



RunAPalooza: April 3rd 2027

Jersey Shore Relay Marathon, Asbury Park Half Marathon, Jersey Shore 5K

About RunAPalooza & Public Exposure

The 2027 installment of RunAPalooza includes three popular races on Saturday, April 3: the Jersey Shore Relay Marathon, Asbury Park Half Marathon, and Jersey Shore 5K. This event is celebrating its 30th anniversary and is one of the most well-established races in New Jersey, hosting over 3000 runners each year. Last year, the half-marathon was designated as the East Coast Championship Course.

RunAPalooza provides a high-profile opportunity to showcase your business as a grassroots supporter of the non-profit Jersey Shore Dream Center (JSDC), which serves people in need in Asbury Park, including children, families, veterans, and others. JSDC gives poverty assistance through hunger relief, community outreach, family support, and restoration programs.

The Jersey Shore Relay Marathon has gained significant attention from participants and spectators for many years due to its unique, 26.2-mile, "point-to-point" route along the Jersey Shore. It is one of the Top Ten Largest Relays at the Marathon Distance in the United States. The relay course winds from Seaside Heights in Ocean County to Asbury Park in Monmouth County. Teams are comprised of one to five people, covering a total distance of 26.2 miles.

The Asbury Park Half Marathon has been designated as one of the 50 Best Half Marathons in the United States. Over 2,500 runners register to participate in the Asbury Park Half Marathon.

The Jersey Shore Running Club added the 5K race in 2009 on the same day as the relay marathon and half marathon. The event is open to new runners and walkers of all ages and abilities.

For the fourth year, the Jersey Shore Dream Center is honored to be the sole beneficiary of RunAPalooza. Your sponsorship directly supports our growing outreach throughout Monmouth and Ocean Counties, including our Mobile Food Pantry, Baby Pantry, community meals, and holiday programs.

Each year, JSDC distributes more than 240 tons of groceries across 25 locations, along with approximately 165,000 diapers and other essential items. Looking ahead, JSDC is working towards creating a commercial kitchen that will allow them to prepare fresh meals for individuals and families in need.

Your RunAPalooza sponsorship helps us continue to grow, serve more people, and **find a need and fill it.**



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Sponsorship Opportunities

Featured Event Sponsor (Exclusive Sponsorship) - \$10,000

Marathon Relay (Exclusive Sponsorship) - \$5,000

- Featured race sponsor for Marathon Relay (Over 1,250 runners)
- Logo featured on all Marathon Relay race bibs.
- Logo and race sponsorship displayed on the registration page and front page of both websites - runapalooza.org and jerseyshoredreamcenter.org.
- Logo displayed on the back of all event T-shirts.
- Promotional banner placed at the marathon relay's start and finish lines and all four transition points for the marathon relay.
- Logo and name featured on all marketing materials, emails, radio, and TV interviews.
- Free race entry for a marathon relay team.

Half Marathon (Exclusive Sponsorship) - \$5,000

- Featured race sponsor for Half Marathon (Over 2,000 runners)
- Logo featured on all Half Marathon race bibs.
- Logo and race sponsorship displayed on the registration page and front page of both websites - runapalooza.org and jerseyshoredreamcenter.org.
- Logo displayed on the back of all event T-Shirts.
- Promotional banner placed at the start line and finish line of half marathon.
- Logo and name featured on all marketing materials, emails, radio, and TV interviews.
- 5 Free race entries for a half marathon.

Jersey Shore 5K (Exclusive Sponsorship) - \$2,500

- Featured race sponsor for Jersey Shore 5k (Over 500 runners)
- Logo and race sponsorship displayed on the registration page and front page of both websites - runapalooza.org and jerseyshoredreamcenter.org.
- Logo displayed on the back of all event T-Shirts.
- Promotional banner placed at the start and finish line of the Jersey Shore 5K.
- Logo and name featured on all marketing materials, emails, radio, and TV interviews.
- 5 Free race entries for a half marathon.



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Vendor Tent Sponsorship — \$1,000 (NEW FOR 2027)

Showcase your business or organization in the heart of the RunAPalooza festivities!

- Dedicated tent space in the park during RunAPalooza
- Opportunity to sell merchandise, distribute promotional materials, or market your brand
- Engage directly with thousands of runners, spectators, volunteers, and community members
- Sponsor recognition on the RunAPalooza website
- Opportunity to display company signage and branding at your tent
- A great way to connect your business with one of the Jersey Shore's largest running events while supporting the Jersey Shore Dream Center

Water Stop Sponsorship - \$500

- Logo and sponsorship displayed on the registration page of both websites - runapalooza.org and jerseyshoredreamcenter.org.
- Promotional banner and marketing material placed at a water stop.