



SEASIDE SCHOOL™
race weekend

Sponsorship Opportunities

February 11 -14, 2027



2027 SEASIDE SCHOOL™ RACE WEEKEND SCHEDULE

THURSDAY, FEBRUARY 11 | 4 PM - 7 PM • EARLY PACKET PICKUP

Seacoast Collegiate High School
129 Greenway Trail, Santa Rosa Beach, FL 32459
500+ runners and 500+ guests

FRIDAY, FEBRUARY 12 | 6 PM - 9 PM • TASTE OF THE RACE

SEASIDE NEIGHBORHOOD SCHOOL™ • SEASIDE® Lyceum
10 Smolian Circle, Santa Rosa Beach, FL 32459
500+ attendees

SATURDAY, FEBRUARY 13 | 12 PM - 4 PM • RACE EXPOS

SEASIDE NEIGHBORHOOD SCHOOL™
10 Smolian Circle, Santa Rosa Beach, FL 32459

Seacoast Collegiate High School
129 Greenway Trail, Santa Rosa Beach, FL 32459
3,000+ runners and 5,000+ guests

SUNDAY, FEBRUARY 14 | 7 AM - 12 PM • RACE DAY

SEASIDE® + 30A
3,500+ runners and 8,000+ spectators

100% OF FUNDS RAISED SUPPORT THE SEASIDE SCHOOL™

For 30 years, SEASIDE SCHOOL™ has been redefining what public education can be. Consistently recognized among Florida's highest-performing public charter schools, SEASIDE SCHOOL™ empowers students to think critically, lead confidently, and pursue their passions through an innovative, hands-on approach to learning. From nationally recognized academic achievement to the groundbreaking partnership with Northwest Florida State College that allows students to earn college credits while still in high school, SEASIDE SCHOOL™ is preparing the next generation of leaders, innovators, and changemakers. But none of it happens without the support of a community that believes every student deserves the opportunity to succeed.

The SEASIDE SCHOOL™ Race Weekend is more than a race. It is the Foundation's largest annual fundraiser and the driving force behind life-changing opportunities for students. Every sponsorship helps fund innovative academic programs, student scholarships, campus enhancements, and transformational educational experiences that extend far beyond the classroom.

When you partner with Race Weekend, you're not simply putting your logo in front of thousands of participants and spectators. You're investing in brighter futures, strengthening our community, and ensuring that SEASIDE SCHOOL™ continues to inspire, educate, and transform lives for generations to come.

by the numbers

12K+ Weekend Guests
3.6K Half Marathon & 5K Participants
+ 8K Additional Spectators
40+ States Represented
Facebook 22K Followers + an additional 6.7K school followers
Instagram 13.9K Followers + an additional 5K school followers
3,600 Race Participants + 8K+ Spectators
Email Database 17K+

2027 RACE WEEKEND SPONSORSHIP OPPORTUNITIES

Each sponsorship is designed to provide meaningful brand visibility, community engagement, and memorable experiences while directly supporting educational opportunities for students at SEASIDE SCHOOL™.

PREMIER SPONSORSHIP - PAGE 4

\$50,000 (One Available)

All promotions will feature: SEASIDE SCHOOL™ Race Weekend presented by [Your Company].

SIGNATURE EVENT SPONSORSHIPS - PAGE 5

\$25,000 (One Available for Each Event)

Taste of the Race
Race Expo & Packet Pick-Up
Half Marathon + 5K

SIGNATURE EXPERIENCE SPONSORSHIPS - PAGE 6

\$10,000 (One Available for Each Experience)

Registration Sponsor	Photography Sponsor
Swag & Merch Sponsor	Race Course Spirit Sponsor
VIP Experience Sponsor	Race Weekend Beer Sponsor
Medal Sponsor	Race Weekend Libations Sponsor
Awards Ceremony Sponsor	Transportation Sponsor
Accommodations Sponsor	Shark Tank Sponsor
Medical Station Sponsor	Pacer Sponsor
RaceJoy App Sponsor	Results Sponsor
Race Day Food Sponsor	Parking Sponsor

RACE COURSE SPONSORSHIPS

WATER STATION SPONSORSHIPS - PAGE 7

\$2,500 (5 Available)

MILE MARKER SPONSORSHIPS - PAGE 8

\$1,500 (13 Available)

COMMUNITY PARTNERS

PLATINUM | \$10,000 - Page 9

DIAMOND | \$7,500 - Page 9

GOLD | \$5,000 - Page 9

SILVER | \$3,000 - Page 10

BRONZE | \$1,000 - Page 10

**HIGH-RES LOGOS MUST BE RECEIVED BY DECEMBER 18.
NO EXCEPTIONS.**

PREMIER SPONSORSHIP

\$50,000 (1 Available)

