



**HIGHLANDS RANCH**  
COMMUNITY ASSOCIATION



**2024 SPONSORSHIP  
OPPORTUNITIES**

# SPONSORSHIP

Thank you for your interest in financially supporting the Highlands Ranch Race Series!

Becoming a sponsor allows you to invest your marketing dollars with an organization actively fostering community in Highlands Ranch. With more than 5,400 attendees per year, HRRS offers significant marketing potential and the opportunity to establish brand recognition among racers, volunteers, and spectators.



We offer various engagement options, from series-long race sponsorships to individual, customizable opportunities. We are more than happy to collaborate with you in creating a tailored benefits package that aligns with your specific requirements. As you'll discover in the following pages, HRRS provides numerous sponsorship advantages, including prominent logo exposure, event tabling privileges, high visibility among our participants, and more.

I am excited about the possibility of partnering with you to promote your business and help you connect with the South Metro community!

With thanks,

Sarah Mirick  
Race Director  
Highlands Ranch Race Series  
sarah.mirick@hrcaonline.org  
303-471-7048

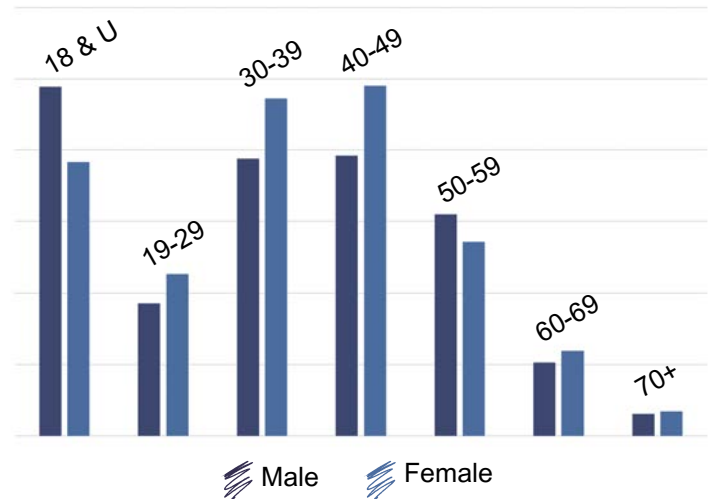


# RACE AUDIENCE

The Highlands Ranch Race Series includes a wide range of participants -- from serious runners and bikers to kids and families, beginners, half-K aficionados, and more! Below are a few statistics from the 2023 season.

## ATTENDEE AGES AND GENDERS

Our racers come in all shapes and sizes... and ages, and genders, and more! Many families join us for our shorter distances and individuals for our trail races.



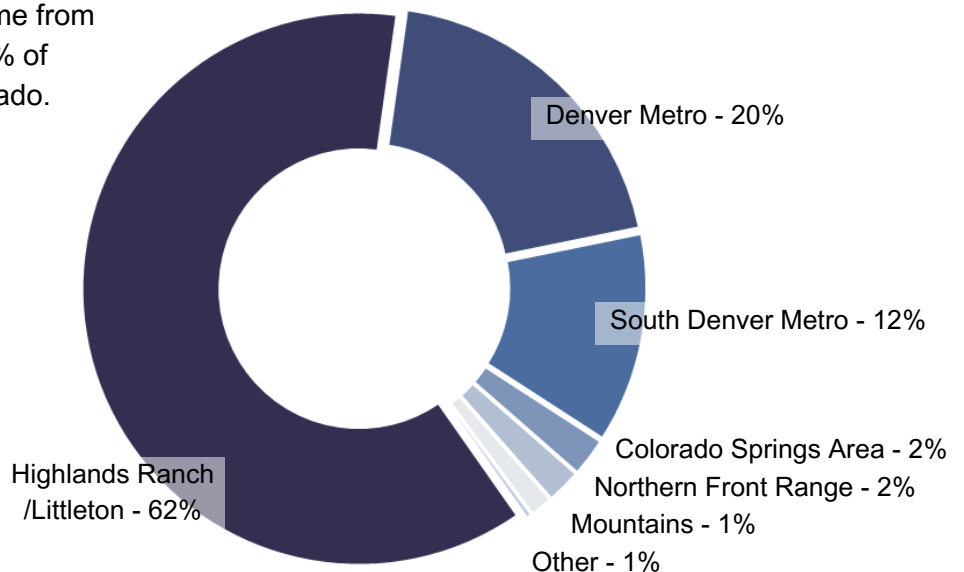
## SOCIAL MEDIA IMPACT

4,900+ followers between Instagram and Facebook.



