



**Reserve Your
Sponsorship NOW!**
sponsorship@friscoarts.org



Baylor Scott & White
HEALTH

SATURDAY
OCTOBER
8:30AM-11:00AM
2024
26



EVENT OVERVIEW

The Frisco Arts Foundation is thrilled to partner with Kaleidoscope Park to present the Frisco Arts Walk & Run on Saturday, October 26, 2024. The race will take participants through the new Kaleidoscope Park, a dynamic, innovative arts and culture destination for North Texas, and the largest private collection of Texas sculptures ever assembled and made available to the public. Runners and walkers will also be immersed in a taste of all the arts with participation from numerous arts and cultural organizations within the North Texas community. 2024 is sure to be the biggest and best yet and something you do not want to miss!

**Averaging between 2,500-3,000 Attendees,
600 + Racers from 39 cities and 15 states**

ARTS-THEMED 5K | 8:30am - 11:00am

| **7:30am** Check-In

| **7:50am** Welcome Remarks

| **8:30am** Race Begins

Sculptures, Pop-up musicians, dancers, artists along run route

| **9:00-11:00am** Finishers Fest

After receiving your unique arts award, enjoy entertainment, meet local vendors, and explore Kaleidoscope Park.

ALLEN | ARYGLE | ARLINGTON
 AUBREY | CARROLLTON | CEDAR HILL
 CELINA | COLLINSVILLE | COPPELL
 CRANDALL | DALLAS | DENNISON
 DENTON | FARMERS BRANCH
 FORT WORTH | FRISCO
 GRAPEVINE | GUNTER
 HALTOM CITY | IRVING
 KRUM | LUBBOCK
 MELISSA | MESQUITE
 MURPHY | OAK POINT
 PLANO | PROSPER
 PROVIDENCE VILLAGE
 RICHARDSON | ROUND ROCK
 ROWLETT | TEXARKANA | THE COLONY

OTHER STATES:
 SPOKANE, WA
 JOHNSON CITY, TN

OTHER COUNTRIES:
 ANTWERP, BE



PARTICIPANTS
 HAVE JOINED US
 FROM ACROSS
 33 TX CITIES,
 3 STATES &
 2 COUNTRIES

Thank You FOR SUPPORTING THE Arts!

PAST ARTS PARTNERS

Collin County Ballet Theatre | Dance
 North Texas School of Talent Education | Musicians
 Melody of Hope | Singers
 The Vocal School of Texas | Music/Singers
 Texas Cellos | Musicians
 Children's Chorus of Collin County | Singers
 Dancing Diva Bollywood | Dance
 Rebel Theatrics | Performing Arts
 Independence High School | Artists
 Leadership Prep School | Musicians
 Creating Happy | Visual Arts
 Jeremiah Staggs | Visual Arts
 Deepa Koshaley | Visual Arts
 Teresa Kreiger | Visual Arts
 Lucy Tolkunova | Visual Arts
 Kim Olivia | Visual Arts
 Sidewalk Chalk Artist | Visual Arts
 Visual Arts Guild of Frisco | Visual Arts
 Rockstars of Tomorrow | Musicians
 JC Cello Studio | Musicians
 Noel Iverson Orchestra | Musicians
 Rising Phoenix Lion Dance | Dance
 Team Taal | Dance
 North Texas Performing Arts | Acting
 Unix Dance | Dance
 Frisco Youth Symphony | Musicians
 Collin County Ballet Theatre | Dance
 Lawler Middle School Band | Musicians
 Star On | Acting
 McKinney Philharmonic | Musicians
 Frisco Chorale | Singers
 Lonestar High School Tri-M Music Honor Society | Band
 Natyanjali Kuchipudi Dance School | Dance
 Visual Arts Guild | Artists





**TITLE
SPONSOR**

\$20,000

TITLE SPONSOR



\$20,000

- | Recognition as Title Sponsor of the 2024 Frisco Arts 5K
- | Naming Rights: Title Sponsor to be integrated into the event name and/or graphic (Frisco Arts 5K, sponsored by Baylor Scott & White Health)
- | First right of refusal for the 2024 Frisco Arts 5K

Branding Benefits

- | Premier placement of company name and logo on runner shirt and volunteer t-shirt
- | Logo placement on premier Start Line and Finish Line structure
- | Signage throughout all race areas
- | Company name and logo on promotional pre-and post race videos (15K+ impact impressions)
- | Company logo incorporated into signature event photo backdrop

