

Bridge Street Ministries Sponsorship Opportunities

2026 SPONSORSHIP OPPORTUNITIES

Rivertown Races

Kid's 1 mile Fun Run

April 17, 2026

5K, 10K, & Half Marathon

April 18, 2026

Spring Celebration

Frederik Meijer Gardens & Sculpture Park

Monday, May 18, 2026

Walloon Lake Triathlon

Sprint Triathlon, Duathlon, and Aquabike

July 18, 2026

CONTENTS

About Bridge Street Ministries 4

Rivertown Races 7

Spring Celebration 10

Walloon Lake Triathlon 12

Take the Next Step 15

20 YEARS AGO

A handful of young people moved into an under-resourced community to seek the shalom of their neighborhood.



TODAY

- We've established 3 youth centers around Grand Rapids
- We employ 13 paid staff
- 50 volunteers regularly work with us
- Thousands of lives have been impacted

WE ARE...

CHRIST-CENTERED

We are committed to our Christian faith

YOUTH FOCUSED

Youth are the future of our communities

HOLISTIC

We are about the whole person

NEIGHBORHOOD FOCUSED

Youth development is community development



THE MISSING MIDDLE

Our Resurgence program is the only neighborhood based youth program in Grand Rapids that is designed specifically for the critical middle school age.

EXPOSURE EQUALS IMPACT

Exposing youth to inspiring opportunities and leaders leads to positive self-discovery and academic performance.*

Additionally, young adults that take a meaningful, Christ-centered gap year are more likely to grow in their faith after high school and excel academically and professionally.**

3:1

For every \$1 invested in urban youth development, there is a \$3 return in long-term economic benefit.*



OUR MISSION

EQUIPPING AND EMPOWERING YOUTH, THROUGH HOLISTIC DEVELOPMENT, TO BE THE FUTURE LEADERS OF RESTORATION AND HOPE IN THEIR COMMUNITIES.

OUR VISION

THE SHALOM OF CHRIST REFLECTED THROUGH TRANSFORMED LIVES THAT CULTIVATE THRIVING COMMUNITIES

OUR PROGRAMS



BRIDGE YEAR

GRAND RAPIDS

A GAP YEAR WITH A PURPOSE

Grand Rapids Bridge Year is a 9 month Christ-centered urban gap year program.

Students live in intentional community in our neighborhood, learn more about God's character, Christ's Kingdom, and serve with us in his redemption mission.

During Phase 1: Students experience deep spiritual formation as they learn from a diverse group of pastors, professors, and ministry leaders.

Phase 2: Students live overseas while serving our global partners and experiencing the Kingdom of God in a different global culture.

Phase 3: Students are prepared and equipped for a missional way of life after Bridge Year.



RESURGENCE

EQUIPPING AND EMPOWERING HIGH-POTENTIAL YOUTH

Resurgence is a Christ-centered, place-based after-school program working to support the holistic development of high-potential urban youth.

With Resurgence sites around the city, we create safe places and inspiring opportunities for kids to be equipped and empowered to be the future leaders of restoration and hope in their communities.

Students in Resurgence have opportunities to build healthy relationships and participate in a diverse set of high-quality extracurricular learning labs.

We support students in 4 key areas: academic, spiritual, social/emotional, and community engagement.



IMMERSION

GRAND RAPIDS

ENGAGING LOCAL YOUTH IN LOCAL MISSION

Bridge Street Ministries works with churches, schools, and other organizations around the city to engage local youth in local mission.

We work with groups of youth in a variety of ways including hosting summer trips, day trips for high school classes, May terms, and more.

These immersive experiences focus on learning, Christian community development principles, and serving the communities we work in.

Contact us to learn how you can get your class or youth group immersed in local mission here in Grand Rapids.

FUTURE GROWTH

We have a vision to see holistic, Christ-centered, high quality after school programming available **to every kid, in every neighborhood in our city.**



We are working to develop a robust high school leadership development pipeline that gives our graduating middle schoolers something to come back to in high school and that middle school students can aspire to when they graduate middle school. We see this becoming a feedback loop whereby high school students can give back by investing in younger students as well as continue to grow into the future leaders of their neighborhoods.