The premier sponsorship level for the 25th Annual SEASIDE SCHOOL™ Race Weekend.
All Race Weekend marketing and communications will proudly feature:
SEASIDE SCHOOL™ Race Weekend presented by [SPONSOR NAME]

Category Exclusivity & Event Branding

- Exclusive Presenting Sponsor of the 25th Annual SEASIDE SCHOOL™ Race Weekend
- Category exclusivity throughout the duration of the sponsorship
- Naming recognition across all Race Weekend marketing, advertising, media relations, website, participant communications, and event signage
- First right of renewal for the following year's Presenting Sponsorship

On-Site Brand Presence

- Premium activation space at all official Race Weekend events:
 - Early Packet Pickup
 - Taste of the Race
 - Race Expo & Packet Pickup
 - Half Marathon + 5K
- First-choice booth placement
- Opportunity to distribute branded giveaways, promotional items, or product samples
- Premier recognition throughout Race Weekend announcements and award presentations

Event Signage

- (4) 24x36 sandwich boards with sponsor logo/name (exclusive)
- (4) Standard 3'x2' banners with sponsor logo/name (exclusive)
- (1) Start/Finish line banner 84x36 with sponsor logo/name (shared)
- (1) Start/Finish barricade banner with sponsor logo/name (shared)

Integrated Marketing & Digital Recognition

- Premier logo placement on the Race Weekend website homepage and sponsor page with a direct website link
- Featured recognition across Race Weekend digital marketing campaigns, including participant emails and event communications
- Two dedicated Sponsor Spotlight features across Race Weekend digital channels
- Recognition in the official Race Weekend recap following the event
- Sponsor recognition in Race Weekend social media coverage throughout Race Weekend

Print & Participant Materials

- Premium logo placement on the official Race Weekend participant T-shirt
- Exclusive Logo Placement on all Runner Bibs (approx. 3,600)
- Exclusive Logo Placement on all Runner Finisher Certificates (approx. 3,600)
- Exclusive Logo Placement on Official Race Course Map + Wayfinding Map
- Exclusive Logo Placement on all print ads, flyers, posters, and other printed collateral related to Race Weekend

Hospitality & Race Perks

- (12) Complimentary Half Marathon or 5K Registrations
- (6) VIP Race Day Experiences
- (8) VIP Taste of the Race Tickets

Media & Community Recognition

- Recognition in Race Weekend press releases and media outreach
- Sponsor inclusion in Race Weekend television, radio, podcast, and interview opportunities when applicable
- Opportunity for a company representative to participate in the Race Awards Ceremony
- Recognition as the Presenting Sponsor during Race Weekend announcements

SIGNATURE EVENT SPONSORSHIPS

\$25,000 (3 Available)

One (1) Sponsorship Available Per Event

Available Opportunities Include: Taste of the Race, Community Expo & Packet Pickup, and the Half Marathon + 5K

All Race Weekend marketing and communications will proudly feature:

[EVENT NAME] presented by [SPONSOR NAME]

Category Exclusivity & Event Branding

- Exclusive Signature Sponsor of your selected Race Weekend event
- Category exclusivity throughout the duration of the sponsorship
- Naming recognition as the presenting partner of your sponsored event across event-specific marketing, participant communications, website, media outreach, and event signage
- First right of renewal for your sponsored event

On-Site Brand Presence

- Premium activation space at your sponsored event
- First-choice booth or activation location within the event footprint
- Opportunity to distribute branded giveaways, promotional items, product samples, or marketing materials
- Recognition by the event announcer throughout your sponsored event

Event Signage

- (2) 24x36 sandwich boards with sponsor logo/name (exclusive)
- (2) Standard 3'x2' banners with sponsor logo/name (exclusive)
- Premium logo placement on event-specific signage where applicable

Integrated Marketing & Digital Recognition

- Premium logo placement on the Race Weekend website sponsor page
- Featured recognition in Race Weekend participant emails and event communications related to your sponsored event
- One dedicated Sponsor Spotlight feature across Race Weekend digital channels
- Recognition in the official Race Weekend recap
- Sponsor recognition in Race Weekend social media coverage throughout Race Weekend

Print & Participant Materials

- Premium logo placement on the official Race Weekend participant T-shirt
- Premium logo placement on printed materials associated with your sponsored event, where applicable
- Recognition in official Race Weekend printed collateral featuring your sponsored event

Hospitality & Race Perks

- (10) Complimentary Half Marathon or 5K Registrations
- (4) VIP Race Day Experiences
- (6) VIP Taste of the Race tickets

