



SPONSORSHIP & VENDOR OPPORTUNITIES

PRESENTED BY:



**Aiken Electric
Cooperative, Inc.**



CAROLINA CONNECT
POWERED BY AIKEN ELECTRIC COOPERATIVE

A LETTER FROM OUR CEO

We cordially invite you to join us as a Sponsor or Vendor of Aiken Electric Cooperative's Touchstone Energy annual RUN UNITED event. All proceeds from the race event will benefit the United Way of Aiken County. The race festivities kick off at 7:00 a.m. on Newberry Street in historic downtown Aiken Saturday, April 25, 2026.

Aiken Electric Cooperative is a not-for-profit cooperative, dedicated to giving back to the community and the members we serve. The annual RUN UNITED event is just one way we complete this mission.

RUN UNITED includes a 1-mile Kids' Fun Run, 5K, 10K, and Half Marathon through scenic views of historical downtown Aiken, SC. Since its inception, RUN UNITED has raised nearly \$300,000 for the United Way of Aiken County.



Gary L. Stooksbury
Chief Executive Officer

We invite you to consider partnering with us in our efforts to better our community through the United Way of Aiken County. We are committed to actively promoting each sponsor and vendor who will help make this much anticipated, annual event a success.

As a Sponsor of RUN UNITED, you will have the opportunity to reach hundreds of potential clients in one location. Your sponsorship will increase your business's visibility with prominent logo placement.

As a Vendor, you will have direct access to a health-conscious customer base with your company's exhibit set up at the event. You will have the opportunity to drive sales with hands-on opportunities for product samples, sales, and giveaways to a concentrated mass market.

We've included information regarding sponsorships and vending opportunities on the enclosed Sponsorship / Vendor form. Please review and return with your remittance payable to Aiken Electric Cooperative, RUN UNITED, P.O. Box 417, Aiken, SC 29802.

Thank you for your consideration of supporting the United Way of Aiken County through a RUN UNITED sponsorship. We appreciate your review and look forward to hearing from you.

A handwritten signature in black ink, appearing to read "Gary", written over a white background.



RUN UNITED EVENTS

Be a part of this exciting yearly event beloved by race participants, volunteers, and Aiken area residents alike.

RUN UNITED SPECIFICS

DATE: Saturday, April 25, 2026

TIMES: Race check-in begins at 6:30 a.m.
Race event kicks off at 7:00 a.m.
Half Marathon starts at 7:30 a.m.
10K starts at 7:30 a.m.
5K starts at 7:45 a.m.
Kids' Fun Run starts at 9:30 a.m.

LOCATION: Newberry St. Festival Area

PRIZES: Half Marathon overall winners receive cash awards & all finishers receive medals and commemorative race photos

COURSE: Route winds around majestic live oak trees along South Boundary Avenue and traverses training tracks and horse trails while offering views of polo fields and other iconic Aiken properties.

COMMUNITY-CENTERED



Proceeds benefit United Way of Aiken County



Family-oriented event

SUCCESS



Aiken's first half marathon



National, regional and local exposure



Improved downtown tourism for 10 consecutive years

FAST FACTS

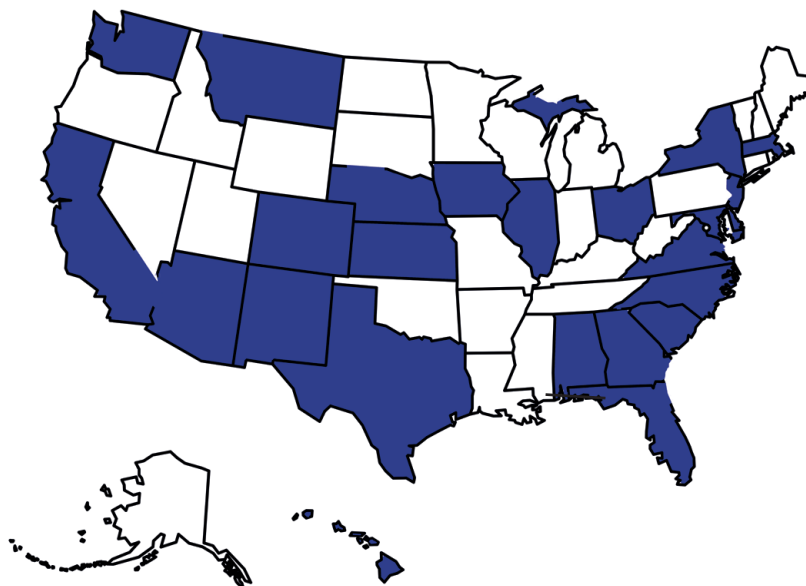
2001

 Began in 2001 as an employee health and wellness incentive at Aiken Electric Cooperative (AEC).

