



# STEPS FOR SOS 5K

**SATURDAY | APRIL 11, 2026**

**TRADEWINDS PARK | 7:00 AM TO 10:00 AM**

**1,000 PARTICIPANTS**

**\$25.00 RUNNER REGISTRATION FEE**

**WALKERS FREE [WWW.STEPSFORSOS.ORG](http://WWW.STEPSFORSOS.ORG)**

## EVENT OVERVIEW:

In 2026 we have revamped our 5K to make your fundraising more user friendly and provide an amazing day of event experience. We have updated our registration and fundraising platform and added registration fees.

***"What people love the most about this event is that we cater to all fitness levels. You don't have to run if you prefer to take a more leisurely pace as a walking participant. It's a fun morning, the children are there and it's the best way a group of people can support our cause."***

**- Dawn Seay, Chief Development Officer**

In addition to being fun, the Steps for SOS 5K is a movement where you can raise awareness for those with lived experience in foster care and raise critical funds to provide programs and services to help our children and young adults thrive.

- **The 5K course is timed**
- **Awards are given to top teams and individual fundraisers**
- **Free food and entertainment**
- **All runners will receive medals**
- **Event includes a sponsor exhibit area**

For 2026 we have introduced a registration fee, which based on the amount, comes with fun benefits. Please note that the \$500 registration can either be in the form of a straight donation or can be applied from your individual fundraising. Here is a breakdown of how this year's registration fees will work...

**\$25.00** Event registration fee.

**\$50.00** Includes registration fee and participant medal.

**\$300.0** Includes registration fee, participant medal, event commemorative t-shirt, and entry to the event VIP section which includes made to order specialty breakfast, preferred seating, cold towels, and relaxing chair massages.

SPONSORSHIP PACKAGES	PRESENTING \$20,000	GOLD \$10,000	SILVER \$5,000	FRIEND OF SOS \$1,500
	<b>SOLD</b>			
200 iHeartMedia radio PSA's and media releases. Recongning your company as presenting sponsor.	✓			
Premium exhibit tent space in sponsor area (tents and tables provided)	10 x 20	10 x 10	10 x 10	10 x 10
Logo placement on Steps for Steps for SOS 5K T-shirts, brochures and posters	Presenting Sponsor Title	✓	✓	
Logo placement on Steps for SOS website with link to your company site.	Presenting Sponsor Designation	✓		
Promoted via SOS Children's Villages Florida's Facebook and Instagram pages.	As Presenting Sponsor	✓		
Logo & link on Steps for SOS Run/Walk participant engagement emails	✓	✓	✓	
Logo displayed on Route Maps and day of event materials.	✓	✓		
Free Registrations	20	15	10	5
Facebook and Instagram posts with link to your company website with approved messaging	10	5		
Recognition of Run/Walk participants from the stage on day of event	Opportunity to speak	✓	✓	
Opportunity for one post-event mailing to all registered Steps for SOS Run/Walk participants (conditions apply)	✓			
Ownership of a Rest Stop with corporate banner display	✓	✓		
Corporate recognition and presentation at Steps for SOS Run/Walk events: Run/Walk Kick Off Event – January 28, 2026; Day of event: April 11, 2026	✓	✓		
Company banner displayed at Run/Walk event and Kick Off sites	✓			
Logo placement on sponsor banner at Steps for SOS Run/Walk.	✓	✓		
Opportunity to include company literature and/or item at all Steps for SOS recruitment events. (10 to 15 total)	✓			
Company logo prominently displayed on pre-event banner outside of event site. (conditions apply)	✓	✓	✓	✓
Walk Route signage opportunity. Customized options available (additional fees may apply).	✓	✓		
Walk Route and Signage Company logo on runner bibs, fitness warm up sponsor, packet pick up with happy hour at location of your choice	✓			

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

## **MEDAL SPONSOR \$5,000**

Company logo on all medals

## **VIP TENT SPONSOR \$2,500**

Company name and logo on tent signage  
Opportunity for a representative to provide marketing materials and engage event participants

## **VOLUNTEER SHIRT SPONSOR \$1,500**

Company logo on all event volunteer T-shirts with "Sponsored by..." and your company name

## **START/FINISH LINE SPONSOR \$1,500**

Company provided banner displayed at the start and finish line

## **HEALTH AND WELLNESS /SPONSOR \$1,000**

Lead pre-event workout and company banner to be displayed in workout area \$1,000

## **WATER STATION SPONSOR \$1,000**

Company name and logo included on water station signage/banner/route map

## **ROUTE SIGN SPONSOR \$250**

Customized message and your company logo on sign along the route

## **FRIENDS OF SOS SOCIAL MEDIA SPONSOR \$150**

Opportunity for customized messaging on SOS Children's Villages Florida's Facebook and Instagram pages and Steps for SOS 5K database (5,000) with your company logo or name. Content must be relevant to 5K event and approved by SOS. (two messages on each platform during campaign period)