Media & Community Recognition

- Recognition in Race Weekend press releases and media outreach related to your sponsored event
- Sponsor inclusion in Race Weekend television, radio, podcast, and interview opportunities when applicable
- Recognition during event announcements and the Race Awards Ceremony

SIGNATURE EXPERIENCE SPONSORSHIPS

\$10,000 (18 Available)

One (1) Sponsorship Available Per Experience
Available Opportunities Include:

Registration Sponsor	Photography Sponsor
Swag & Merch Sponsor	Race Course Spirit Sponsor
VIP Experience Sponsor	Race Weekend Beer Sponsor
Medal Sponsor	Race Weekend Libations Sponsor
Awards Ceremony Sponsor	Transportation Sponsor
Accommodations Sponsor	Shark Tank Sponsor
Medical Station Sponsor	Pacer Sponsor
RaceJoy App Sponsor	Results Sponsor
Race Day Food Sponsor	Parking Sponsor

All Race Weekend marketing and communications will proudly feature:
[EXPERIENCE NAME] presented by [SPONSOR NAME]

Category Exclusivity & Event Branding

- Exclusive sponsor of your selected Race Experience
- Category exclusivity throughout the duration of the sponsorship
- Naming recognition as the presenting partner of your Race Experience across event communications, website, participant communications, and event signage

On-Site Brand Presence

- Activation opportunity associated with your sponsored Race Experience, where applicable
- Opportunity to distribute branded giveaways, promotional items, product samples, or marketing materials
- Recognition by the event announcer throughout Race Weekend, where applicable

Event Signage

- (1) 24x36 sandwich boards with sponsor logo/name (exclusive)
- (1) Standard 3'x2' banners with sponsor logo/name (exclusive)
- Premium logo placement on signage associated with your sponsored experience, where applicable

Integrated Marketing & Digital Recognition

- Logo placement on the Race Weekend website sponsor page
- Featured recognition in Race Weekend participant emails and event communications
- One dedicated Sponsor Spotlight feature across Race Weekend digital channels
- Recognition in the official Race Weekend recap
- Sponsor recognition in Race Weekend social media coverage throughout Race Weekend

Print & Participant Materials

- Logo placement on the official Race Weekend participant T-shirt
- Logo placement on printed materials associated with your sponsored experience, where applicable.
- Recognition in official Race Weekend printed collateral featuring your sponsored experience

Hospitality & Race Perks

- (8) Complimentary Half Marathon or 5K Registrations
- (2) VIP Race Day Experiences
- (4) VIP Taste of the Race tickets

Media & Community Recognition

- Recognition in Race Weekend press releases and media outreach, where applicable
- Sponsor inclusion in Race Weekend television, radio, podcast, and interview opportunities when applicable
- Recognition during Race Weekend announcements and the Race Awards Ceremony

Each Race Experience Sponsorship is unique. Select sponsorships may include additional branding, signage, activation opportunities, or recognition exclusive to that experience. Experience-specific benefits will be outlined as part of the sponsorship agreement to maximize the value and visibility of your sponsorship.

RACE COURSE SPONSORSHIPS

Water Station Sponsors - \$2,500

Become the exclusive sponsor of one of the most appreciated stops along the race course, where thousands of runners receive hydration, encouragement, and a much-needed boost to the finish line.

Five (5) Sponsorships Available

All Race Weekend marketing and communications will proudly feature:

[WATER STATION #] presented by [SPONSOR NAME]

Category Exclusivity & Event Branding

- Exclusive sponsor of one designated Race Day Water Station
- Category exclusivity at your assigned Water Station
- Recognition as the presenting sponsor of your assigned Water Station in Race Weekend materials where applicable

On-Site Brand Presence

- Opportunity to have company representatives cheer on and encourage runners at your assigned Water Station (subject to Race Weekend guidelines)
- Opportunity to distribute approved branded promotional items at your assigned Water Station
- Recognition by the Race Day announcer, where applicable

Event Signage

- Exclusive branded signage at your assigned Water Station
- Sponsor recognition on course maps identifying your sponsored station, where applicable

Integrated Marketing & Digital Recognition

- Logo placement on the Race Weekend website sponsor page
- Recognition in Race Weekend participant communications
- Recognition in a collective Sponsor Spotlight featuring Course Experience Sponsors
- Recognition in the official Race Weekend recap

Hospitality & Race Perks

- (2) Complimentary Half Marathon or 5K Registrations

Media & Community Recognition

- Recognition during Race Weekend announcements where applicable
- Inclusion in Race Weekend sponsor recognition

RACE COURSE SPONSORSHIPS

Mile Marker Sponsors - \$1,500

Own one of the race's most memorable milestones with exclusive branding on a designated mile marker, providing visibility to every participant and spectator as runners celebrate each step toward the finish.

