

Previous Brea 8K event

2027 SPONSORSHIP PARTNERSHIP GUIDE

BREA 8K CLASSIC

Presented by Brea Mall, A Simon Center

Sunday, February 28, 2027

Supporting the Brea Olinda High School
Instrumental Music, Color Guard, and Choir Programs

Why Sponsor the Brea 8K Classic

2,000+

runners annually over the past four years

400+

volunteers annually

Thousands

of spectators each year

For more than 30 years, the Brea 8K Classic has united runners, families, businesses, volunteers, and community leaders while supporting educational opportunities for students participating in the Brea Olinda High School Instrumental Music, Color Guard, and Choir Programs.



2026 Brea 8K finisher celebration

Sponsor ROI

Before, during and after race day: signage, website presence, social media recognition, printed materials, participant engagement and expo interaction.

2027 event

Brea Mall, Brea, California

8K Run/Walk: 7:00 a.m.

Kids' 1K Fun Run: 9:00 a.m.

2027 sponsorship opportunities

Review draft. Rates and benefits require approval before distribution.

Sponsorship level	Amount	Benefits
Finish Line Sponsor	**$10,000**	Exclusive naming rights, premier visibility, 20 race entries.
Start Line Sponsor	**$7,500**	Exclusive start line branding and recognition.
Elite Sponsor	**$5,000**	Full-page ad, premium recognition, 12 race entries.
Family Fun Run Sponsor	**$3,000**	Naming rights for Family Fun Run, 8 entries.
Champion Sponsor	**$2,500**	Half-page ad, event recognition, 6 entries.
Platinum Sponsor	**$1,500**	Quarter-page ad, expo booth, 4 entries.
Gold Sponsor	**$1,000**	Shirt logo, expo booth, 3 entries.
Silver Sponsor	**$750**	Expo booth, 2 entries.
Community Partner	**$500**	Listing and 1 entry.



Aerial view of the Brea 8K expo

Student programs

Instrumental Music
Color Guard
Choir

Final availability and package benefits require sponsor team approval.

Additional sponsorship assets

Sponsorship asset	Amount
Awards Ceremony Sponsor	**$2,500**
Goodie Bag Sponsor	**$2,500**
Kids Fun Run Sponsor	**$3,000**
Water Station Sponsor	**$1,500**
Mile Marker Sponsor	**$1,500**
Volunteer Hospitality Sponsor	**$1,500**
Fastest Brea Resident Awards Sponsor	**$1,500**

Sponsor inquiries

Brea8K.Sponsors@gmail.com

Brea8K.com

Brea 8K Classic
PO Box 9902
Brea, CA 92822-9902

Sponsor commitment form

Company Name _____ **Contact Name** _____

Address _____ **Phone** _____

Email _____

Select sponsorship level

- □ Finish Line Sponsor $10,000
- □ Start Line Sponsor $7,500
- □ Elite Sponsor $5,000
- □ Family Fun Run Sponsor $3,000
- □ Champion Sponsor $2,500
- □ Platinum Sponsor $1,500
- □ Gold Sponsor $1,000
- □ Silver Sponsor $750
- □ Community Partner $500

Additional sponsorship assets

- □ Awards Ceremony Sponsor $2,500
- □ Goodie Bag Sponsor $2,500
- □ Kids Fun Run Sponsor $3,000
- □ Water Station Sponsor $1,500
- □ Mile Marker Sponsor $1,500
- □ Volunteer Hospitality Sponsor $1,500
- □ Fastest Brea Resident Awards Sponsor $1,500

Disclaimer / waiver

I hereby release, waive, and covenant not to sue, and I further agree to indemnify, defend, and hold harmless the following parties: USA Track & Field, Inc., the Brea 8K Coordinating Committee, the Brea Olinda High School Instrumental Music and Color Guard Boosters, Choir Boosters, event organizers, directors, promoters, sponsors, venue and property owners, law enforcement agencies, and other public entities providing support for this event, as well as their respective parent, subsidiary, and affiliated companies, officers, directors, partners, shareholders, members, agents, employees, and volunteers.

This release pertains to any liability, claim, demand, cause of action, damage, loss, or expense (including court costs and reasonable attorney fees) of any kind that may arise, result from, or relate in any manner to my participation in the event, including claims of liability arising in whole or in part from the negligent acts or omissions of the released parties.

Furthermore, I agree that if I, or anyone acting on my behalf, makes a claim against any of the released parties despite this agreement, I will indemnify, defend, and hold harmless each of the released parties from any liabilities incurred as a result of such claims.

Signature (required): _____

□ All sponsors $500 and up are eligible to receive participation plaques. If you wish to receive one, please check here.

□ All sponsors $500 and up are eligible for a self-staffed display table in our Expo area. If you wish to have one, please check here.

Return to Brea8K.Sponsors@gmail.com