs from hosting a championship event.





Sponsor Benefits

	Platinum	Gold	Silver	Bronze	Exhibitor
Logo on T-Shirt Back	12 sq in	7.5 sq in	5 sq in	2.5 sq in	N/A
Logo on Sponsor Banner	Yes	Yes	Yes	Yes	No
Logo on Race Website	Yes	Yes	Yes	Yes	No
Tent at Race Site	Complimentary	Reserved Space	Reserved Space	Reserved Space	Reserved Space
Complimentary Race Registrations	10	5	2	1	0
Social Media Mentions	3 dedicated	1 dedicated			
Sponsor Cost*	\$3,750	\$1,500	\$750	\$375	\$125

***Sponsorship can be created through a combination of monetary or product.**

* Product donations must be approved by the event director. In general, we will accept product donations that provide value to all participants and/or help to hold down the net costs of managing the race. Examples of value adding products include race supplies and equipment, printing services, participant swag, food, drink, etc. Gift certificates are not accepted for sponsorships.



SPONSORSHIP AGREEMENT - 2026 BEAT THE HEAT 5K

Thank you for sponsoring the 2026 Cook Medical Beat the Heat 5K and Family Fun Run, scheduled for July 18, 2026. This agreement is made by and between the Twin City Track Club, Inc. a North Carolina not-for-profit corporation (hereinafter "TCTC") and the Sponsor listed below.

Sponsor Name	
Contact Person	
Mailing Address	
Phone Number	
Email Address	

TCTC agrees to provide the services and privileges as outlined in the sponsorship prospectus:

- ☐ Platinum Sponsor (\$3,750 donation)
- ☐ Gold Sponsor (\$1,500 donation)
- ☐ Silver Sponsor (\$750 donation)
- ☐ Bronze Sponsor (\$375 donation)
- ☐ Exhibitor (\$125 donation)

(check one of the above)

Other terms mutually agreed upon: (if none, so state):

Note: Multi-year agreements available upon request. Contact the race director for more info.

Payment in full is required with the return of this agreement unless other arrangements are made. Please make check payable to Twin City Track Club.

Please provide sponsor logos for use in event marketing and signage. Logos are required in both image (e.g. jpg, png, etc.) and vector (pdf, ai, eps, etc.) file formats.

Twin City Track Club, Inc. is a 501(c)(3) organization; EIN 56-1292364

Signature

Date

Return to:
Er Ralston, BTH Race Director
Twin City Track Club, Inc.
2637 Arbor Place Court
Winston-Salem, NC 27104

2025 SPONSORS AND PARTNERS

Presenting Sponsors:

Cook Medical

Platinum Level

Hanesbrands

Fader Real Estate

Gold Level

Daggett Shuler & SSP

Flow Honda

Novant Health

Sutton Brothers

Truist

Silver Level

BH Enterprises

BreakThrough Physical Therapy

Crazy Running

Fleet Feet Sports Winston-Salem & Clemmons

Dominos

Garner Foods

O'Brien's Deli

R. H. Barringer Distributing Company

Ralston Excellence

Sills and Associates

Sunshine Beverages

Trader Joe's

Bronze Level

Anderson Moore Kitchen & Bath

Diamondback Grill

Holiday Ice

Jeff Norris RealEstate

Lowe's Foods - Robinhood Road

Mast General Store

Oppenheimer (Gray Smith)

The Leak-Guelbert Group of Morgan Stanley

Event Partners & Exhibitors

Ainsley's Angels

Black Girls Run!

Fleet Feet Carboro

Girls on the Run

Junction 311 Endurance Sports

Kona Ice

lululemon

Page's Screen Print

Road Runners Club of America

Wake Forest University Sports Marketing

We Run Winston Race Series