

CHRISTOPHER NEWPORT UNIVERSITY

CAPTAINS 5K

SPONSORSHIP OPPORTUNITIES

APRIL 11, 2027

CONNECT • CELEBRATE • SUPPORT



SECURE YOUR SPONSORSHIP

To confirm your partnership or request a customized package, please contact the Christopher Newport University Alumni Society at cnucaptains5k@gmail.com.

SPONSORSHIP OPPORTUNITIES

Connect with the CNU community through the annual Captains 5K.

The Christopher Newport University Alumni Society is hosting the annual Captains 5K for alumni, current students, faculty/staff, and friends of the University on April 11, 2027. The event provides an opportunity for supporters of the University to connect and share in their pride for CNU.

Sponsorship of the Captains 5K provides valued visibility, recognition, and engagement with CNU's community. All sponsors are showcased throughout the event through visual recognition, with select levels receiving race entries and opportunities to speak at the event.

SPONSORSHIP LEVELS

Presenting Sponsor — Captains 5K

Premier partnership and exclusive event-level recognition.

- Exclusive designation as Presenting Sponsor of the Captains 5K.
- Premier logo placement on all marketing materials and race shirts.
- Opportunity to speak during the opening ceremony.
- Vendor booth at the event after party.
- 8 complimentary race entries.

\$10,000

Presenting Sponsor — Blue & Silver Bash

Exclusive recognition as the presenting partner of the post-race celebration.

- Exclusive designation as Presenting Sponsor of the Captains 5K after party.
- Premier logo placement on all marketing materials and race shirts.
- Vendor booth at the event after party.
- 6 complimentary race entries.

\$5,000

Silver Sponsor

Strong visibility and meaningful connection with the CNU community.

- Logo placement on event marketing materials and race shirts. (Deadline January 2027)
- Vendor booth at the event after party.
- Recognition during event announcements.
- 4 complimentary race entries.

\$3,000

Blue Sponsor

Accessible sponsorship with strong event-day visibility.

- Logo placement on event marketing materials and race shirts. (Deadline January 2027)
- Vendor booth at the event after party.
- Recognition during event announcements.
- 2 complimentary race entries.

\$1,000

In-Kind Sponsor

Support the Captains 5K through donated goods or services that enhance the participant and event experience.

- In-kind sponsorships may include donated goods, services, supplies, prizes, or other event-related support.
- Sponsorship value and recognition are determined based on the fair-market value and nature of the contribution.
- Recognition opportunities may include logo placement, event-day signage, social media recognition, or other appropriate acknowledgment, as determined by the Alumni Society.
- Please contact the Christopher Newport University Alumni Society to discuss an in-kind contribution and a customized recognition package.

EVENT SPONSORSHIPS

Targeted opportunities to put your organization at the heart of the race experience.

Medal Sponsor

A visible race-day sponsorship opportunity.

Celebrate participants and support the race with sponsor recognition tied to the finisher medal.

- Exclusive designation as medal sponsor with logo placement associated with the finisher medal and event recognition (deadline January 2027).
- Recognition during event announcements.
- 2 complimentary race entries.

\$1,500

Water Station Sponsor

A visible race-day sponsorship opportunity.

- Logo placement at the designated water station and on race shirts (deadline January 2027).
- Vendor booth at the event after party.
- Recognition during event announcements.
- Ability to volunteer at your sponsored water station.

\$500

Mile Marker Sponsor

A focused way to support runners along the course.

- Logo placement at the designated mile marker and on race shirts (deadline January 2027).
- Vendor booth at the event after party.
- Recognition during event announcements.
- Ability to cheer on event participants along your designated mile.

\$250

AT-A-GLANCE

Level	Investment	Race Entries	Availability
Captains 5K Presenting	\$10,000	8	Exclusive
After Party Presenting	\$5,000	6	Exclusive
Silver	\$3,000	4	—
Blue	\$1,000	2	—
Medal Sponsor	\$1,500	3	Exclusive
Water Station	\$500	—	—
Mile Marker	\$250	—	—
In-Kind Sponsor	—	—	—

WHY SPONSOR THE CNU CAPTAINS 5K

A partnership centered on community, wellness, connection, and Captain pride.

Meaningful Support

Sponsoring the Christopher Newport University Captains 5K is an opportunity to demonstrate meaningful support for the University and its community while gaining thoughtful and visible recognition. Sponsorship funds will not only support the Captains 5k event, but will enhance future alumni events that will continue to bridge connections with the University and surrounding community.

Shared Values

The Captains 5K demonstrates commitment to health, wellness, and community engagement—values that align closely with CNU’s mission and with organizations committed to investing in people and community.

Relationship-Focused Visibility

Captains 5K sponsorships are designed to be relationship-focused, offering sponsors a dignified presence rather than commercial promotion. Visual recognition through event marketing materials, social media posts, and event shirts ensures consistent visibility among an engaged audience of the CNU community.

Be Part of the Captain Community

By sponsoring the Captains 5K, organizations and individuals play a direct role in celebrating community engagement, connections, and supporting the continued success of Christopher Newport University.

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