We also want to journey with kids through high school and into our Grand Rapids Bridge Year program, making this life-changing experience of Grand Rapids Bridge Year visible and accessible to all young adults in all over West Michigan.

As we work to build and strengthen this pipeline, our hope is to catalyze a youth movement here in Grand Rapids. Youth are the future of our city and we want to prepare them to step into that role as well as highlight their potential to our community.



RIVERTOWN RACES

SPONSORSHIP

Saturday, April 18, 2026

Rivertownraces.com



About Rivertown Races

Rivertown Races is proud to celebrate our 13th year as one of West Michigan's premier running events. For more than a decade, we've welcomed runners of all ages and abilities to enjoy our half marathon, 10K, and 5K, plus a 1-mile fun run for kids and families.

This family-friendly race attracts 800+ athletes and nearly 100 volunteers each year. Our beautiful, flat, and fast courses are ideal for both first-time runners and elite competitors.

A Race With a Purpose

Rivertown Races is a community event creating lasting impact. With 100% of proceeds supporting the work of Bridge Street Ministries, every step taken on race day contributes to a larger story of growth, hope, and investment in our city's future.

Why Sponsor Rivertown Races?

As a sponsor, your organization will receive valuable visibility while making a tangible impact in the community.

What's in It for You

- Exposure to hundreds of athletes and spectators on race day
- Promotion through race and volunteer t-shirts, race-day signage, and our website (rivertownraces.com)
- Recognition in email blasts and social media, reaching 9,000+ individuals
- Association with a well-loved community event and a trusted local nonprofit

Sponsorship is a powerful way to introduce your business to West Michigan residents and visitors alike—while demonstrating your commitment to the vibrancy of our region.

What's in It for the Community

Your sponsorship helps grow the programs of Bridge Street Ministries, supporting under-resourced, high-potential youth as they grow into the next generation of leaders in Grand Rapids.

Join Us

We invite you to partner with us as a sponsor of Rivertown Races. Together, we can create an exceptional race day experience and help cultivate hope and opportunity for youth in our community.

RIVERTOWN RACES

SPONSORSHIP

Saturday, April 18, 2026

Rivertownraces.com



Photos by:



Sponsorship Opportunities

Title Sponsor:

– Striders

Premier Sponsor:

– \$1,000

Partner Sponsor:

– \$500

Supporting Sponsor:

– \$250

Athlete Bag Insert:

– Special Request

Race-Day Expo Booth:

– Special Request

*Please note: Sponsors are responsible to supply booths and banners. Tables will be provided upon request.

Opportunities and costs to setup a race-day expo booth will be considered on a case-by-case basis. Please contact ryan@bsmgr.org to discuss.

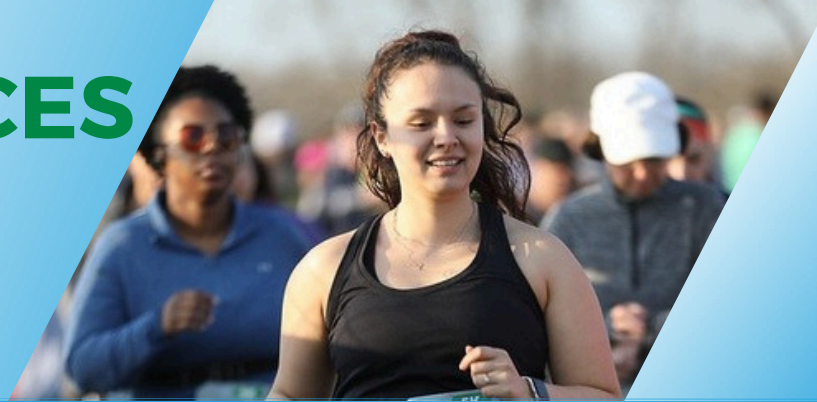


RIVERTOWN RACES

SPONSORSHIP

Saturday, April 18, 2026

Rivertownraces.com



Photos by:



Sponsorship Benefits		Partner Sponsor	Supporting Sponsor
	\$1,000	\$500	\$250
Listed as a sponsor in all email communications	As "Premier"	As "Partner"	As "Supporting"
Highlighted as a sponsor on social media	•	•	•
Recognition on Website (rivertownraces.com)	•	•	
Links to your website on rivertownraces.com	•		
Custom highlights in official Facebook posts	•		
Company displayed on race brochures & print media	Logo	Logo	Name
Company displayed on media publications	Logo	Logo	Name
Company listed on race calendar websites	Logo	Logo	Name
Company displayed on back of shirts	Logo	Logo	Name
Mention in opening ceremony	•	•	•
Opportunity to include promotional items in race-day packets	•	•	
Company banner displayed at finish area	•		
Opportunity to exhibit items and company info at race day expo booth	•		
Complimentary race entry	5	3	1



SPRING CELEBRATION

SPONSORSHIP

Monday, May 18, 2026

Frederik Meijer Gardens & Sculpture Park



Spring Celebration Event Overview

Our annual Spring Celebration will take place on May 18, 2026, at the Frederik Meijer Gardens & Sculpture Park. Each year, this signature event gathers supporters, partners, and friends of Bridge Street Ministries to celebrate what God has done and to look ahead to what is possible together.

A Night to Celebrate and Champion the Mission

Our Spring Celebration draws nearly 400 guests annually, all united by a shared commitment to the mission of Bridge Street Ministries. In 2026, we are hoping to welcome up to 500 attendees for an evening that highlights stories of impact, transformation, and hope.

This event is both a celebration and a call to action—inviting guests to champion the ongoing work of equipping and empowering youth to become future leaders in our city.

2026 Spring Celebration Goals

- Attendance Goal: 500 guests
- Fundraising Goal: \$150,000

Funds are raised through a combination of event sponsorships and night-of giving, with proceeds directly supporting the programs and mission of Bridge Street Ministries.

Sponsorship Opportunities

Event sponsors play a vital role in making our Spring Celebration possible. Sponsors receive meaningful recognition throughout the event experience, including visibility in event promotions and communications, recognition on printed materials, and on-screen acknowledgment during the program. Sponsorship not only provides valuable exposure, but also demonstrates a clear commitment to the flourishing of youth and communities in Grand Rapids.

Join Us

We invite you to partner with us for this special evening—celebrating impact, inspiring generosity, and investing in the next generation of leaders.

SPRING CELEBRATION

SPONSORSHIP

Monday, May 18, 2026

Frederik Meijer Gardens & Sculpture Park



Sponsorship Opportunities

Catalyst Sponsor:

- \$25,000-\$50,000 matching gift

Thrive Sponsor:

- \$10,000

Growth Sponsor:

- \$5,000

Cultivator Sponsor:

- \$2,500

Grassroots (table) Sponsor:

- \$500

TRIWALLOON

SPONSORSHIP

Saturday, July 18, 2026

Triwalloon.com



About TriWalloon

TriWalloon is a multi-sport triathlon featuring swimming, biking, and running—set against the stunning backdrop of Walloon Lake. Athletes and spectators enjoy the welcoming atmosphere and growing list of village amenities, while local businesses benefit from the excitement, visibility, and increased foot traffic that race weekend brings.

- Swim: Pristine open-water swim in Walloon Lake
- Bike: Scenic ride along gently rolling rural roads
- Run: Two-loop run through the heart of the village

Race transitions and the finish line are centered in the beautiful circle park next to Barrel Back Restaurant, creating an energetic and spectator-friendly race-day experience.

A Triathlon With a Purpose

Every dollar raised through TriWalloon helps equip and empower youth to become future leaders of restoration and hope in their communities. 100% of event proceeds support the work of Bridge Street Ministries.

Why Sponsor TriWalloon?

Sponsoring TriWalloon offers businesses meaningful exposure and tangible impact.

What's in It for You

- Visibility to 1,000+ individuals through event email and social media communications
- In-person exposure to nearly 1,000 athletes and spectators on race day
- Brand association with the positive growth, energy, and community of Walloon Lake
- Your sponsorship places your business at the center of an exciting, high-quality event while demonstrating your commitment to community and youth development.

