



We are excited to invite you to sponsor the 11th Annual Cougars Unleashed Homecoming Run on Saturday, September 26, featuring a 5K, 10K and Fun Run on the beautiful SIUE Stratton Quad.

As a signature event of **All Roads Lead Home: SIUE Homecoming & Family Weekend**, Cougars Unleashed will have more than 1,000 in attendance between runners, spectators, volunteers and community members. This community event supports SIUE student scholarships and alumni programs, helping empower the next generation.

The **SIUE Alumni Association Scholarship** awards tens of thousands of dollars annually to deserving students. As the cost of higher education continues to rise, these scholarships are more critical than ever in helping students achieve their goals without the weight of financial hardship.

By becoming a sponsor, you will play a direct role in transforming lives. Your organization will also receive valuable recognition and visibility before, during, and after the event, not only among runners and volunteers, but also among the thousands of families visiting for Homecoming & Family Weekend.

Sponsorship benefits include:

- Brand exposure and logo placement
- Publicity through SIUE channels and event marketing
- Community engagement and networking opportunities

We offer a variety of sponsorship packages to suit a range of budgets, and we welcome contributions at any level. Your support will make a meaningful impact on SIUE students and the communities they will go on to serve across the country and around the world.

Thank you for considering this opportunity. We would be honored to partner with you to make the 11th Annual Cougars Unleashed the most successful run yet!

Sincerely,

Cathy Taylor, MPA '15
Associate Vice Chancellor for University Advancement
Executive Director of Alumni and Donor Relations
SIUE Alumni Association
cattayl@siue.edu | 618-650-5176

2026 SIUE COUGARS UNLEASHED HOMECOMING RUN OPPORTUNITIES AND BENEFITS

Platinum Sponsor - \$2,500

**Benefit portion is \$360*

- All Gold Sponsor opportunities and benefits
- 4 additional complimentary run entries (8 total)
- 6 additional complimentary entries to the pancake breakfast (10 total)
- Listed as top sponsor on Run website with logo and link
- Listed as top sponsor on Alumni Association social media platforms
- Prominent display of organization logo on all run t-shirts and Start/Finish line banner
- Opportunity to speak at opening of run

Gold Sponsor - \$1,000

**Benefit portion is \$172*

- All Silver Sponsor opportunities and benefits
- 2 additional complimentary run entries (4 total)
- 2 additional complimentary entries to the pancake breakfast (4 total)
- Display of organization logo on all run t-shirts and Start/Finish line banner
- Special PA announcements mentioning sponsor name during and after the run

Silver Sponsor - \$500

**Benefit portion is \$86*

- All Bronze Sponsor opportunities and benefits
- 1 additional complimentary run entry (2 total)
- 2 complimentary entries to the pancake breakfast
- Organization logo included on back of all run t-shirts and marketing emails
- Opportunity to host an informational table on the day of the run

Bronze Sponsor - \$250 OR Provide 10 Volunteers

**Benefit portion is \$35*

- 1 complimentary run entry
- Listed as a sponsor on Alumni Association social media platforms
- Listed as sponsor on Race website with link
- Organization name included on back of all run t-shirts and marketing emails
- Opportunity to provide promotional materials for race packets

Product Donation or Monetary Donation Less Than \$250

If you would like to make a product donation (i.e. gift cards, water bottles, t-shirts, key chains, sports drinks, anything used as door prizes, etc.) in exchange for promotional services, we greatly appreciate it.

- Organization name on back of run t-shirt as space allows
- Organization name included on sponsor banner

To guarantee your logo on our run shirt, sponsorship payments and organization logo must be received by **September 4, 2026**. Contact the SIUE Office of Alumni and Donor Relations at 618-650-2760 or siuealumni@siue.edu with questions.

