

DAISY DASH

5K • 10K • KIDS DASH

PRESENTED BY AUSTIN RUNNERS CLUB

SPONSORSHIP OPPORTUNITIES | 2026





AUSTIN RUNNERS CLUB
DAISY DASH



Sunday, October 18,
2026



8:00 AM



5K, 10K, and Kids Dash



Sunset Valley



AustinRunners.org



512 466-5643



races@austinrunners.org

RACE FAST FACTS

- 49th 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
- 750+ registrations in 2025
- 50+ volunteers in 2025
- Race #1 of the Distance Challenge race series

Benefiting:



SPONSORSHIP PROPOSAL



Sunset Valley, TX – Austin's oldest 5k, the Daisy Dash, is back for its 49th 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 the Girls Movement, a Marathon Kids program.

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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- 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.



Sunday, October 18, 2026



8:00 AM



5K, 10K, and Kids Mile



Sunset Valley



AustinRunners.org



(512) 477-1259



races@austinrunners.org

RACE FAST FACTS

- 49th 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
- 750+ registrations in 2025
- 50+ volunteers in 2025
- Race #1 of the Distance Challenge race series

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	8,200
Instagram	4,300	8,000
Email		9,500



AUSTIN RUNNERS CLUB DAISY DASH



Sunday, October 19,
2025



8:00 AM



5K, 10K, and Kids Mile



Sunset Valley



AustinRunners.org



(512) 477-1259



aces@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
- 600 registrations in 2024
- 50+ volunteers in 2024
- Part of the Distance Challenge race series (10K)

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 aces@austinrunners.org.

We'd love to connect.