



# AUSTIN RUNNERS CLUB DAISY DASH



Sunday, October 19,  
2025



8:00 AM



5K, 10K, and Kids Dash



Sunset Valley



AustinRunners.org



512 466-5643



racess@austinrunners.org

## RACE FAST FACTS

- 48th Annual Event
- Austin's Oldest 5K
- Family friendly finish line festival
- Runners and walkers of all ages and abilities
- Located in the heart of the Sunset Valley Business District
- 500 registrations in 2024
- 50+ volunteers in 2024
- Part of the Distance Challenge race series (10K)

Benefiting:



## SPONSORSHIP PROPOSAL

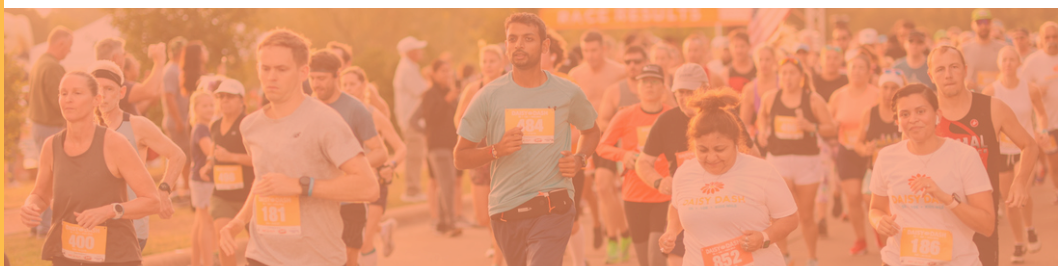


**Sunset Valley, TX** – Austin's oldest 5k, the Daisy Dash, is back for its 48th year! A staple in Austin running since 1978, this once all-women's race is now for everyone! As a nod to Daisy Dash's roots, all women that finish the race are presented with a fresh gerbera daisy!

The Daisy Dash offers three race options, the 5k, 10k, and a Kids Dash, to ensure runners of all ages and abilities are able to join in on the fun. After the races wrap up, participants can enjoy a finisher's party and an awards ceremony to celebrate the runners' accomplishments.

The race is organized by the Austin Runners Club, a non-profit organization that produces inclusive, community-oriented running events to support Marathon Kids.

Sponsorship opportunities are available for businesses and organizations that want to support the race and promote their brand to a diverse and engaged audience.



## DAISY DASH VALUE



**Long Standing Tradition:** The Daisy Dash is a popular and historic event that has been an integral part of Austin running events since 1978! Due to its established support through decades of events, the Daisy Dash garners substantial visibility and hundreds of participants.



**Positive Community Impact:** Your company's sponsorship shows a commitment to promoting healthy living and making a positive impact in the local community. Proceeds support The Girls Movement, a Marathon Kids Program, which empowers girls through running to build confidence, character and connections.



**Brand Association:** Decades of established support for the race showcases your brand to a diverse and engaged audience. A sponsorship associates your company with a high-quality, family-friendly event that can help build brand awareness and loyalty.



**Consumer Engagement:** The Daisy Dash will be heavily promoted on social media channels like Facebook, and Instagram, offering sponsors the opportunity to reach a wider audience and engage with potential customers in a more interactive and personal way.



**Unique Sponsorship Opportunities:** There are a variety of sponsorship opportunities available for the Daisy Dash, ranging from title sponsorship to race day booths and product giveaways.

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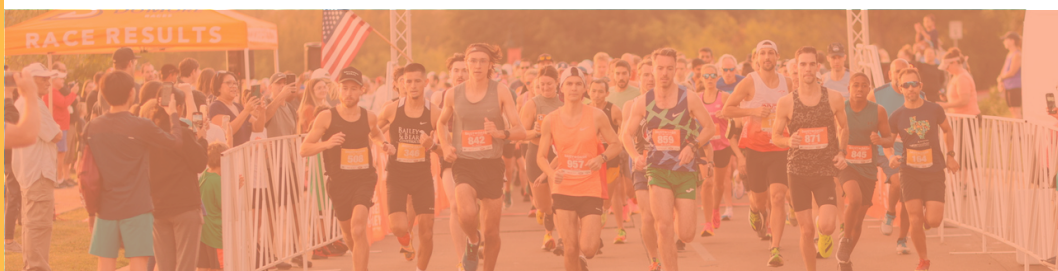
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- 600 registrations in 2024
- 50+ volunteers in 2024
- Race #1 of the Distance Challenge race series

Benefiting:



## TITLE SPONSOR / \$15,000

- Exclusive 5K/10K Race Title Sponsorship
- Reserved Event Space (20 x 10)
- 20 complimentary entries (5K or 10K) for Family, Friends or as Giveaways
- Premium Logo Placement and Recognition
  - Start/Finish Line Signage
  - Race Communications
  - Social Media Mentions
  - Race Website and Registration Pages



## KIDS RACE SPONSOR / \$7,500

- Exclusive Kid's Race Sponsorship
- Reserved Event Space (10 x 10)
- 5 Complimentary Entries (5K or 10K) for Family, Friends, or as Giveaways
- Prominent Logo Placement and Recognition
  - Start/Finish Line Signage
  - Race Communications
  - Social Media Mentions
  - Race Website and Registration Pages

## GIRLS VIP TENT SPONSOR / \$7,500

- Exclusive Reserved Event Space (10 x 20 for Girls Movement Participants)
- VIP Access: All Girls Movement participants will enjoy exclusive access to the tent, featuring premium food options and exclusive beverage selection.



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Benefiting:



## EXCLUSIVE PARTNER / \$5,000

- Reserved Event Space (10 x 10)
- Prominent Logo Placement and Recognition
  - Start/Finish Line Signage
  - Race Communications
  - Race Website and Registrations Pages
- Options Include:
  - Daisy Buckets
  - Mile Markers
  - Course Water Stops
  - Start/Finish Line Experience
  - Have an Idea? Let's Chat!

## SUPPORTING PARTNER / \$2,000

- Get Involved in a Way that Makes Sense for Your Company's Brand and Marketing Goals
- Reserved Event Space (10 x 10)
- Logo Placement and Recognition
  - Mile Marker
  - Race Communications
  - Race Website and Registration Pages

## MEDIA REACH

	Marathon Kids	ARC
Facebook	12,000	7,800
Instagram	3,300	5,200
Email		7,000

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Benefiting:



## VENDOR + SALES / \$1,000

- 10 x 10 reserved space for event activation among participants and spectators
- Sales allowed

## VENDOR / \$500

- 10 x 10 reserved space for event activation among participants and spectators
- No sales allowed

## THANK YOU!

Thank you for considering a partnership with Austin Runners Club through the Daisy Dash.

Your support helps us strengthen the local running community and further our mission of promoting health, wellness, and connection through running.

If you have any questions or would like to discuss sponsorship opportunities further, please reach out to us at [races@austinrunners.org](mailto:races@austinrunners.org).

We'd love to connect.

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