



2026 Bell Tower *Race* Series

Get Active,
Support SWFL Non- Profits
And Enjoy Great Restaurants



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About the Series

Hosted at the iconic Bell Tower Shops in Fort Myers, this series brings together themed 5Ks and community events that combine great racing with lively post-run celebrations. From festive holidays to charity causes, every race is a unique experience that keeps you moving and connected.



Mission

To unite the community through fun and fitness while supporting the local businesses that make Bell Tower a destination



Uniqueness

This series is more than a collection of races, it's a community experience that connects fitness, fun, and local business. Each event drives engagement and economic impact by bringing thousands of people into the shops and restaurants that make Bell Tower a thriving destination.



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2026 *Race* Series Lineup

- 02/21/26 Run Like a Kid
- 03/14/26 McGregor's Kilts & Kilometers
- 05/02/26 Cantinas CincoRita Run
- 06/06/26 The Big Run
- 10/10/26 Partners Pink Run
- 11/14/26 Mullets and Mustaches 5K
- 12/12/26 Rockin Around the Bell Tower



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Who's Coming?

AGE | 00 – 20

22%

AGE | 21 – 40

38%

AGE | 40-60

30%

AGE | 61+

11%

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How We Promote the Series

01

Social Media Strategy

Our campaigns will promote the series through targeted ads designed to boost visibility, registrations, and foot traffic.

02

Public Relations

Through press releases, media partnerships, and community outreach, we'll share stories that showcase sponsors, participants, and community.

03

Traditional Media

We'll use local television, radio, print, and on-site signage to build community awareness, promote sponsor visibility, and drive participation



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Our Proven Success Stories



Growth

This series has added two new races in 2025 and increased participation in all races year over year.



Charity

Over \$12,000 in charitable donations were generated from the 2025 bell tower Race series.

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Strategic Sponsorship Opportunity



Reach

Exposure Potential

Sponsoring the Bell Tower Race Series offers great exposure potential, reaching thousands of participants, spectators, and shoppers.



Branding

Brand Alignment With Lifestyle/Audience

The Bell Tower Race Series offers sponsors a unique opportunity to align their brand with an active, family-friendly, and community-focused lifestyle



Engagement

High Foot Traffic & Media Coverage

High foot traffic from participants and spectators combined with extensive media coverage delivers powerful visibility and brand exposure.

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What Our Sponsors Say

Our sponsors are proud to support this race series—not only because it promotes a healthy, active lifestyle, but also because it drives commerce to local Southwest Florida businesses and provides valuable resources and visibility to the region’s charitable organizations.



I love that these races combine fitness, fun, and community! Each event has its own personality.

Being part of the bell tower race series has been a great experience. It's more than just a 5k!

The bell tower race series is one of SWFL's most popular community event series



Contact & Next Steps

Sponsorship Contact:

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RUN
EAT
DRINK
REPEAT