



GENERATIONAL  
GROUP

*Jingle Bell*

**R U N** 2019

**GENERATIONAL GROUP  
DALLAS JINGLE BELL RUN  
SPONSOR DECK**

**DECEMBER 20, 2019  
AT THE HILTON ANATOLE**

2201 N Stemmons Fwy, Dallas, TX 75207



[WWW.DALLASJINGLEBELLRUN.COM](http://WWW.DALLASJINGLEBELLRUN.COM)



# **WE'RE SO EXCITED TO HAVE YOU JOIN US FOR THE 2019 DALLAS JINGLE BELL RUN!**

**December 20, 2019 at the Hilton Anatole**  
2201 N Stemmons Fwy, Dallas, TX 75207

## **ABOUT THE JINGLE BELL RUN:**

The Generational Group Dallas Jingle Bell Run is an annual event that has been held for over twenty years that benefits the Trinity Strand Trail and Mavericks Foundation and attracts over 5,000 participants each year. The Trinity Strand Trail and the Mavericks Foundation partner together with Generational Group to put on the yearly 5K, 1-mile run and after party at the Hilton Anatole. What a great way to promote a healthy lifestyle to adults and children and have fun while doing it!



## **ABOUT THE TRINITY STRAND TRAIL:**

The Trinity Strand Trail is a 2.4 mile hike/bike trail that runs along the original course of the Trinity River, once completed it will expand over 7.8 miles long. The trail will connect the Katy Trail to the Trinity River trails and provide Dallas citizens access to the Southwestern Medical District, Dallas Market Center, Stemmons Corridor businesses and the Dallas Design District. Once our project is complete, we will help to connect over 73 miles of trail.

## **ABOUT THE MAVS FOUNDATION:**

Over the past 23 years, the Mavs Foundation has granted over \$5 million dollars to nonprofit organizations serving women, children and families in need. The Mavs Foundation has built 42 safe Learn & Play spaces throughout the North Texas community, including 25 basketball courts and 17 Reading & Learning Centers. These spaces are designed to expand learning opportunities for reading and education programs, as well as provide Computer Labs and access to technology to assist teens and adults with job-skill training and other valuable tools. Learn more at [www.MavsFoundation.com](http://www.MavsFoundation.com).

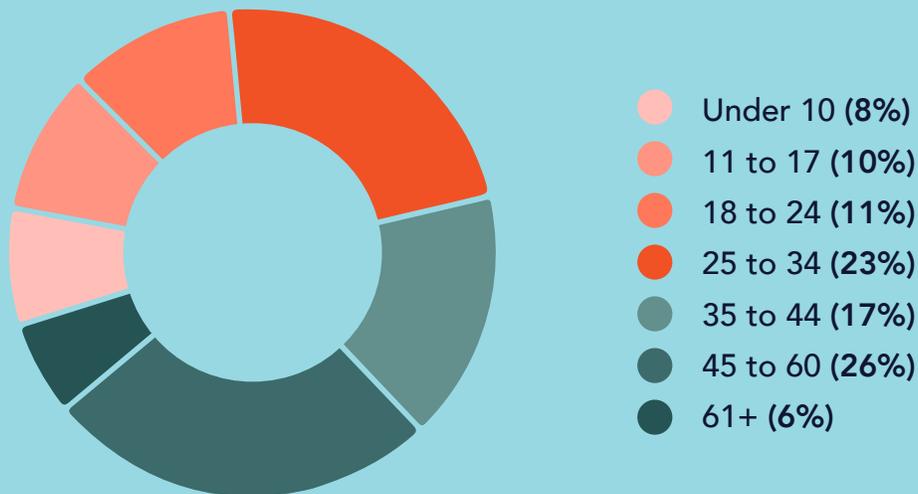


# DEMOGRAPHIC BREAKDOWN

## FROM THE 2018 DALLAS JINGLE BELL RUN

The Dallas Jingle Bell Run attracts over 4,000 participants per year!

### AGE DISTRIBUTION OF PARTICIPANTS (%)



The most common age of participants is 27.

The average age of participants is 35.