Impact that Matters

A modest investment on your end helps create lasting change in the lives of under-resourced urban youth. Your support fuels opportunity, leadership development, and hope—extending the impact of race day far beyond the finish line.

Join Us

We invite you to partner with us as a sponsor of TriWalloon. Together, we can create an exceptional race day experience and help cultivate hope and opportunity for youth in Grand Rapids.

TRIWALLOON

SPONSORSHIP

Saturday, July 18, 2026

Triwalloon.com



Sponsorship Opportunities

Title Sponsor:

– Open

Premier Sponsor:

– \$1,000

Partner Sponsor:

– \$500

Supporting Sponsor:

– \$250

Athlete Bag Insert:

– Special Request

Race-Day Expo Booth:

– Special Request

*Please note: sponsors are responsible to supply booths and banners

Opportunities and costs to setup a race-day expo booth will be considered on a case-by-case basis. Please contact ryan@bsmgr.org to discuss.

TRIWALLOON

SPONSORSHIP

Saturday, July 18, 2026

Triwalloon.com



Sponsorship Benefits	Premier Sponsor	Partner Sponsor	Supporting Sponsor
	\$1,000	\$500	\$250
Listed as a sponsor in all email communications	As "Premier"	As "Partner"	As "Supporting"
Highlighted as a sponsor on social media	•	•	•
Recognition on Website (triwalloon.com)	•	•	
Links to your website on triwalloon.com	•		
Custom highlights in official Facebook posts	•		
Company displayed on race brochures & print media	Logo	Logo	Name
Company displayed on media publications	Logo	Logo	Name
Company listed on race calendar websites	Logo	Logo	Name
Company displayed on back of shirts	Logo	Logo	Name
Mention in opening ceremony	•	•	•
Opportunity to include promotional items in race-day packets	•	•	
Company banner displayed at finish area	•		
Opportunity to exhibit items and company info at race-day expo booth	•		
Complimentary race entry	3	2	1

Event Sponsor Reservation Form

Please check the level(s) you wish to reserve

Rivertown Races

- ☐ **PREMIER Sponsor - \$1,000**
Open to multiple companies
- ☐ **PARTNER Sponsor - \$500**
Open to multiple companies
- ☐ **SUPPORTING Sponsor - \$250**
Open to multiple companies
- ☐ **Expo Booth**
Ask for details
Open to multiple companies
- ☐ **Athlete Bag Inserts**
Ask for details
Open to multiple companies

Spring Celebration

- ☐ **CATALYST Sponsor - \$25,000-\$50,000**
Matching Gift
- ☐ **THRIVE Sponsor - \$10,000**
Open to individuals or companies
- ☐ **GROWTH Sponsor - \$5,000**
Open to individuals or companies
- ☐ **CULTIVATOR Sponsor - \$2,500**
Open to individuals or companies
- ☐ **GRASSROOTS Sponsor - \$500**
Individual table sponsor

TriWalloon

- ☐ **TITLE - Starting at \$5,000**
Open to ONE company
(Customizable)
- ☐ **PREMIER Sponsor - \$1,000**
Open to multiple companies
- ☐ **PARTNER Sponsor - \$500**
Open to multiple companies
- ☐ **SUPPORTING Sponsor - \$250**
Open to multiple companies
- ☐ **Expo Booth**
Ask for details
Open to multiple companies
- ☐ **Athlete Bag Inserts**
Ask for details
Open to multiple companies

SPONSOR INFORMATION:

NAME _____

COMPANY NAME _____

ADDRESS _____

CONTACT PERSON _____

CONTACT EMAIL _____

CONTACT PHONE NUMBER _____

SIGNATURE _____

DATE _____

Please complete this form and return via
email to Ryan (ryan@bsmgr.org) or
by mail (attn. Ryan Waalkes 1034 Bridge Street NW, Grand Rapids, MI 49504)

If applicable, please email your logo to Ryan (ryan@bsmgr.org)