

2023 DALLAS JINGLE BELL RUN SPONSOR DECK



GENERATIONAL
GROUP



Jingle Bell Run





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

DECEMBER 21, 2023

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. This is a family-friendly, holiday event that benefits our community.



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.

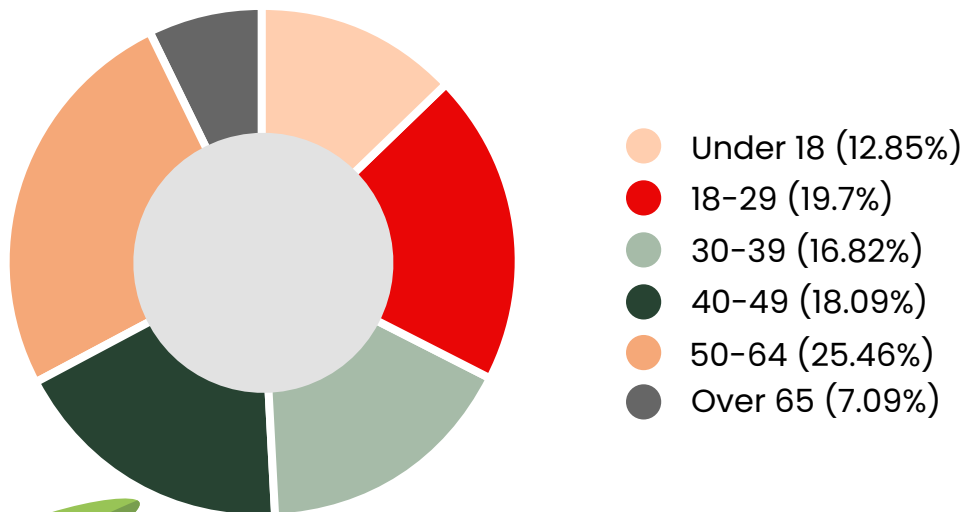


DEMOGRAPHIC BREAKDOWN

From the 2022 Dallas Jingle Bell Run

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

AGE DISTRIBUTION OF PARTICIPANTS (%)



GENDER DISTRIBUTION

60% of participants are women
40% 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 2022 Jingle Bell Run participants are residents of the DFW Metroplex



2023 JINGLE BELL RUN SPONSORSHIP OPPORTUNITIES

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

Our goal is to raise over \$100,000 this year so that both the Mavs Foundation and the Trinity Strand Trail receive \$50,000 for their organization.

All Jingle Bell Run Sponsors will receive an opportunity to include promotional item in race packets, their logo on race website, and a promo code for discounted tickets.

FOOD SPONSOR

***must provide 4,000 servings**

- 10x10 space at the after party
- Tables and catering needs provided
- Opportunity to provide food and sample to all participants and volunteers at the after party
- Logo on marketing materials
- Logo on all participant and volunteers t-shirts

FRIENDS SPONSOR

\$2,500

- 10x10 space at the after party
- Logo on marketing materials
- 2 VIP race entries

WATER STOP SPONSOR (2)

\$2,500

- Branding and volunteer opportunity for large teams to work water stations and cheer on race participants, bring water and gatorade for up to 4,000 runners
- 2 VIP Race Entries
- Logo on marketing materials



SILVER BELL SPONSOR

\$3,000

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



GOLDEN BELL SPONSOR

\$5,000

SUPPORTING SPONSOR

\$5,000

- 10x10 space at the after party
- Logo on marketing materials
- Logo on all participant and volunteer t-shirts
- 5 VIP Race Entries

- 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

START/FINISH LINE SPONSOR (2)

\$7,500

- Branding opportunities at the start/finish line
- Sponsor callouts at 5K warm-up announcements and after party
- 10x10 space at the after party
- Logo on marketing materials
- Logo on all participant and volunteer t-shirts
- Individual social media mentions
- 5 VIP Race Entries

BIB SPONSOR (1)

\$7,500

- Prominent logo placement on all participant race bibs
- Sponsor callouts at 5K warm-up announcements and after party
- 10x10 space at the after party
- Logo on marketing materials
- Logo on all participant and volunteer t-shirts
- Individual social media mentions
- 5 VIP Race Entries

MEDAL SPONSOR (1)

\$7,500

- Prominent logo placement on all 1st, 2nd, 3rd place medals for each age group plus 1st, 2nd, 3rd place male and female overall
- Sponsor callouts at 5K warm-up announcements and after party
- 10x10 space at the after party
- Logo on marketing materials
- Logo on all participant and volunteers t-shirts
- Individual social media mentions
- 5 VIP Race Entries

MEDIA SPONSOR (2)

\$10,000

- Sponsor callouts at 5K warm-up announcements and after party
- 10x10 space at the after party
- Logo on marketing materials
- Logo on all participant and volunteer t-shirts
- Individual social media mentions
- 5 VIP Race Entries

ENTERTAINMENT SPONSOR (1)

\$10,000

- Branding opportunities on the stage at the after party where the entertainment is held
- Logo on marketing materials
- Logo on all participant and volunteer t-shirts
- Individual social media mentions
- 5 VIP Race Entries

TITLE SPONSOR SOLD

\$50,000

- Presenting sponsor for the 2023 Dallas Jingle Bell Run
- Prominent logo placement in the 2023 Dallas Jingle Bell Run logo
- Logo on marketing materials
- Logo on all participant and volunteer t-shirts
- 20 VIP Race Entries

ALCOHOL SPONSOR (2)

\$15,000

- Sponsor callouts at 5K warm-up announcements and after party
- Branding opportunities at each bar at the after party
- Logo on marketing materials
- Logo on all participant and volunteer t-shirts
- Individual social media mentions
- Individual social media mentions

PHOTOBOOTH SPONSOR (1)

\$10,000

- Branding opportunities at the photo booth at the after party
- Logo on marketing materials
- Logo on all participant and volunteer t-shirts
- Individual social media mentions
- 5 VIP Race Entries

INAUGURAL VIP SPONSOR (1)

\$20,000

- Provides exclusive VIP experience for up to 500 people in a 40x80 private space
- Logo placement on VIP entrance
- Logo on marketing materials
- Logo on all participant and volunteer t-shirts
- 10 VIP Race Entries
- Sponsor callouts at 5K warm-up announcements and after party

CUSTOM PACKAGES ARE AVAILABLE

Have something specific in mind?
We want to help your organization meet
your goals

DALLAS JINGLE BELL RUN





GENERATIONAL
GROUP



*Jingle
Bell Run*

SPONSOR NAME TO APPEAR IN A PRINT

SPONSOR LEVEL & AMOUNT

SPONSOR ADDRESS

TELEPHONE

EMAIL ADDRESS

CONTACT NAME/TITLE

OTHER: _____

NOTES OR COMMENTS: _____

SUBMIT FORM TO EMAIL : JINGLEBELLRUN@TRINITYSTRAND.ORG

**COMPLETED FORM, FULL PAYMENT, AND LOGO MUST BE SUBMITTED BY FRIDAY,
NOVEMBER 17TH TO GUARANTEE INCLUSION IN MARKETING MATERIALS.**

WE THANK YOU FOR YOUR SPONSORSHIP!

**THE MAVS FOUNDATION AND THE TRINITY STRAND TRAIL ARE
BOTH 501(C)(3) ORGANIZATIONS**