

SPONSORSHIP PACKAGES

GENERAL EVENT SPONSORSHIPS

| | | DIAMOND \$10,000 | EMERALD \$5,000 | RUBY \$2,500 | SAPPHIRE \$1,000 | PEARL \$500 |
|------------------------------------|--|-----------------------|-----------------------|-----------------------|-----------------------|---------------------|
| | | 25 +25% off extras | 20 +20% off extras | 15 +15% off extras | 10 +10% off extras | 5 +5% off extras |
| COMPLIMENTARY REGISTRATIONS | | | | | | |
| INTERESTED? | PRE-EVENT RECOGNITION | | | | | |
| <input type="checkbox"/> | Sponsor-provided banner ad on event website | ♥ | | | | |
| <input type="checkbox"/> | Logo featured in registration confirmation email | ♥ | ♥ | ♥ | | |
| <input type="checkbox"/> | Logo placement on event website | PREMIUM | PROMINENT | ♥ | ♥ | ♥ |
| RACE DAY RECOGNITION | | | | | | |
| <input type="checkbox"/> | Prominent logo placement at start/finish line | ♥ | | | | |
| <input type="checkbox"/> | VIP parking access for guests at event | 5 | 2 | | | |
| <input type="checkbox"/> | Recognition in stage announcements at event | ♥ | ♥ | ♥ | | |
| <input type="checkbox"/> | Promo item in race bags | ♥ | ♥ | ♥ | ♥ | |
| <input type="checkbox"/> | Logo placement on sponsor banner at Race Expo | PREMIUM | PROMINENT | ♥ | ♥ | ♥ |
| POST-EVENT RECOGNITION | | | | | | |
| <input type="checkbox"/> | Recognition in social media post highlighting sponsors | ♥ | ♥ | | | |
| <input type="checkbox"/> | Recognition in post-event recap email to all participants | ♥ | ♥ | ♥ | | |
| <input type="checkbox"/> | Logo featured on the Foundation website's official supporters page | ♥ | ♥ | ♥ | ♥ | |

EVENT EXPERIENCE SPONSORSHIPS



VIRTUAL RACE – \$7,500 1 AVAILABLE

15 Race registrations + 15% off extras
Branding on digital race packet for virtual participants
Sponsor-provided banner ad on event website
Logo & link on e-blast to 5k+ MKAF Ambassadors
Recognition in social media post
Premium logo placement on event website
Promo item for race bags



RACE BAG – \$5,250 1 AVAILABLE

15 Race registrations + 15% off extras
Logo on race bags distributed to participants
Company logo on external promotional flyer
Recognition in social media post
Prominent logo on event-day signage & website
10"x10" booth at Race Expo
Promo item for race bags



RACE BIB – \$4,500 1 AVAILABLE

10 Race registrations + 10% off extras
Logo on race bibs worn by participants
Recognition in social media post
Prominent logo on event-day signage & website
10"x10" booth at Race Expo
Promo item for race bags



SAFETY – \$4,000 1 AVAILABLE

10 Race registrations + 10% off extras
Logo & link on pre-race email to all participants
Recognition in social media post
Prominent logo on event-day signage & website
10"x10" booth at Race Expo
Promo item for race bags



FUNDRAISING – \$3,000 1 AVAILABLE

5 Race registrations + 5% off extras
Branding on real-time fundraising leaderboard
Recognition across all fundraising communications
Company logo on event website
Promo item for race bags



WATER STATION – \$2,000 1 AVAILABLE

5 Race registrations + 5% off extras
Branding on all water stations along race route
Company logo on event-day signage & website
10"x10" booth at Race Expo
Promo item for race bags



SUSTAINABILITY – \$1,500 1 AVAILABLE

Branding on all recycling and waste bins
Company logo on event-day signage & website
10"x10" booth at Race Expo
Promo item for race bags



EXPO – \$500 1 AVAILABLE

Company logo on event-day signage & website
10"x10" booth at Race Expo; ideal for product sampling or community outreach
Promo item for race bags

Benefits subject to timing of sponsor commitment



SPONSORSHIP PLEDGE

| | | | | |
|--------------|--|-------|-------|-----|
| COMPANY | | | | |
| ADDRESS | | CITY | STATE | ZIP |
| CONTACT NAME | | EMAIL | | |
| JOB TITLE | | PHONE | | |
| SIGNATURE | | DATE | | |

The name of the Sponsor will be listed as:

Mary Kay Ash Foundation is a 501(c) (3) charitable organization, and all contributions are tax deductible as allowed by law. Funds are due to MKAF by October 31, 2025.

SPONSORSHIP PACKAGE:

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> \$10,000 – DIAMOND | <input type="checkbox"/> \$7,500 – VIRTUAL RACE | <input type="checkbox"/> \$5,250 – RACE BAG | <input type="checkbox"/> \$4,500 – RACE BIB |
| <input type="checkbox"/> \$5,000 – EMERALD | <input type="checkbox"/> \$4,000 – SAFETY | <input type="checkbox"/> \$3,000 – FUNDRAISING | <input type="checkbox"/> \$2,000 – WATER STATION |
| <input type="checkbox"/> \$2,500 – RUBY | <input type="checkbox"/> \$1,500 – SUSTAINABILITY | <input type="checkbox"/> \$500 – EXPO | |
| <input type="checkbox"/> \$1,000 – SAPPHIRE | | | |
| <input type="checkbox"/> \$500 – PEARL | | | |

SPONSOR BENEFITS:

WAIVE BENEFITS? ☐ YES ☐ NO

If applicable,

PROMO ITEM FOR RACE BAG? ☐ YES ☐ NO

Items(s) _____

BOOTH AT RACE EXPO: ☐ YES ☐ NO

Expo Booth includes a covered 10x10 space, 6ft table & 2 chairs
(Please note, booths must be staffed 6:45am to 10:30am)



PAYMENT METHOD:

☐ MAILING CHECK

(made payable to "Mary Kay Ash Foundation")

Mailing Address:

P.O. Box 799044 | Dallas, TX 75379-9044

☐ DONATE ONLINE

at marykayashfoundation.org/mk5k-sponsors

SCAN
ME! >>>



E-mail completed sponsorship form and high-resolution logo to mk5k@marykayashfoundation.org.

FORCE MAJEURE:

In the event that the 2025 MK5K is unable to take place due to a Force Majeure event(s), this pledge will be transferred to the 2026 race date.

DEADLINES:

July 31 Logo for Race Bag merchandise

Sept 10 Promo item for race bag (virtual event)

Sept 24 Promo item for race bag (in-person event)

Sept 29 10"x10" booth at Race Expo

July 31 Logo for pre-event comms & marketing materials

Sept 10 Logo for printed Race Bibs

Sept 24 Logo for event-day signage at Addison race

Sept 29 Logo for post event recognition

Benefits subject to timing of sponsor commitment