



**Ronald
McDonald
House®**

Northwest Florida

Firecracker 5K



Sponsorship Guide 2027
Saturday, July 3, 2027

Run | Walk | Kids Fun Run | Virtual Run + Walk

PRESENTING SPONSOR | \$5,000

Visibility

- Tied to event as Presenting Sponsor on all advertising
- Displayed on the finish line banner
- Logo printed on event T-shirt
- Water station on the race route

Goodies + Extras

- Complimentary race entries: 5
- First right of renewal for 2027

Recognition

- Table set up at the expo and on race day
- Banner displayed at pickup and race day
- Banner displayed at water station
- Mentioned in the Ronald McDonald House newsletter, on the race website, and on social media
- Mentioned by MC during race-day announcements

RACE BIB SPONSOR | \$4,000

Visibility

- Logo featured alongside the Ronald McDonald House logo on every race bib
- Logo printed on event T-shirt

Goodies + Extras

- Complimentary race entries: 5
- First right of renewal for 2027

Recognition

- Table set up at the expo and on race day
- Banner displayed at the expo and on race day
- Mentioned in the Ronald McDonald House newsletter, on the race website, and on social media
- Mentioned by MC during race-day announcements

FUN RUN SPONSOR | \$2,500

Visibility

- Displayed on the Fun Run finish line banner
- Logo printed on event T-shirt

Goodies + Extras

- Complimentary race entries: 4
- First right of renewal for 2027

Recognition

- Table set up at expo and race day
- Banner displayed at pickup and race day
- Mentioned in the Ronald McDonald House newsletter, on the race website, and on social media
- Mentioned by MC during race-day announcements

RACE RESULTS SPONSOR | \$2,000

Visibility

- Logo featured on individual race results
- Logo printed on event t-shirt

Goodies + Extras

- Complimentary race entries: 4
- First right of renewal for 2027

Recognition

- Table set up at the expo and on race day
- Banner displayed at the expo and on race day
- Mentioned in the Ronald McDonald House newsletter, on the race website, and on social media
- Mentioned by MC during race-day announcements

T-SHIRT SPONSOR | \$1,500

Visibility

- Logo printed on event t-shirt

Goodies + Extras

- Complimentary race entries: 3
- First right of renewal for 2027

Recognition

- Table set up at the expo and on race day
- Banner displayed at pickup and on race day
- Mentioned in the Ronald McDonald House newsletter, on the race website, and on social media
- Mentioned by MC during race-day announcements

WATER STATION SPONSOR | \$1,000

Visibility

- Water station on race route

Goodies + Extras

- Complimentary race entries: 2
- First right of renewal for 2027

Recognition

- Table set up at the expo and on race day
- Banner displayed at pickup and on race day
- Banner displayed at water station
- Mentioned in the Ronald McDonald House newsletter, on the race website, and on social media
- Mentioned by MC during race-day announcements

RACE ROUTE SPONSOR | \$500

Visibility

- Ability to set up a tent along the race route and pass out swag to racers
- Yard sign with logo to display along the race route

Recognition

- Banner displayed at pickup and on race day
- Mentioned in the Ronald McDonald House newsletter, on the race website, and on social media
- Mentioned by MC during race-day announcements

Goodies + Extras

- Complimentary race entries: 2
- First right of renewal for 2027

VENDOR SPONSOR | \$250

Visibility

- Table set up on race day

Recognition

- Mentioned within RMHC newsletter, website, and social media
- Mentioned by MC during race day announcements

Goodies + Extras

- Complimentary race entries: 1
- First right of renewal for 2027

Sponsorship questions? Please contact:

Please contact Sam Kelleher, Events Coordinator

sam@ronaldmcdonaldhousenwfl.org

850.477.2273





Sponsorship Commitment Form

_____ \$5,000 Presenting Sponsor

_____ \$1,500 T-shirt Sponsor

_____ \$4,000 Race Bib Sponsor

_____ \$1,000 Water Station Sponsor

_____ \$2,500 Fun Run Sponsor

_____ \$500 Race Route Sponsor \$250

_____ \$2,000 Race Results Sponsor

_____ Vendor Sponsor

Sponsor Information:

Contact Person: _____

Company: _____

Phone Number: _____

Mailing Address: _____

Email Address: _____

Payment Information: (Please select one)

☐ Full payment is enclosed.

(Please make checks payable to Ronald McDonald House NWFL)

☐ Please send an invoice.

Donation: Though unable to sponsor at one of the listed levels, I would like to make a contribution of \$ _____ toward this event in support of Ronald McDonald House Northwest Florida.

Please return completed form to Sam Kelleher, Events Coordinator.

Email: sam@ronaldmcdonaldhousenwfl.org

