



Zilker Relays

RUN.FUN.REPEAT.™

PRESENTED BY AUSTIN RUNNERS CLUB

SPONSORSHIP OPPORTUNITIES | 2026

AUSTIN
Runners
CLUB

www.zilkerrelays.com

**MARATHON
KIDS**



Friday, September 11,
2026



6:00 PM



10-Mile Relay Race +
Kids Dash



Zilker Metropolitan Park
2100 Barton Springs Rd
Austin, TX 78704



ZikerRelays.com



(512) 466-5643



races@austinrunners.org

RACE FAST FACTS

- 23rd 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
- 1,500+ Participants in 2025
- 100+ volunteers 2025

BENEFITING

**MARATHON
KIDS**

SPONSORSHIP PROPOSAL



Austin, TX – The Zilker Relays, Austin's iconic team relay race, returns for its 23rd year on Friday, September 11, 2026. 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.

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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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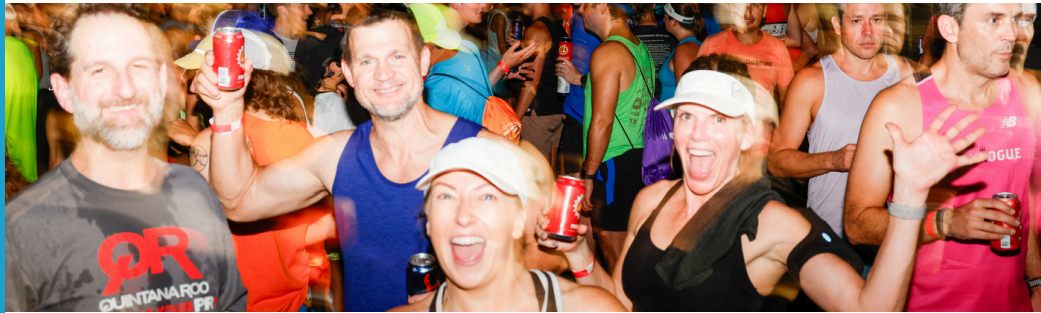
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BENEFITING

**MARATHON
KIDS**

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

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BENEFITING

**MARATHON
KIDS**

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 rac@austinrunners.org.

We'd love to connect.