



SPONSORSHIP OPPORTUNITIES

Dolly Parton's Race for Reading 5K Walk/Run & Kids Fun Run

Saturday, August 29, 2026

Location: DMACC Ankeny Campus

Presenting Sponsor - \$6,500 (Supports 200 children for one year)

- Exclusivity – Presenting Event Sponsor (Starter for race)
- Logo/Company signage featured at event on race day
- Logo/Company name to be featured on race day t-shirt
- Logo/Company name on event Web page
- Acknowledgement during event announcements
- Space to have volunteers provide a children's activity and promote company in Kids' Zone
- Opportunity to distribute company informational flyers or coupons in each participant race packet
- 10 complementary race entries



Medals Sponsor \$4,800 (Purchases medals/ribbons & Supports 100 children for one year)

- Exclusivity – hand out medals to participants on race day (adults & children)
- Logo/Company signage featured at event on race day
- Logo/Company name on race day t-shirt
- Logo/Company name on event Web page
- Acknowledgement during event announcements
- Space to have volunteers provide a children's activity and promote company in Kids' Zone
- Opportunity to distribute company informational flyers or coupons in each participant race packet
- 10 complementary race entries

Story Walk & Kids' Zone Sponsor - \$3,200 (Provides Story Walk signage & Supports 70 children for one year)

- Exclusivity – Logo/Company signage on Story Walk artwork in Kids' Zone area
- Logo/Company name on race day t-shirt
- Logo/Company name on event Web page
- Acknowledgement during event announcements
- Space to have volunteers provide a children's activity and promote company in Kids' Zone
- Opportunity to distribute company informational flyers or coupons in each participant race packet
- 5 complementary race entries

Timing Sponsor - \$1,600 (Provides timing & Supports 30 children for one year)

- Logo/Company sign near the start/finish line
- Logo/Company name on race day t-shirt
- Logo/Company name on event Web page
- Acknowledgement on social media
- Space to have volunteers provide a children's activity and promote company in Kids' Zone
- Opportunity to distribute company informational flyers or coupons in each participant race packet
- 5 complementary race entries

Race Bib Sponsor - \$1,600 (Provides race bibs & Supports 30 children for one year)

- Logo/Company name on race day t-shirt
- Logo/Company name on event Web page
- Acknowledgement on social media
- Space to have volunteers provide a children's activity and promote company in Kids' Zone
- Opportunity to distribute company informational flyers or coupons in each participant race packet
- 5 complementary race entries

Entertainment Sponsor - \$1,600 (Provides Sound System & Supports 30 children for one year)

- Logo/Company name on race day t-shirt
- Logo/Company name on event Web page
- Acknowledgement on social media
- Space to have volunteers provide a children's activity and promote company in Kids' Zone
- Opportunity to distribute company informational flyers or coupons in each participant race packet
- 5 complementary race entries



Mile Marker Sponsor - \$1,600 (Provides mile marker signage & Supports 30 children for one year)

- Logo/Company sign at sponsored mile marker
- Logo/Company name on race day t-shirt
- Logo/Company name on event Web page
- Acknowledgement on social media
- Space to have volunteers provide a children's activity and promote company in Kids' Zone
- Opportunity to distribute company informational flyers or coupons in each participant race packet
- 5 complementary race entries

Water Sponsor - \$1,600 (Provides water on trail & Supports 30 children for one year)

- Logo/Company sign & volunteers at water stations
- Logo/Company name on race day t-shirt
- Logo/Company name on event Web page
- Acknowledgement on social media
- Space to have volunteers provide a children's activity and promote company in Kids' Zone
- Opportunity to distribute company informational flyers or coupons in each participant race packet
- 5 complementary race entries



Food Sponsor - \$1,600 (Provides post-race refreshments & Supports 30 children for one year)

- Logo/Company sign & volunteers at food stations
- Logo/Company name on race day t-shirt
- Logo/Company name on event Web page
- Acknowledgement on social media
- Space to have volunteers provide a children's activity and promote company in Kids' Zone
- Opportunity to distribute company informational flyers or coupons in each participant race packet
- 5 complementary race entries

Race Day Sponsors - \$1000 (Supports 30 children for one year)

- Logo/Company name on race day t-shirt
- Logo/Company name on event Web page
- Acknowledgement on social media
- Space to have volunteers provide a children's activity and promote company in Kids' Zone
- Opportunity to distribute company informational flyers or coupons in each participant race packet

"You can never get enough books into the hands of enough children!"—Dolly Parton