70%

 Historically, over 70 percent of AEC employees, including linemen, accountants, engineers, member service representatives, and other staff members, serve as volunteers and help set up, manage, and break down the entire event.

29 STATES NATIONWIDE



 Participants from 29 states nationwide and our neighboring country, Canada.

 Furthest participant for 2025: California.

TOTAL ECONOMIC IMPACT

\$20,250

LODGING

\$32,580

FOOD & RETAIL

1,500+

**RACE
PARTICIPANTS &
SPECTATORS**

RUN UNITED

RACE SPONSORSHIPS

PRESIDENTIAL SPONSORSHIP

\$15,000

OPPORTUNITY AVAILABLE TO 2 SPONSORS

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- “Sponsored by” naming exclusivity
- Company logo printed on the back of Runner Dri-fit
- Company banner and logo displayed in the festival area, throughout the race courses, and packet pickup
- Complimentary tent at the festival area on race day
- Logo with link included on the website
- Logo on posters and print advertisement
- 6 complimentary race entries
- First right of refusal for future events

TECH SPONSORSHIP

\$10,000

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Company logo printed on the back of Runner Dri-fit
- Company banner and logo displayed in the festival area, throughout the race courses, and packet pickup
- Complimentary tent at the festival area on race day
- 5 complimentary race entries
- Logo with link included on the website
- Logo on all print and digital advertisement including social media and email campaigns
- First right of refusal for future events

DRI-FIT RUNNER'S SHIRT

\$10,000

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- “Runner Dri-Fit Shirt Sponsored by” naming exclusivity on the left or the right sleeve
- Company banner and logo displayed in the festival area
- Complimentary booth at packet pickup
- Complimentary tent at the festival area on race day
- 5 complimentary race entries
- Logo will appear on the AEC company website advertising for the race
- First right of refusal for future events

10K SPONSOR

\$7,500

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Logo on back of Runner Dri-fit race shirts
- Company banner and logo displayed in the festival area
- Complimentary booth at packet pickup
- Complimentary tent at the festival area on race day
- Logo will appear on the AEC company website advertising for the race
- First right of refusal for future events

TIMING & TENT SPONSOR

\$7,500

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Company logo on back of volunteer shirt
- Company logo on runners' bibs
- Company banner and logo displayed in the festival area
- Complimentary booth at packet pickup
- Complimentary tent at the festival area on race day
- Logo will appear on the AEC company website advertising for the race
- Logo displayed on all digital commemorative race photos
- First right of refusal for future events

5K SPONSOR

\$5,000

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Logo on back of Runner Dri-fit race shirts
- Company banner and logo displayed in the festival area
- Complimentary booth at packet pickup
- Complimentary tent at the festival area on race day
- Logo will appear on AEC company website advertising for the race
- First right of refusal for future events

MEDALLION SPONSOR

\$5,000

OPPORTUNITY AVAILABLE TO 1 SPONSOR

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Company name on the back of all medallions
- Company banner and logo displayed in the festival area
- Complimentary booth at packet pickup
- Complimentary tent at the festival area on race day
- Logo will appear on AEC company website advertising for the race
- First right of refusal for future events

TV SPONSOR

\$5,000

OPPORTUNITY AVAILABLE TO 1 SPONSOR

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Company banner and logo displayed in the festival area
- Complimentary booth at packet pickup
- Complimentary tent at the festival area on race day
- Logo will appear on AEC company website advertising for the race
- First right of refusal for future events

VOLUNTEER PACKET SPONSOR

\$5,000

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Company logo on left or right sleeve of volunteer shirt
- Company banner and logo displayed in the festival area
- Complimentary booth at packet pickup
- Complimentary tent at the festival area on race day
- Logo will appear on the AEC company website advertising for the race
- First right of refusal for future events

PRINT MEDIA SPONSOR

\$5,000

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Company logo on back of Runner Dri-fit shirt
- Company banner and logo displayed in the festival area
- Complimentary booth at packet pickup
- Complimentary tent at the festival area on race day
- Logo will appear on AEC company website advertising for the race
- First right of refusal for future events

