

2026



CAPITAL CITY RACE

Sponsorship Proposal







A LETTER FROM THE FOUNDER

Dear Community Partner,

We are excited to announce that the **fourth annual** Capital City Race, in Memory of Jared Palmer, will take place on Saturday, **May 9, 2026**, at the Missouri State Capitol in Jefferson City, Missouri. This race serves as a powerful platform to promote community and support mental health awareness and recovery efforts.

Featuring **5K, 10K**, and Jefferson City's *first and only* **half marathon courses**, this event serves as a powerful platform to promote the community, mental health awareness, and recovery support in town and across our state.

The heart of this race lies in the friendship between Matt Chinn and Jared Palmer, fraternity brothers from the University of Missouri. During college, Jared began facing growing mental health challenges. Despite the care and encouragement of those around him, he continued to struggle—an experience that profoundly impacted Matt and inspired his lifelong commitment to helping others fighting similar battles.

Matt's own journey has been one of redemption and purpose. A former high school wrestling standout and coach, his life unraveled after college due to substance misuse and multiple DWIs, costing him his dream job as head wrestling coach at Helias Catholic High School. After his fourth DWI, Matt reached rock bottom. While sobering up in jail, he prayed for help—and saw the words ***“Everything happens for a reason. God is with you”*** written beneath his bunk. That message became the turning point in his life.

The next day, Matt entered treatment at Valley Hope in Boonville, MO, completed recovery, and graduated from the Cole County Treatment Court program. He rebuilt his life, reopened his business, and began using his story to inspire hope in others.

Tragically, Jared passed away in November 2021 after his battle with mental illness. In his memory, Matt founded the Capital City Race in 2023, fulfilling a promise to create an event that unites people, raises awareness, and inspires hope.

Sponsorships and donations directly support:

- **Cole County Treatment Courts** (Veterans, Drug, DWI, and Co-Occurring Alternative Courts)
- **Jared Palmer's Children's Education Fund**
- **Local mental health and recovery programs, including:**
 - Thanksgiving meals and graduation events for participants in the Treatment Court and their loved ones.
 - Motivational speakers and educational resources.
 - Supplies for individuals entering recovery.
 - Crisis Intervention Team (CIT) assistance for First Responders.
 - Housing and stability support for those rebuilding their lives.

Please review the attached Sponsorship Packet for complete details. If you have questions or partnership inquiries, contact Matt Chinn at capitalcityrace@gmail.com.

Your generosity not only makes this event but also transforms lives. We appreciate your time, compassion, and ongoing dedication to fostering a healthier and more hopeful Missouri.

All the best,



Matt Chinn
Founder, Capital City Race







SPONSORSHIP OPPORTUNITIES AND BENEFITS

\$6,000

TITLE AND RACE SHIRT SPONSOR

\$4,000 - with a three-year commitment as Title and Race Shirt Sponsor

Benefits:

- Exclusive naming rights: "Capital City Race presented by [Your Company]."
- Exclusive logo placement on all participant shirts.
- A speaking opportunity during the opening ceremony.
- Prominent recognition on the race website, social media channels, and during the event.
- One expo booth at the race.
- 10 complimentary race entries.

\$3,500

RACE BAG SPONSOR

Benefits:

- Exclusive logo on all participant race bags.
- Recognition on the race website, social media channels, and during the event.
- Eight complimentary race entries.

\$2,500

RACE MEDAL SPONSOR

Benefits:

- Exclusive logo on race medals.
- Recognition on the race website, social media channels, and during the event.
- Six complimentary race entries.

\$2,000

START|FINISH LINE BANNER SPONSOR

Benefits:

- Sponsor logo displayed on a banner under the finish and starting line banner.
- Recognition on the race website, social media, and during the race.
- Four complimentary race entries.

\$1,500

RACE BIB SPONSOR

Benefits:

- Sponsor logo featured on all race bibs.
- Recognition on the race website, social media channels, and during the event.
- Two complimentary race entries.

\$1,000

RACECOURSE PHOTO SPONSOR

Benefits:

- The sponsor logo is displayed as a watermark on all race day photographs taken by the race photographers.
- Recognition on the website and social media.

