2027 Sponsorship Opportunities

Cook Medical Beat the Heat 5K

More Than a Race. Making a Difference in Our Community.

July 17, 2027
Winston-Salem Fairgrounds



www.bth5k.org

More Than a Race. Making a Difference in Our Community.

Since 1989, the Cook Medical Beat the Heat 5K has been a celebrated summer tradition in Winston-Salem, bringing together runners, walkers, families, volunteers, businesses, and nonprofit organizations for an evening of fitness, fun, and community engagement.

Organized by Twin City Track Club, Beat the Heat is one of the Triad's premier running events, welcoming everyone from first-time 5K participants to nationally competitive runners.

A Record-Breaking 2026

Thanks to the generous support of our sponsors, participants, and volunteers, 2026 was one of our most successful years ever.

- **921 registered participants** – a new event record, up 17% from 2025.
- **More than $21,000 in charitable contributions** – supporting nine local nonprofit organizations.
- **32 teams with 329 participants** – bringing friends, families, coworkers, and community groups together.
- **RRCA National Championship 5K** – showcasing Winston-Salem's vibrant running community.
- **Strong sustainability results** – diverting waste from landfills, collecting used running shoes, and donating surplus food to people in need.

Making a Lasting Community Impact

Beat the Heat is about much more than crossing a finish line.

Our Charity Partner Program supports nonprofit organizations addressing critical needs such as healthcare access, food insecurity, housing, and inclusive opportunities for active living.

The event also encourages healthy lifestyles, strengthens community connections, and provides opportunities for businesses to engage with local residents.

Looking Ahead to 2027

We're building on that momentum with an ambitious goal of **$30,000 in charitable contributions in 2027**.

The 2027 race will also take place during Twin City Track Club's 50th anniversary year — a milestone celebrating five decades of supporting running, walking, and healthy living in our community.

Our sponsors are essential partners in making all of this possible. Join us in making 2027 our most impactful year yet!

Why Sponsor Beat the Heat?

Sponsoring Beat the Heat is an opportunity to promote your business while investing in the health and well-being of our community.

Make a Meaningful Community Impact
Help support local charities and strengthen programs that address important community needs.

Build Brand Awareness and Goodwill
Connect your organization with hundreds of participants and their families, along with the broader local running community through event promotions, social media, and race-day activities.

Engage Employees and Customers
Encourage healthy lifestyles and teamwork through corporate participation, volunteer opportunities, and race-day engagement.

Connect with an Active, Community-Minded Audience
Reach runners, walkers, families, and supporters who value health, fitness, and community involvement.

Be Part of a Trusted Community Tradition
Associate your organization with a respected event that has brought the Winston-Salem community together since 1989.

Become a 2027 Sponsor

We offer several sponsorship levels to accommodate organizations of different sizes and interests. Customized sponsorship opportunities and in-kind contributions are also welcome.

Together, we can make the 2027 Beat the Heat 5K another outstanding success for our community.

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

2027 Cook Medical Beat the Heat 5K Charity Program

More than a race. A community coming together to make a difference.

The Cook Medical Beat the Heat 5K, organized by Twin City Track Club, is about more than running and walking. It's about bringing people together, supporting healthy lifestyles, and making a meaningful difference in our community.

Since 2016, Beat the Heat has raised more than **$90,000 for charitable organizations**. In 2026 alone, 17 Charity Runners raised more than $7,500 in direct donations for nine Charity Partners. When proceeds from the race were added, the total contribution reached an impressive **$21,793!**

For 2027, we're building on that success with an exciting new approach that gives local charities and runners even more opportunities to make an impact.

How the 2027 Charity Program Works

Our program brings together three important groups:

- **Charity Partners:** Local nonprofit organizations that benefit from donations and a share of race proceeds.
- **Charity Runners:** Race participants who raise funds for a Charity Partner they care about.
- **Fundraising Teams:** Groups of Charity Runners who join forces to raise money for their selected charity.

Every dollar raised through direct donations goes toward supporting the selected Charity Partner. In addition, participating charities have the opportunity to earn a share of race proceeds based on their fundraising success.

The more funds a charity raises, the greater its potential share of race proceeds!

2026 Charity Partners



COOK MEDICAL BEAT THE HEAT

VALUE OF SPONSORSHIP

- Make a Meaningful Community Impact
- Build Brand Awareness and Goodwill
- Engage Employees and Customers
- Connect with an Active, Community-Minded Audience
- Be Part of a Trusted Community Tradition

LEVELS OF SPONSORSHIP

- Platinum Sponsor - $3,000
- Gold Sponsor $1,200
- Silver Sponsor - $600
- Bronze Sponsor - $300
- Exhibit Only - $100

Note: Following the special sponsorship rates associated with the 2026 RRCA National Championship, we're pleased to return to our standard sponsorship fees for 2027. We greatly appreciate the continued commitment of our sponsors and look forward to building on the success of 2026.







Sponsor Benefits

Benefit	Platinum	Gold	Silver	Bronze	Exhibitor
Sponsor contribution*	$3,000	$1,200	$600	$300	$100
Logo on race shirt	Largest	Large	Medium	Small	N/A
Logo on sponsor banner	✓	✓	✓	✓	__
Logo on race website	✓	✓	✓	✓	__
Reserved exhibit space	✓	✓	✓	✓	__
Complimentary registrations	10	5	2	1	0
Dedicate social media posts	3	1	__	__	__
Group sponsor recognition posts	✓	✓	✓	✓	__
Recognition in participant emails	✓	✓	✓	✓	__

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

* Product donations must be approved by the event director, and sponsorship credit is based on mutually agreed value. 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 - 2027 COOK MEDICAL BEAT THE HEAT 5K

Thank you for sponsoring the 2027 Cook Medical Beat the Heat 5K and Family Fun Run, scheduled for July 17, 2027. 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 ($3,000 donation)
- ☐ Gold Sponsor ($1,200 donation)
- ☐ Silver Sponsor ($600 donation)
- ☐ Bronze Sponsor ($300 donation)
- ☐ Exhibitor ($100 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 raster (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
beattheheat@twincitytc.org

2026 SPONSORS AND PARTNERS

Presenting Sponsor:
Cook Medical

Platinum Level
Asics
Gildan
Novant Health
Purple Crow

Gold Level
Daggett Shuler
Flow Honda
Sunshine Beverages
Sutton Brothers
Truist

Silver Level
BH Enterprises
BreakThrough Physical Therapy
Crazy Running
Diamondback Grill
Dominos
Fleet Feet Sports Winston-Salem & Clemmons
Garner Foods (Texas Pete)
Mast General Store
O'Brien's Deli
R. H. Barringer Distributing Company
Sills and Associates
Sports ProResolve™
Trader Joe's
Visit Winston-Salem

Bronze Level
Anderson Moore Kitchen & Bath
City Barbeque
JnorrisRealEstate
Lowe's Foods - Robinhood Road
Oppenheimer
Riccobene Associates Family Dentistry
The Leak-Guelbert Group of Morgan Stanley
Unifi Manufacturing

Event Partners & Exhibitors
Ace Hardware
Black Girls Run!
Junction 311 Endurance Sports
Page's Screen Print
RRCA
Triad Compost Service
We Run Winston Race Series