



With the success of year two of The Active Texan Triathlon in Spetember, we are thrilled to announce the upcoming Active Texan Tinsel Trot, a festive holiday 5K and 10K race at Lake Walk this December. This event will be a fantastic opportunity for the community to come together, celebrate the holiday season, and support local causes. Partial proceeds from the Tinsel Trot will benefit Toys-4-Tots and a local coat drive, spreading warmth and joy to families in need.

To make this event truly special, we are seeking support from local businesses, organizations, and passionate community members. As a valued leader in our area, your involvement would be instrumental in ensuring the success of the Tinsel Trot. This highly anticipated race will not only attract competitive runners but also families and holiday enthusiasts, creating a meaningful tradition for years to come.

Here's what makes the Tinsel Trot a unique and memorable experience:

- **Holiday Festivities:** Participants will enjoy a festive course complete with twinkle lights, holiday music, and a winter-themed finish line.
- **Family-Friendly Activities:** We'll have fun selfie stations, kids' snowball games, glow sticks, and holiday treats to make it a family-friendly celebration.
- **Exclusive Venue:** Spectators can cheer on participants from the beautiful Lake Walk Town Center, offering prime viewing along the boardwalk.
- **Community Impact:** By sponsoring this event, you'll be helping us create an impactful, community-oriented experience during the holiday season.

We expect 100-200 participants, along with spectators and supporters, creating a fantastic promotional opportunity for our sponsors. The attached information outlines the various sponsorship options available. Your financial support will not only help ensure the success of the Tinsel Trot but also showcase your commitment to community involvement and health and wellness in the Bryan/College Station area.

We'd love to have the opportunity to discuss how your organization can be part of this exciting event. We'll be following up in the coming days, but please feel free to reach out with any questions. Thank you for considering supporting the Active Texan Tinsel Trot—we look forward to partnering with you to make this holiday event unforgettable.

Warm regards,
Brian and Allie Watts
The Active Texan

SPONSORSHIP OPPORTUNITIES FOR THE ACTIVE TEXAN TINSEL TROT

TINSEL SPONSOR — \$2,500 (One Available)

Exclusive Benefits:

- Top Recognition: Company logo prominently displayed at the start/finish line and on race bibs.
- Extensive Promotion: Logo on event shirts, race website, and promotional materials.
- Visibility: Links to your website on the event site.
- Exhibitor Space: Prime space for a booth on race day.
- Participant Entries: 5 free entries + discount promo code for company participants.
- Swag Bag Inserts: Opportunity to include promotional material in participant bags.
- Social Media Recognition: Shout-outs on our social media channels

Sponsoring the Tinsel Trot allows businesses like yours to connect with participants and spectators who are passionate about health, wellness, and community. This festive event will draw a diverse crowd and provide valuable exposure for our sponsors while providing fun activities for our community this holiday season. Thank you for your consideration.

JINGLE SPONSOR — \$1,500

Visibility and Promotion:

- Logo Placement: Logo featured on event shirts, the race website, and promotional materials.
- Exhibitor Space: Space for a booth on race day.
- Participant Entries: 2 free entries + discount promo code for company participants.
- Swag Bag Inserts: Opportunity to include promotional material in participant bags.
- Social Media Recognition: Shout-outs on our social media channels.

SPARKLE SPONSOR — \$750

Brand Exposure:

- Logo on Shirts and Website: Logo on event shirts and the race website.
- Swag Bag Inserts: Opportunity to include promotional material in participant bags.
- Social Media Recognition: Shout-outs on our social media channels.
- Participant Discount: Discount promo code for all company participant entries.

HOLIDAY CHEER SPONSOR — \$325

Visibility and Community Involvement

- Logo on Website: Logo displayed on race website.
- Swag Bag Inserts: Opportunity to include promotional material in participant bags.
- Social Media Mention



BUSINESS/CORPORATE SPONSORSHIPS

_____ \$2,500 TINSEL SPONSOR

_____ \$1,000 JINGLE SPONSOR

_____ \$750 SPARKLE SPONSOR

_____ \$325 HOLIDAY CHEER SPONSOR

INDIVIDUAL SPONSORSHIPS

_____ CUSTOM AMOUNT

CONTACT INFORMATION

Name: _____

Company Name: _____

Mailing Address: _____

City: _____

Email: _____

Phone: _____

State: _____

Zip: _____

Please email completed forms with payment to brian@collegestationpt.com.

Contact Brian for details about payment.

For any questions or inquiries about sponsorship or In-Kind donations please contact
Brian Watts - brian@collegestationpt.com