\$900

DIGITAL PHOTO BOOTH SPONSOR

Benefits:

- The sponsor's logo is incorporated into the digital photo booth artwork and appears on each image and GIF taken.
- Recognition on the race website, social media channels, and during the event.

\$750

AID STATION SPONSOR (13)

Benefits:

- A sign featuring the sponsor's logo is displayed at one of 13 race aid stations.
- Recognition on the race website, social media channels, and during the event.

\$700

MILE MARKER SPONSOR (13)

Benefits:

- A sign featuring the sponsor's logo is displayed at one of the 13 miles of the race route.
- Recognition on the race website, social media channels, and during the event.

\$250

EXPO BOOTH SPONSOR

Benefits:

- Booth space at the race expo.
- Opportunity to distribute promotional materials.
- Recognition on the race website, social media channels, and during the event.

\$100+

FRIEND OF THE RACE

Benefit:

- Recognition on the race website, social media channels, and during the event.



IN-KIND DONATION

- In-kind donations of goods, services, or supplies to assist with race operations and enhance the participant experience are welcome. Sponsorship Benefits will correspond to the sponsorship level based on the value of the donation.



2026 SPONSORSHIP AGREEMENT



SPONSORSHIP LEVEL

Select One:

- | | |
|--|---|
| <input type="checkbox"/> \$6,000 TITLE AND RACE SHIRT SPONSOR | <input type="checkbox"/> \$900 DIGITAL PHOTO BOOTH SPONSOR |
| <input type="checkbox"/> \$4,000 TITLE AND RACE SHIRT SPONSOR 3 YEAR COMMITMENT | <input type="checkbox"/> \$750 AID STATION SPONSOR (13) |
| <input type="checkbox"/> \$3,500 RACE BAG SPONSOR | <input type="checkbox"/> \$700 MILE MARKER SPONSOR (13) |
| <input type="checkbox"/> \$2,500 RACE MEDAL SPONSOR | <input type="checkbox"/> \$250 EXPO BOOTH SPONSOR |
| <input type="checkbox"/> \$2,000 START/FINISH LINE BANNER SPONSOR | <input type="checkbox"/> \$100+ FRIEND OF THE RACE |
| <input type="checkbox"/> \$4,000 RACE BIB SPONSOR | <input type="checkbox"/>  IN-KIND DONATION |
| <input type="checkbox"/> \$1,000 RACECOURSE PHOTO SPONSOR | |

CONTACT INFORMATION

Business Name:

Contact:

Phone:

Address:

Email Address:

PAYMENT INFORMATION



A check is enclosed. Please make checks payable to Capital City Race.



A check will be mailed.

MARKETING



Prefer to remain anonymous on all displays and marketing materials.



Agree to the following information and artwork being used and displayed on marketing materials.

- **Sponsor Name:** How it should appear on all marketing materials:
- **Sponsor Logo Artwork:** Please submit the **logo artwork** in **transparent PNG** format to **capitalcityrace@gmail.com**.
- **Submit this form and logo by April 09, 2025**, to ensure your sponsor name and logo appear on promotional items.

FORM SUBMISSION



Email:
capitalcityrace@gmail.com
Subject: Sponsorship Agreement



Mail:
Capital City Race Inc. c/o Matt Chinn
2711 Lola Drive
Jefferson City, MO 65109





Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

CAPITAL CITY RACE INC
C/O MATT CHIN
2711 LOLA DRIVE
JEFFERSON CITY, MO 65109

Date:
01/16/2024
Employer ID number:
99-0514459
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
509(a)(2)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
January 04, 2024
Contribution deductibility:-
Yes
Addendum applies:
No
DLN:
26053408002774

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements



Race Day!



CAPITAL CITY RACE

in Memory of Jared Palmer



SAVE THE

Date

SATURDAY, MAY 09, 2026

MARK YOUR CALENDAR!

Join us for the **4th Annual Capital City Race**—a meaningful event honoring Jared Palmer and raising awareness for mental health.

Choose from a **5K**, **10K**, or Jefferson City's first and only **Half Marathon**, each highlighting the beauty of Missouri's Capital City.

Every step makes a difference for mental health and our community!

READY, SET, REGISTER!

To **learn more** or **register**, visit capcityrace.com or scan the **QR code**—we can't wait to see you at the starting line!



