



Sunday, December,
7, 2025



8:00 AM



Half Marathon | 5K



Travis County Expo
Center



AustinRunners.org



(512) 477-1259



aces@austinrunners.org

RACE FAST FACTS

- 47th Annual Event
- 800+ registrations in 2024
- 100+ volunteers in 2024
- Part of the Distance Challenge race series
- Family friendly finish line festival
- Runners and walkers of all ages and abilities
- Organized by Austin Runners Club

Benefiting:

**MARATHON
KIDS**

SPONSORSHIP PROPOSAL

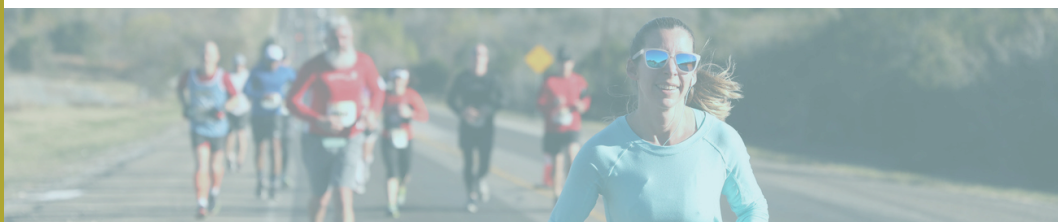


Austin, TX - Join us for an exhilarating running experience at the Decker Challenge Half Marathon on Sunday, December 7, 2025, in East Austin. This iconic half marathon offers a challenging course and an unforgettable experience for both seasoned runners and newcomers.

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

As part of the Austin Runners Club's commitment to fostering a vibrant running community, the Decker Challenge Half Marathon offers an exceptional race experience.

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



DECKER CHALLENGE VALUE



Participant Engagement: As a sponsor, you will have the opportunity to engage directly with event participants and showcase your products/services through branded booths or promotional materials at the event. This will allow you to build meaningful connections with the running community and potential customers.



Positive Community Impact: Your company's sponsorship shows a commitment to promoting healthy living and making a positive impact in the local community. Proceeds from ARC events support Marathon Kids, which encourages kids to get active and develop healthy habits at an early age.



Brand Association: The Decker Challenge is one of the longest running races in Austin and has decades of established support and participation. This race showcases your brand to a diverse and engaged audience.



Social Media Exposure: The Decker Challenge will be promoted on Facebook and Instagram, offering our sponsors the opportunity to reach a broad audience beyond ARC and a single race. Decker is race #3 of the Austin Distance Challenge, a series of races and includes Daisy Dash, Run for the Water, Austin International Half Marathon and Austin Marathon and Half Marathon.



Unique Sponsorship Opportunities: Various sponsorship opportunities are available for the Decker Challenge, ranging from title sponsorship to race day booths and product giveaways. This allows companies of all sizes and budgets to participate and get involved in a way that makes sense for their brand and marketing goals.

AUSTINRUNNERS.ORG



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TITLE SPONSOR / \$12,000

- Exclusive Half Marathon Title Sponsorship
- Reserved Event Space (20 x 10)
- 10 Complimentary Entries (Half Marathon or 5K) for Family, Friends, or as Giveaways
- Premium Logo Placement and Recognition:
 - Start/Finish Line Signage
 - Front of Race T-shirt
 - Mentions in Race Communications
 - Social Media Mentions
 - Recognition on Race Website
 - Packet Pickup If Desired

MARATHON KIDS MILE SPONSOR / \$10,000

- Exclusive Marathon Kids Mile Sponsorship
- Reserved Event Space (20 x 10)
- 10 Complimentary Entries (Half Marathon or 5K) for Family, Friends, or as Giveaways
- Premium Logo Placement and Recognition
 - Start/Finish Line Signage
 - Front of Race T-shirt
 - Mentions in Race Communications
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MEDIA REACH

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



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WHAT THE HILL CHALLENGE SPONSOR / \$5,000

- Exclusive What the Hill Challenge Race Sponsorship
- Includes timing mats at the bottom of the hill and at the top of the race
- Reserved Event Space (10 x 10)
- 5 Complimentary Entries (Half Marathon or 5K) for Family, Friends, or as Giveaways
- Prominent Logo Placement and Recognition:
 - Start/Finish Line Signage
 - Back of Race T-shirt
 - Mentions in Race Communications
 - Social Media Mentions
 - Recognition on Race Website



RACE PHOTO SPONSOR / \$5,000

- Exclusive Race Photo Sponsorship
- Reserved Event Space (10 x 10)
- 5 Complimentary Entries (Half Marathon or 5K) for Family, Friends, or as Giveaways
- Prominent Logo Placement and Recognition
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Benefiting:

**MARATHON
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EXCLUSIVE PARTNER / \$2,500

- Reserved Event Space (10 x 10)
- Prominent Logo Placement and Recognition:
 - Start/Finish Line Signage
 - Back of Race T-shirt
 - Mentions in Race Communications
 - Social Media Mentions
 - Recognition on Race Website
- Options Include:
 - Race Medals
 - Awards
 - Winner's Circle
 - Start/Finish Line Experience
 - Course Water Stop
 - Have an Idea? Let's Chat!



SUPPORTING PARTNER / \$1,000

- 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
 - Mention in Race Communications
 - Recognition on Race Website



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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 Decker Challenge.

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.

We'd love to connect.