

2026 Bell Tower Race Series

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



Series

Participants

How

Success

Sponsorship

Contact

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.





About Series Participants How Success Sponsorship Contact

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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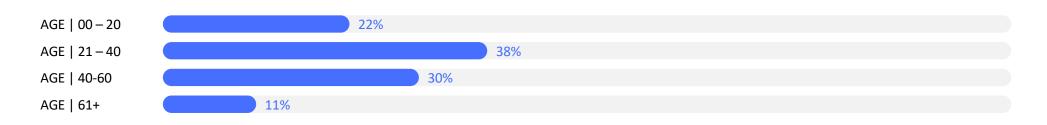
Contact







Who's Coming?



Series Participants

How

Success

Sponsorship

Contact

How We Promote the Series

Social Media Strategy
Our campaigns will prom

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

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

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





Series

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How

Success

Sponsorship

Contact

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.



About Series Participants How Success





Strategic

Sponsorship Opportunity



Reach

Exposure Potential

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

Sponsorship

Contact



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.



Sponsorship Packages

	Presenting	Swag	Medal	Start/Finish Line	Lead Out	Water Stop	Gold	Silver	Bronze
Price	\$6,000.00	\$4,500.00	\$4,500.00	\$4,000.00	\$2,500.00	\$2,500.00	\$2,000.00	\$1,500.00	\$1000.00
Title Naming rights (presented by)	х	-	-	-	-	-	-	-	-
Name/Logo on Swag	X	Χ	-	-	-	-	-	-	-
Name/Logo on Medal	X	-	х	-	-	-	-	-	-
Name/Logo on start/finish arch & Race Chute	X	-	-	X	-	-	-	-	-
Name/Logo on flag for golf cart lead out	X	-	-	-	Х	-	-	-	-
Name/Logo on Water Stop Table	X	-	-	-	-	Х	-	-	-
Inclusion in one Televised Segment	X	Х	X	-	-	-	-	-	-
Speaking Opportunity (each race)	X	-	-	-	-	-	-	-	-
Speaking Opportunity (one race)	-	Х	X	X	-	-	-	-	-
Complimentary Entries (Per Race)	10	8	8	6	6	4	3	2	1
Sponsor Banner at each Race	X	Х	X	Χ	X	Χ	Χ	-	-
Opportunity to add Promo items to Swag Bags	X	Χ	X	X	X	Χ	Χ	X	-
Vendor booth at each race	Х	Х	Х	X	Х	Х	Х	Х	Х
Name/Logo on website	Х	Х	Х	X	Χ	Χ	Χ	Χ	Х
Name/Logo on Email Communications	Х	Х	Х	Х	Х	X	Х	Х	x



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Participants

How

Success Sponsorship

Contact



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:

1 (910) 200-8994 | john@apexpromoz.com | www.apexpromoz.com | Fort Myers, FL