## GEOGRAPHIC REGIONS

While we are called the Highlands Ranch Race Series, we have attendees come from all across the state, and beyond! 96% of annual HRRS racers hail from Colorado.



# 2024 CALENDAR

The upcoming year offers a variety of exciting events for all -- 5K runs, a half-K "race" for those looking for a lighter challenge, mountain bike races within the exclusive HRCA Backcountry Wilderness Area, a kids' triathlon, and demanding long-distance trail runs!

*Calendar subject to minor changes.*



Saturday, March 16, 9:00 a.m.

Get your leprechaun legs ready at our first 5K of the season! Starting and finishing in Town Center, runners enjoy on-course bagpipe music, traditional Irish dancers, pancake breakfast, and post-race beer!



Saturday, May 11, 9:00 a.m.

Kick off your Mother's Day weekend with a morning of activity! Using paved and gravel trails, this course is perfect for beginners, elite runners, parents with strollers, furry friends, and more.



Friday, June 14, 6:00 p.m.

Have you always wanted to run a marathon, or maybe just a 5K, but seems like too much work? You're in luck! Join us for this 1640-foot "race", live music, and locally-made beverages.



Thursday, July 4, 7:30 a.m.

Light a firecracker under those sneakers and get ready for this fun and fast course. Runners can beat the heat at a 7:30 a.m. start and finish with ample time to walk over to the HRCA 4th of July parade!



Weds in July and August, 6:00 p.m.

Taking advantage of the beautiful HRCA Backcountry Wilderness Area, our mountain bike races are a great chance to get off the beaten trail. Racers of all levels are welcome!





Saturday, August 3, 9:00 a.m.

Our triathlon is perfect for kiddos looking to "TRI" the sport of triathlon. We offer a safe and fun environment for racing and have awesome finisher medals for all participants.



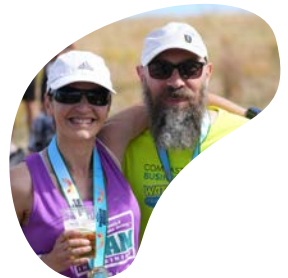
Saturday, September 14, 9:00 a.m.

Put on your lederhosen and sneakers as we kick-start the annual HRCA Oktoberfest event in Town Center with the Oktoberfest 5K! Finish your run, enjoy a post-race beer, and return for our day full of activities. Prost!



Saturday, September 28, 8:30 a.m.

Our 10M and 10K trail races have awesome views and fun, varying terrain with the potential to view wildlife along the way. Bonus kid's races are a great way to make it a family affair!



Saturday, November 2, 9:00 a.m.

The grand finale of the Highlands Ranch Race Series season! This challenging half offers 13.1 pristine miles of gravel trail or single track, all within the HRCA private wilderness area.



# SPONSORSHIP OPPORTUNITIES



**\$4,500**

"Presenting sponsor" title for one race, including increased race-specific marking:

- Listed as presenting sponsor in all email blasts and social media posts
- Logo on race bibs, HRCA Rec Center marketing boards
- Logo and blurb on race website
- Custom finish line banner
- Opportunity to host in-store packet pickup



Marketing materials distributed at all packet pickups

5 complementary race entries

Company logo with link to website on all race registration pages

Company listed and tagged in post-race social media post

Company logo and link in all marketing email blasts

Logo on all race t-shirts

Booth space at all 2024 races

Recognition from emcee/DJ throughout all races

**\$2,500**

Marketing materials distributed at all packet pickups

3 complementary race entries

Company logo with link to website on all race registration pages

Company listed and tagged in post-race social media post

Company name and link in all marketing email blasts

Company name on all race t-shirts

Booth space at all 2024 races

Recognition from emcee/DJ throughout all races



**\$1,500**

Company listed and tagged in post-race social media post

Company name and link in all marketing email blasts

Company name on all race t-shirts

Booth space at all 2024 races

Recognition from emcee/DJ throughout all races



**\$500**

Company name and link in race-specific marketing email blasts

Booth space at one race

Recognition from emcee/DJ throughout race