Digital Benefits

- | Company name and logo on race website (linked)
- | Company name and logo used throughout social media platforms to 12K followers and newsletter with 5K subscribers
- | Email distribution to Frisco Arts and Kaleidoscope Park email

Print Benefits

- | Company name and logo on ALL print media including advertising, posters, save-the-dates, and race pamphlets

Public Relations Benefits

- | Company name used in all press releases
- | Direct participation in the awards ceremony by company representative

Sales/Promotion Benefits

- | Option for company representative to speak at pre-race kick-off event
- | Option for company representative to make presentation on entertainment stage
- | Opportunity to put company branded item in swag bag

On-Site & Hospitality Benefits

- | Complimentary vendor booth space (BYO tent, table, and chairs)
- | Premium booth placement within the festival area
- | 10 complimentary 5k entries





FINISHERS FEST SPONSOR

\$10,000

Recognition as exclusive Finishers Fest Sponsor of the 2024 Frisco Arts 5K

Branding Benefits

Medium company name and logo on runner shirt and volunteer t-shirt

Digital Benefits

Company name and logo on race website (linked)

Company name and logo used throughout social media platforms to 12K followers and newsletter with 5K subscribers

Print Benefits

Company name and logo on ALL print media including advertising, posters, save-the-dates, and race pamphlets

Public Relations Benefits

Company name and/or logo used in all press releases

Sales/Promotion Benefits

Opportunity to put company branded item in swag bag

On-Site & Hospitality Benefits

Complimentary vendor booth space (BYO tent, table, and chairs)

10 complimentary 5k entries





**HOST
SPONSOR**

\$5,000

HOST SPONSOR



\$5,000

| Recognition as exclusive Host Sponsor of the 2024 Frisco Arts 5K

Branding Benefits

| Medium company name and logo on runner shirt and volunteer t-shirt

Digital Benefits

| Company name and logo on race website (linked)

| Company name and logo used throughout social media platforms to 12K followers and newsletter with 5K subscribers

Print Benefits

| Company name and logo on ALL print media including advertising, posters, save-the-dates, and race pamphlets

Public Relations Benefits

| Company name and/or logo used in all press releases

Sales/Promotion Benefits

| Opportunity to put company branded item in swag bag

On-Site & Hospitality Benefits

| Complimentary vendor booth space (BYO tent, table, and chairs)

| 10 complimentary 5k entries





**MEDAL
SPONSOR**

\$5,000

BIB SPONSOR

\$5,000

| Recognition as Bib Sponsor of the 2024 Frisco Arts 5K

Branding Benefits

| Medium company name and logo on runner shirt and volunteer t-shirt
| Logo on race bib

Digital Benefits

| Company name and logo on race website (linked)
| Company name and logo used throughout social media platforms to 12K followers and newsletter with 5K subscribers

Print Benefits

| Company name and logo on ALL print media including advertising, posters, save-the-dates, and race pamphlets

Public Relations Benefits

| Company name and/or logo used in all press releases

Sales/Promotion Benefits

| Opportunity to put company branded item in swag bag

On-Site & Hospitality Benefits

| Complimentary vendor booth space (BYO tent, table, and chairs)
| 10 complimentary 5K entries





MEDIA SPONSOR

\$5,000

MEDIA SPONSOR

\$5,000

| Recognition as exclusive Media Sponsor of the 2024 Frisco Arts 5K

Branding Benefits

| Medium company name and logo on runner shirt and volunteer t-shirt

Digital Benefits

| Company name and logo on race website (linked)
 | Company name and logo used throughout social media platforms to 12K followers and newsletter with 5K subscribers

Print Benefits

| Company name and logo on ALL print media including advertising, posters, save-the-dates, and race pamphlets

Public Relations Benefits

| Company name and/or logo used in all press releases

Sales/Promotion Benefits

| Opportunity to put company branded item in swag bag

On-Site & Hospitality Benefits

| Complimentary vendor booth space (BYO tent, table, and chairs)
 | 10 complimentary 5K entries





SIDEWALK CHALK SPONSOR

\$2,000
1 AVAILABLE

SIDEWALK CHALK SPONSOR | \$2,000

Digital Benefits

- | Company name on race website
- | Company Special Feature on Social Media to 12K followers and newsletter with 5K subscribers

