



SPONSORSHIP OPPORTUNITIES

The Run Nash race series takes place throughout the downtown Nashville area. Each race accommodates between 2,000 to 3,000 runners and has its own unique start/finish line in a different part of town, including Germantown, E.S. Rose Park near Music Row, and Nissan Stadium. Run Nash creates courses that highlight this beautiful city, the historic landmarks, and its ever-changing neighborhoods. We provide a unique opportunity for your brand to be seen in front of 2,000-3,000 race participants, plus spectators and media, in a fun and engaging way.

Customizable Packages

Running events provide an opportunity for sponsorship integration throughout multiple targeted programs and platforms that are intended to increase exposure and brand connection. We love to find ways to create packages that give the partner entitlements and allow them to engage in a unique and rewarding way. We can't wait to create that package for you!

Participant Demographics

- 62% women and 38% men
- Average HI \$78K – \$129K
- The average household has 2.5 members
- 72% have a Bachelor's degree
- Top 3 locations are Nashville, Franklin, and Brentwood
- Registrations originated from 46 different states and 5 countries



July 4, 2022



November 12, 2022



November 24, 2022

Sponsorship Level	Title	Presenting	Runner	Jogger	Walker	Exhibitor
Integration into event logo	X	X				
Logo on back of shirt	X	X				
Logo on Truss at finish line	X	X	X	X	X	
Logo on race bib	X	X				
Logo on barricades at finish line	X	X	X	X	X	
Logo on website with link	X	X	X			
Logo on email blast to participants	X	X	X	X	X	
Social media post recognizing sponsors	X	X	X	X	X	
Expo opportunity at packet pick-up	X	X	X	X	X	X
Goodie Bag Insert	X	X	X	X	X	
Complimentary race registration	6	5	4	2	1	
Live verbal announcement at event	X	X	X	X	X	X
Table presence on race day	X	X	X	X	X	X
Investment	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500	\$750

To become a sponsor email: malain@runnash.com

For more information please visit: www.runnash.com