



# 2026 Sponsorship Opportunities

## Cook Medical Beat the Heat 5K RRCA National Championship Race

July 18, 2026  
Winston-Salem Fairgrounds



[www.bth5k.org](http://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**

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### 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**.

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### 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.

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### 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**.

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## 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.

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## 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](mailto:beattheheat@twincitytc.org)

 Visit: [www.bth5k.org](http://www.bth5k.org)

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

**Twin City Track Club**  
**[www.twincitytc.org](http://www.twincitytc.org)**  
**EIN 56-1292364**

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

### 2026 Charity Partners:



[Ainsley's Angels](#) part of the Ainsley's Angels of America family, believes in fitness, health, quality of life, and inclusion for all. Our mission is to ensure everyone has access to endurance events and active lifestyles through Inclusion Without Limits. We exist to remove barriers to participation so individuals with disabilities and their families can experience the physical, emotional, and social benefits of movement alongside their community.



**Community  
Care Clinic**  
for Forsyth County

[Community Care Clinic](#) (CCC)'s mission is to provide compassionate, high-quality healthcare services to uninsured and underserved individuals in our community. The CCC currently serves as a medical home for 2,000 uninsured individuals living in Forsyth, Davie, and Stokes counties with family incomes within 250% of the Federal Poverty Level. The CCC provides free medical, dental, vision, and behavioral health services to 2,000 patients who would otherwise go without. CCC patients receive comprehensive care that addresses immediate needs and long-term health, from chronic disease management to preventive screenings.







## 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):

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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

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Signature

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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