### GENDER DISTRIBUTION

**58%** of participants are women

**32%** of participants are men

### OUR FOLLOWING

Our email list currently has over 14,000 subscribers

 10,000+ followers

 3,612+ likes

### DID YOU KNOW?

**96%** of the 2018 Jingle Bell Run participants are residents of the DFW Metroplex





## WANT TO BE A SPONSOR FOR DALLAS JINGLE BELL RUN?

Go to [dallasjinglebellrun.com/sponsors](http://dallasjinglebellrun.com/sponsors) to become a sponsor today!

This year we are offering a variety of levels and packages for our Sponsors.

Our goal is to raise over \$200,000 this year so that both the Mavs Foundation and the Trinity Strand Trail receive \$100,000 for their organization.

### **TITLE SPONSOR \$40,000 - SOLD**

- Brand exclusivity
- Logo in Dallas Jingle Bell Run logo
- Prominent logo placement on participant shirts
- Booth at the after party
- 30 race entries
- Option to include promotional piece in participant bags
- Logo on website and marketing materials
- Mentions in warm-up announcements and live from the after party stage
- Personal/individual social media mentions

### **ENTERTAINMENT SPONSOR \$8,000**

- Logo on t-shirts
- Booth at the after party
- Option to include promotional piece in participant bags
- Logo on website and marketing materials
- 10 race entries
- Mentions in warm-up announcements and live from the after party stage
- Personal/individual social media mentions

### **RACE SHIRT SPONSOR \$25,000**

- Prominent logo placement on participant shirts
- Booth at the after party
- 15 race entries
- Option to include promotional piece in participant bags
- Prominent Logo on website and race posters
- Mentions in warm-up announcements and live from the after party stage
- Personal/individual social media mentions

### **SIGNAGE SPONSOR \$7,500**

- Booth at the after party
- Option to include promotional piece in participant bags
- Logo on website and marketing materials
- 10 race entries
- Exclusive logo displayed on all signage around the hotel and race course
- Mentions in warm-up announcements
- Logo on t-shirt

### **PHOTOBOOTH SPONSOR \$10,000**

- Logo branding on all photobooth images
- Logo on t-shirts
- Booth at the after party
- 10 race entries
- Option to include promotional piece in participant bags
- Logo on website and marketing materials
- Mentions in warm-up announcements and live from the after party stage
- Personal/individual social media mentions

### **WATER STOP SPONSOR \$7,500**

- Booth at the after party
- Option to include promotional piece in participant bags
- Logo on website and marketing materials
- 10 race entries
- Exclusive logo displayed at the water stop
- Mentions in warm-up announcements
- Logo on t-shirt

Sponsorship Levels & Packages Continued on the Next Page



# Jingle Bell RUN 2019

## WANT TO BE A SPONSOR FOR DALLAS JINGLE BELL RUN?

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### GOLDEN BELL SPONSOR

**\$5,000**

- Booth at the after party
- Logo on t-shirt
- Logo on all marketing materials
- Logo on website
- 10 free race entries
- Advertisement/coupon in race packet



### SILVER BELL SPONSOR

**\$3,000**

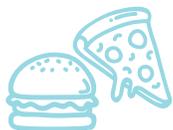
- Booth at the after party
- Logo on marketing materials
- Advertisement/coupon in race packet



### BRONZE BELL SPONSOR

**\$1,000**

- Advertisement/coupon in participant bags



### FOOD SPONSORS:

Complimentary booth at the after party with a minimum of **2,000 servings**  
 Logo on shirt for minimum of **4,000 servings**  
 or a donation of **\$1000**

### SOME OF OUR SPONSORS





# SPONSORSHIP FORM

PROCEEDS RAISED BENEFIT  
THE MAVS FOUNDATION AND  
THE TRINITY STRAND TRAIL

SPONSOR NAME

EMAIL

TELEPHONE

CONTACT NAME/TITLE

SPONSOR ADDRESS

NOTES OR COMMENTS:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## DONATION:

(Circle One)

T-Shirt \$25,000    Photobooth \$10,000    Entertainment \$8,000

Signage \$7,500

Water Stop \$7,500

Golden Bell \$5,000

Silver Bell \$3,000

Bronze Bell \$1,000

Food Sponsor

OTHER: \_\_\_\_\_

**SUBMIT FORM TO EMAIL:** [jinglebellrun@trinitystrand.org](mailto:jinglebellrun@trinitystrand.org)

We thank you for your sponsorship!

The Mavs Foundation and the Trinity Strand Trail are  
both 501(c)(3) Organizations

WWW.DALLASJINGLEBELLRUN.COM