Thirteen (13) Sponsorships Available

All Race Weekend marketing and communications will proudly feature:

[MILE MARKER #] presented by [SPONSOR NAME]

Category Exclusivity & Event Branding

- Exclusive sponsor of one designated Mile Marker
- Category exclusivity for your assigned mile
- Recognition as the presenting sponsor of your designated Mile Marker

On-Site Brand Presence

- Opportunity to have company representatives cheer on and encourage runners at your assigned Mile Marker (subject to Race Weekend guidelines)

Event Signage

- Exclusive logo placement on your designated Mile Marker
- Sponsor recognition on course maps where applicable

Integrated Marketing & Digital Recognition

- Logo placement on the Race Weekend website sponsor page
- Recognition in Race Weekend participant communications
- Recognition in a collective Sponsor Spotlight featuring Course Experience Sponsors
- Recognition in the official Race Weekend recap

Media & Community Recognition

- Recognition in Race Weekend sponsor acknowledgements

COMMUNITY PARTNERS

Community Partnerships offer an opportunity to support the mission of SEASIDE SCHOOL™ Race Weekend while enjoying meaningful visibility throughout the weekend.

Platinum Community Partner - \$10,000

Website & Digital Recognition

- Premium logo placement on the Race Weekend website
- Featured recognition in Race Weekend participant emails
- One Community Partner Spotlight across Race Weekend digital channels
- Recognition in the official Race Weekend recap

Race Weekend Visibility

- Premium logo placement on the official Race Weekend Participant T-shirt
- Premium logo placement on the Finish Line Sponsor Banner
- Premium logo placement on Race Weekend Sponsor Signage

Race Expo

- Premium exhibit space during the Race Expo

Hospitality

- (8) Complimentary Half Marathon or 5K registrations
- (2) VIP Race Day Experiences
- (4) Taste of the Race VIP tickets

Diamond Community Partner - \$7,500

Website & Digital Recognition

- Logo placement on the Race Weekend website
- Recognition in Race Weekend participant emails
- Recognition in Community Partner Spotlight across Race Weekend digital channels
- Recognition in the official Race Weekend recap

Race Weekend Visibility

- Logo placement on the official Race Weekend Participant T-shirt
- Logo placement on the Finish Line Sponsor Banner
- Logo placement on Race Weekend Sponsor Signage

Race Expo

- Exhibit space during the Race Expo

Hospitality

- (6) Complimentary Half Marathon or 5K registrations
- (4) Taste of the Race General Admission tickets

Gold Community Partner - \$5,000

Website & Digital Recognition

- Logo placement on the Race Weekend website
- Recognition in Race Weekend participant emails
- Recognition in Community Partner Spotlight across Race Weekend digital channels

Race Weekend Visibility

- Listing on the official Race Weekend Participant T-shirt
- Listing on the Finish Line Sponsor Banner
- Listing on the Race Weekend Sponsor Signage

Race Expo

- Exhibit space during the Race Expo

Hospitality

- (4) Complimentary Half Marathon or 5K registrations
- (2) Taste of the Race General Admission tickets

COMMUNITY PARTNERS

Community Partnerships offer an opportunity to support the mission of SEASIDE SCHOOL™ Race Weekend while enjoying meaningful visibility throughout the weekend.

Silver Community Partner - \$3,000

Website & Digital Recognition

- Logo placement on the Race Weekend website
- Recognition in Race Weekend participant emails
- Recognition in Community Partner Spotlight across Race Weekend digital channels

Race Weekend Visibility

- Listing on the Finish Line Sponsor Banner
- Listing on Race Weekend Sponsor Signage

Race Expo

- Exhibit space during Race Expo

Hospitality

- (4) Complimentary Half Marathon or 5K registrations

Bronze Community Partner - \$1,000

Website & Digital Recognition

- Logo placement on the Race Weekend website
- Recognition in Race Weekend participant emails
- Recognition in Community Partner Spotlight across Race Weekend digital channels

Race Weekend Visibility

- Listing on the Finish Line Sponsor Banner
- Listing on Race Weekend Sponsor Signage





SEASIDE SCHOOL™ race weekend

For more information about sponsoring the SEASIDE SCHOOL™ Half Marathon + 5K Race Weekend, please contact Callie Cox, SEASIDE SCHOOL™ Director of Advancement & Donor Relations, at cox@seasideschools.net.