Print Benefits

- | Company Logo listed under Community Partner on Event T-shirt

On-Site & Hospitality Benefits

- | Company logo included on the Interactive sidewalk chalk artwork
- | Company representative opportunity at Sidewalk Chalk area
- | Two 50% off 5k entries
- | Vendor Booth placement at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)



HOSPITALITY SPONSOR

\$2,000
1 AVAILABLE

HOSPITALITY SPONSOR | \$2,000

Digital Benefits

- | Company name on race website
- | Company Special Feature on Social Media to 12K followers and newsletter with 5K subscribers

Print Benefits

- | Company Logo listed under Community Partner on Event T-shirt

On-Site & Hospitality Benefits

- | Company logo included at breakfast/coffee area for volunteers and interactive partners
- | Company representative opportunity at hospitality area
- | Two 50% off 5k entries
- | Vendor Booth placement at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)



ARTS AWARD SPONSOR

\$1,000
1 AVAILABLE

ARTS AWARD SPONSOR | \$1,000

Digital Benefits

- | Company name on race website
- | Company Special Feature on Social Media to 12K followers and newsletter with 5K subscribers

Print Benefits

- | Company Logo listed under Community Partner on Event T-shirt

On-Site & Hospitality Benefits

- | Company logo prominently displayed at Arts Award area for the category race winners
- | Company representative opportunity at Arts Award area
- | Two 50% off 5k entries
- | Vendor Booth placement at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)
- | Exclusive recognition as a key sponsor during the awards ceremony
- | Company logo prominently displayed on signage at tables and stands



WATER STATION SPONSOR | \$1,000

Digital Benefits

- | Company name on race website
- | Company Special Feature on Social Media to 10K followers and newsletter with 5K subscribers

Print Benefits

- | Company Logo listed under Community Partner on Event T-shirt

On-Site & Hospitality Benefits

- | Company logo prominently displayed at Finish Line for all runners to receive a water bottle
- | Company representative opportunity at Water Station
- | Two 50% off 5k entries
- | Vendor Booth placement at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)

WATER STATION SPONSOR

\$1,000
1 AVAILABLE



COMMUNITY PARTNER | \$600

Your support will be matched with one of our current Community Arts Members

Digital Benefits

- | Company name on race website
- | Company Special Feature on Social Media to 12K followers and newsletter with 5K subscribers

Print Benefits

- | Company Logo listed under Community Partner on Event T-shirt
- | Company Logo on Signage placed at selected Site

On-Site & Hospitality Benefits

- | Two 25% off 5k entries
- | Vendor Booth placement at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)

COMMUNITY PARTNER

\$600
20 AVAILABLE



VENDOR BOOTH | \$300

On-Site & Hospitality Benefits

- | 10 x10 Vendor Booth space at the 5k Start/Finish Line (BYO tent, table, chairs, etc.)

VENDOR BOOTH

\$300



SATURDAY
OCTOBER 26 2024
8:30AM-11:00AM

SPONSOR COMMITMENT *

Level of Sponsorship

- Title Sponsor (Filled) - \$20,000
- Finishers Fest Sponsor - \$10,000
- Host Sponsor (Filled) - \$5,000
- Bib Sponsor - \$5,000
- Media Sponsor - \$5,000
- Sidewalk Chalk Sponsor - \$2,000
- Hospitality Sponsor - \$2,000
- Arts Award Sponsor - \$1,000
- Water Station Sponsor - \$1,000
- Community Partner - \$600
- Vendor Booth - \$300

DEADLINE: September 1, 2024

Payment can be made at friscoarts.org
or send a check to:

Frisco Arts Foundation
3201 Dallas Pkwy, Suite 200-214
Frisco, TX 75034

Contact:

sponsorship@friscoarts.org

214.491.8982

* Sponsor benefits subject to change if commitment form not received before 9/15/24 to submit print and race items.

** Payment must be made in full to secure a vendor booth reservation by 9/15/24.

SPONSOR COMPANY/ORGANIZATION NAME

SPONSOR NAME (as you would like it to appear)

SPONSOR CONTACT NAME

MAILING ADDRESS

CITY | STATE | ZIP

MOBILE PHONE

EMAIL ADDRESS

WEBSITE

PRINT NAME AND TITLE

SIGNATURE