



A U S T I N



D I S T A N C E C H A L L E N G E

AUSTIN RUNNERS CLUB



SPONSORSHIP OPPORTUNITIES | 2026



AUSTIN
Runners
CLUB

www.austinrunners.org

**MARATHON
KIDS**

@austinma



Race Series

- Daisy Dash 5K/10K*
- Run for the Water 10-miler
- Decker Challenge Half Marathon*
- Spurs Austin International Half Marathon
- Ascension Seton Austin Marathon & Half Marathon

* Indicates ARC owned event

Distance Challenge Fast Facts

- Series 30th Year
- 200+ participants in 2025-26
- 5 Races Series



AustinRunners.org



(512) 477-1259



sponsorships@austinrunners.org

Benefiting:

**MARATHON
KIDS**

SPONSORSHIP PROPOSAL



Austin, TX - The Austin Distance Challenge is a unique series of local races that showcases the spirit, endurance, and community of Austin's running scene. The series kicks off with the Daisy Dash 10K and continues through the fall and winter months, culminating in an unforgettable finish at the Austin Marathon.

The series is organized by the Austin Runners Club, a non-profit organization dedicated to producing inclusive, community-driven events that support the Marathon Kids youth running program.

As part of the Austin Runners Club's mission to strengthen and celebrate the running community, the Austin Distance Challenge offers a one-of-a-kind opportunity for runners to set ambitious goals, experience the best local races, and connect with fellow athletes.

Sponsorship opportunities are available for businesses and organizations that want to engage with a passionate, health-focused audience and show their support for Austin's vibrant running community.

DISTANCE CHALLENGE VALUE



Participant Engagement: As a sponsor, you will have the opportunity to engage directly with program 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: The proceeds from the Distance Challenge support Marathon Kids, which encourages kids to get active and develop healthy habits at an early age. By sponsoring the program, companies can show their commitment to promoting healthy living and making a positive impact in the local community.



Brand Association: Companies that sponsor the Distance Challenge will be associated with a high-quality, family-friendly events that promotes healthy living and community spirit. This can help build brand awareness and loyalty among consumers who value these qualities.



Social Media Exposure: The Distance Challenge 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: Various sponsorship opportunities are available for the Distance Challenge, including the various collectibles and apparel that makes this race series so unique. 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.



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T-SHIRT SPONSOR - \$5,000

Each Austin Distance Challenge participant will receive a custom-designed shirt to commemorate their journey across the series. As the T-shirt Sponsor, your logo will be printed on the official shirts worn by runners throughout the season and long after. T-shirts offer outstanding, ongoing visibility and are one of the most effective ways to integrate your brand into the fabric of Austin's running community.

MAGNET SPONSOR - \$3,500

One of the most exciting traditions of the Austin Distance Challenge is the collectible magnet set. Each magnet represents a different race in the series, and runners will work to complete their full set as they progress toward the final finish line. As the Magnet Sponsor, your brand will be featured on this unique collectible, creating lasting impressions and emotional connection with participants who take pride in their achievements.

WRISTBAND SPONSOR - \$2,000

Every Austin Distance Challenge participant will wear a custom wristband throughout the entire race series. These wristbands grant access to exclusive race-day offerings, activations, and booths at each event. As the Wristband Sponsor, your brand will be visible at every race, giving you repeated exposure to a highly engaged audience. It is a powerful opportunity to stay top of mind with runners as they advance through the series.