



Friday, September 5,  
2025



6:00 PM



10-Mile Relay Race +  
Kids Dash



Zilker Metropolitan Park  
2100 Barton Springs Rd  
Austin, TX 78704



ZilkerRelays.com



(512) 466-5643



[races@austinrunners.org](mailto:races@austinrunners.org)

## RACE FAST FACTS

- 22nd Annual Event
- Historical park location
- Team relay race format
- Kids race leads off the evening
- Kick-off to racing season
- Vendors, beer garden, live music
- 2 mi. from Downtown Austin
- 1,700 Participants in 2024
- 100+ volunteers 2024

BENEFITING

**MARATHON  
KIDS**

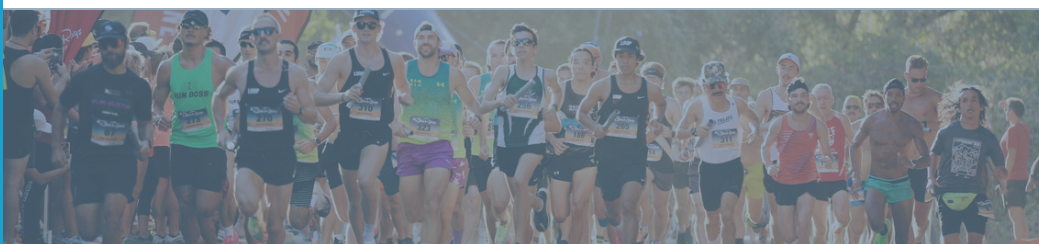
## SPONSORSHIP PROPOSAL



**Austin, TX** – The Zilker Relays, Austin's iconic team relay race, returns for its 22nd year on Friday, September 5, 2025. This event is a favorite among runners of all levels, and it's the perfect way to kick off the Austin racing season.

The Zilker Relays is a 10-mile team relay race that started in 2003 and has grown to become an Austin racing staple. Teams of four runners, each running a 2.5-mile loop, compete for awards and bragging rights. Zilker Relays is more than just a team race; it's a party! Our post-race festival has live music, great food, and drinks to keep you energized and entertained throughout the night. All proceeds from the event benefit Marathon Kids, an Austin-based nonprofit organization on a mission to get kids moving.

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



## ZILKER RELAYS VALUE



**Large and Engaged Audience:** The Zilker Relays has been an iconic Austin event since 2003, and it attracts a large and diverse audience of runners and spectators from across the city and beyond. By sponsoring the Zilker Relays, your brand can reach a highly engaged audience of active and health-conscious individuals.



**High Visibility Brand Exposure:** As a sponsor of the Zilker Relays, your brand will receive high visibility exposure through a range of marketing and promotional activities leading up to and during the event. This includes social media, email marketing, website promotion, and on-site branding opportunities such as signage and banners.



**Fun and Unique Brand Activation Opportunities:** The Zilker Relays is not just a race, but also a festival with live music, great food, and drinks. As a sponsor, you will have the opportunity to engage with attendees through fun and unique brand activation opportunities such as product sampling, giveaways, and interactive experiences.



**Customized Sponsorship Packages:** The Zilker Relays offers a range of customizable sponsorship packages that can be tailored to meet your specific marketing goals and budget. Whether you're looking to increase brand awareness, drive sales, or engage with a specific target audience, the Zilker Relays team can work with you to create a sponsorship package that meets your needs.



**Positive Community Impact:** By sponsoring the Zilker Relays, your brand will be supporting Marathon Kids, an Austin-based nonprofit that encourages kids to get active and develop healthy habits at an early age. By aligning your brand with a positive community cause, you can enhance your brand's reputation and goodwill among potential customers.

[WWW.ZILKERRELAYS.COM](http://WWW.ZILKERRELAYS.COM)



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BENEFITING

**MARATHON  
KIDS**

## TITLE SPONSOR / \$15,000

- Premier Logo Placement
- Social Media Shoutouts
- Logo on Race Collateral
- Logo on Race Shirt
- Vendor Booth
- Logo on Website



## PRESENTING SPONSOR / \$10,000

- Premier Logo Placement
- Social Media Shoutouts
- Logo on Race Collateral
- Logo on Race Shirt
- Vendor Booth
- Logo on Website



## KIDS RACE SPONSOR / \$5,000

- Logo at Kids Event or Team Village
- Logo on Race Collateral
- Logo on Race Shirt
- Vendor Booth
- Logo on Website



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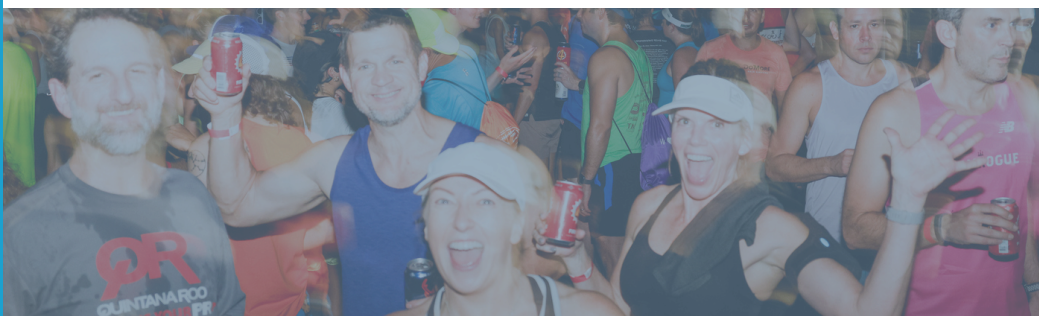
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**MARATHON  
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## TEAM VILLAGE SPONSOR / \$5,000

- Logo at Kids Event or Team Village
- Logo on Race Collateral
- Logo on Race Shirt
- Vendor Booth
- Logo on Website



## PARTNER SPONSOR / \$2,000

- Logo on Race Shirt
- Vendor Booth
- Logo on Website



## MEDIA REACH

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

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## VENDOR + SALES / \$1,500

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

## VENDOR / \$1,000

- 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 Zilker Relays.

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.