BILLBOARD & BANNER SPONSOR

\$5,000

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Company logo on back of Runner Dri-fit shirt
- Company banner and logo displayed in the festival area
- Complimentary booth at packet pickup
- Complimentary tent at the festival area on race day
- Logo will appear on the AEC company website advertising for the race
- First right of refusal for future events

KIDS' FUN RUN SPONSOR

\$5,000

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Covers registration for 500 children between the ages 3-9
- Company logo on back of Kids' shirt
- Company banner and logo displayed in the festival area
- Complimentary booth at packet pickup
- Complimentary tent at the festival area on race day
- Logo will appear on the AEC company website advertising for the race
- First right of refusal for future events

EXCLUSIVE HYDRATION SPONSOR

\$5,000

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Company logo on signage in front of all 13 hydration stations
- Company logo included in race participants facts email sent prior to race event
- Company logo included on all hydration materials
- Company banner and logo displayed in the festival area
- Complimentary booth at packet pickup
- Complimentary tent at the festival area on race day
- Logo will appear on the AEC company website advertising for the race
- First right of refusal for future events

RUNNER COOLING TOWEL

\$3,000

OPPORTUNITY AVAILABLE TO 1 SPONSOR

**This sponsorship can be created through a combination of monetary and/or in-kind products.*

- Runner cooling towel "Sponsored by" naming exclusivity listed on the cooling towel with RUN UNITED logo
- 10 x 10 vendor booth display space
- First right of refusal for future events

REFRESHMENT SPONSOR \$1,000

- Company name/logo on signage located at the refreshment station

VENDOR \$500

- Reserves display space from 6 AM - 11 AM, including sign & electricity, if needed **Tent not provided*
- Promotional item in race packets (must receive by March 30)
- Business named mentioned during the event by emcee

RACE PACKET SPONSOR \$250

- Promotional item in race packets (must receive by March 30)
- Business named mentioned during the event by emcee

IN-KIND SPONSORSHIP DONOR'S PLEDGE

- Thank you shout out on social media platforms



SPONSORSHIP PLEDGE / VENDOR FORM:

This agreement is made by and between Aiken Electric Cooperative's RUN UNITED, a South Carolina not-for-profit corporation (hereinafter referred to as "RUN UNITED") and _____ (company name) hereinafter referred to as "Sponsor" and dated this _____ day of _____, _____.

RUN UNITED agrees to provide the following services and privileges to the Sponsor as outlined in the sponsorship prospectus: _____

\$15,000 Tier: ☐ Presidential Sponsorship

\$10,000 Tier: ☐ Dri-Fit Runner's Shirt Sponsor

\$7,500 Tier: ☐ 10K Race Sponsor ☐ Timing & Tent Sponsor

\$5,000 Tier: ☐ 5K Race Sponsor ☐ TV Sponsor

☐ Kids' Fun Run Sponsor ☐ Medallion Sponsor ☐ Volunteer Packet

☐ Hydration Sponsor ☐ Print Sponsor ☐ Billboard and Banner Sponsor

\$3,000 Tier: ☐ Runner Cooling Towel

\$1,000 Tier: ☐ Refreshment Sponsor

\$500 & less: ☐ Vendor* - \$500 ☐ Race Packet Sponsor - \$250
**Tent not provided*

☐ In-Kind Sponsorship - \$_____

Please make checks payable to Aiken Electric Cooperative.

ATTN: RUN UNITED, P.O. Box 417 Aiken, SC 29802

PAYMENT INFORMATION:

Fill out and submit with your sponsorship agreement to RUN UNITED

Contact Information:

Full Name: _____

Title: _____ Company: _____

Phone: _____ Fax: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____

Payment:

☐

Credit Card

☐

Check

Total payment \$ _____

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If using a credit card, fill in credit card number in the boxes provided above

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Expires: (MM/YY)

Security Code

Signature: _____ **Date:** _____

Please make checks payable to Aiken Electric Cooperative.

ATTN: RUN UNITED, P.O. Box 417 Aiken, SC 29802



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[INSTAGRAM.COM/RUNUNITED](https://www.instagram.com/rununited)

[RUNSIGNUP.COM/RUNUNITED](https://www.runsignup.com/rununited)