

SPONSORSHIP PACKAGES

GENERAL EVENT SPONSORSHIPS

		DIAMOND \$10,000	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000	PINK \$500
		25 +\$10 off extras	20 +\$10 off extras	15 +\$5 off extras	10 +\$5 off extras	5 +\$5 off extras
COMPLIMENTARY REGISTRATIONS						
INTERESTED?	PRE-EVENT RECOGNITION					
☐	Sponsor-provided banner ad on event website	♥				
☐	Logo featured in registration confirmation email	♥	♥	♥		
☐	Logo & link on event website	PREMIUM	PROMINENT	♥	♥	♥
RACE DAY RECOGNITION						
☐	Prominent logo placement at start/finish line	♥				
☐	VIP parking access for guests at event	5	2			
☐	10'x10' booth at Race Expo	♥	♥	♥		
☐	Recognition in stage announcements at event	♥	♥	♥	♥	
☐	Promo item in race bags	♥	♥	♥	♥	♥
☐	Company logo on sponsor banner at Race Expo	PREMIUM	PROMINENT	♥	♥	♥
POST-EVENT RECOGNITION						
☐	Recognition in social media post highlighting sponsors	♥	♥	♥		
☐	Recognition in post-event recap email to all participants	♥	♥	♥	♥	♥

EVENT EXPERIENCE SPONSORSHIPS

All Event Experience sponsors will be recognized as official sponsors of their respective Event Experience package on event-day signage and event website.



5K RACE – \$5,500 CLAIMED

50 Race registrations + 25% off extras
Exclusive branding on race bibs worn by 5K participants
Prominent logo placement at start/finish line
Logo & link on pre-race email to Dallas participants
Recognition in stage announcements at event
VIP parking access for 5 guests at event



1M FUN RUN – \$2,750 1 AVAILABLE

10 Race registrations + 25% off extras
Exclusive branding on race bibs worn by 1M participants
Prominent logo placement at start/finish line
Logo & link on pre-race email to Dallas participants
Recognition in stage announcements at event
10'x10' booth at Race Expo



FINISH LINE – \$4,750 CLAIMED

85 Race registrations + 50% off extras
Exclusive branding on barricades at start/finish line
Prominent logo placement at start/finish line
Recognition in stage announcements at event
VIP parking access for 2 guests at event



PINK CADILLAC – \$1,250 1 AVAILABLE

10'x10' booth at Race Expo
Exclusive branding on Pink Cadillac photo op
Logo & link on e-blast to 3k+ MKAF Ambassadors
Recognition in stage announcements at event
Promo item for race bags



REGISTRATION – \$3,500 1 AVAILABLE

Exclusive branding on online registration platform
Prominent logo placement in registration confirmation email
Sponsor-provided banner ad on event website
Recognition in social media post
Promo item for race bags



FUNDRAISING – \$3,000 1 AVAILABLE

Exclusive branding on real-time fundraising leaderboard
Prominent logo placement in top fundraisers email
Sponsor-provided banner ad on event website
Recognition in social media post
Promo item for race bags

Sponsor 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, 2026.

SPONSORSHIP PACKAGE:

- | | | |
|---|---|--|
| ☐ \$10,000 – DIAMOND | ☐ \$5,500 – 5K RACE | ☐ \$3,000 – FUNDRAISING |
| ☐ \$5,000 – GOLD | ☐ \$4,750 – FINISH LINE | ☐ \$2,750 – 1M FUN RUN |
| ☐ \$2,500 – SILVER | ☐ \$3,500 – REGISTRATION | ☐ \$1,250 – PINK CADILLAC |
| ☐ \$1,000 – BRONZE | | |
| ☐ \$500 – PINK | | |

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-sponsor-payment

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

FORCE MAJEURE:

In the event that the 2026 MK5K is unable to take place due to a Force Majeure event(s), this pledge will be transferred to the 2027 race date.

DEADLINES:

July 13 Logo for pre-event comms & marketing materials

Sept 18 Logo for event-day signage at Dallas race

Aug 31 Logo for printed Race Bibs

Sept 18 Promo item for race bag

Sponsor benefits subject to timing of sponsor commitment