



# TEXAS OUTLAW RUNNING



## SPONSOR PACK 2026





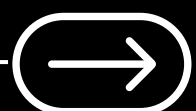
# INTRO DUCTION

## OUR MISSION

Our mission is to organize high-quality events that create lasting and memorable experiences, while leveraging this platform platform to drive meaningful charitable impact within the communities we serve.

## OUR VISION

Our mission is to serve as a shuttle that helps individuals reach their goals by capturing stories, inspring and encouraging others, and upholding Christian values.





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# OUR IMPACT



**60+** Events Every Year

Consistent opportunities for brand exposure



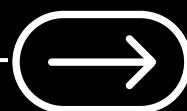
**400+** Attendees Per Event

Engaged mix of participants, volunteers and spectators



**2M+** Digital Views Annually

Expansive reach across web and social platforms





# ONLINE ANALYTICS

Last 365 days (May 23, 2024 - Today) compared to previous period (May 24, 2023 - May 22, 2024)

Site sessions  
143.9K ↑ 96%

Unique visitors  
71,661 ↑ 87%

### Sessions over time



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### Sessions by source and category

Direct	↑ 119%	45,757
Google (Organic)	↑ 109%	41,390
ultrasignup.com (Referral)	↑ 33%	13,962
Google (Paid)	↑ 315%	10,793
Facebook (Organic)	↓ 13%	9,150

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### Avg. sessions by day



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### New vs returning visitors



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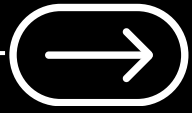
### Sessions by device



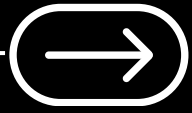
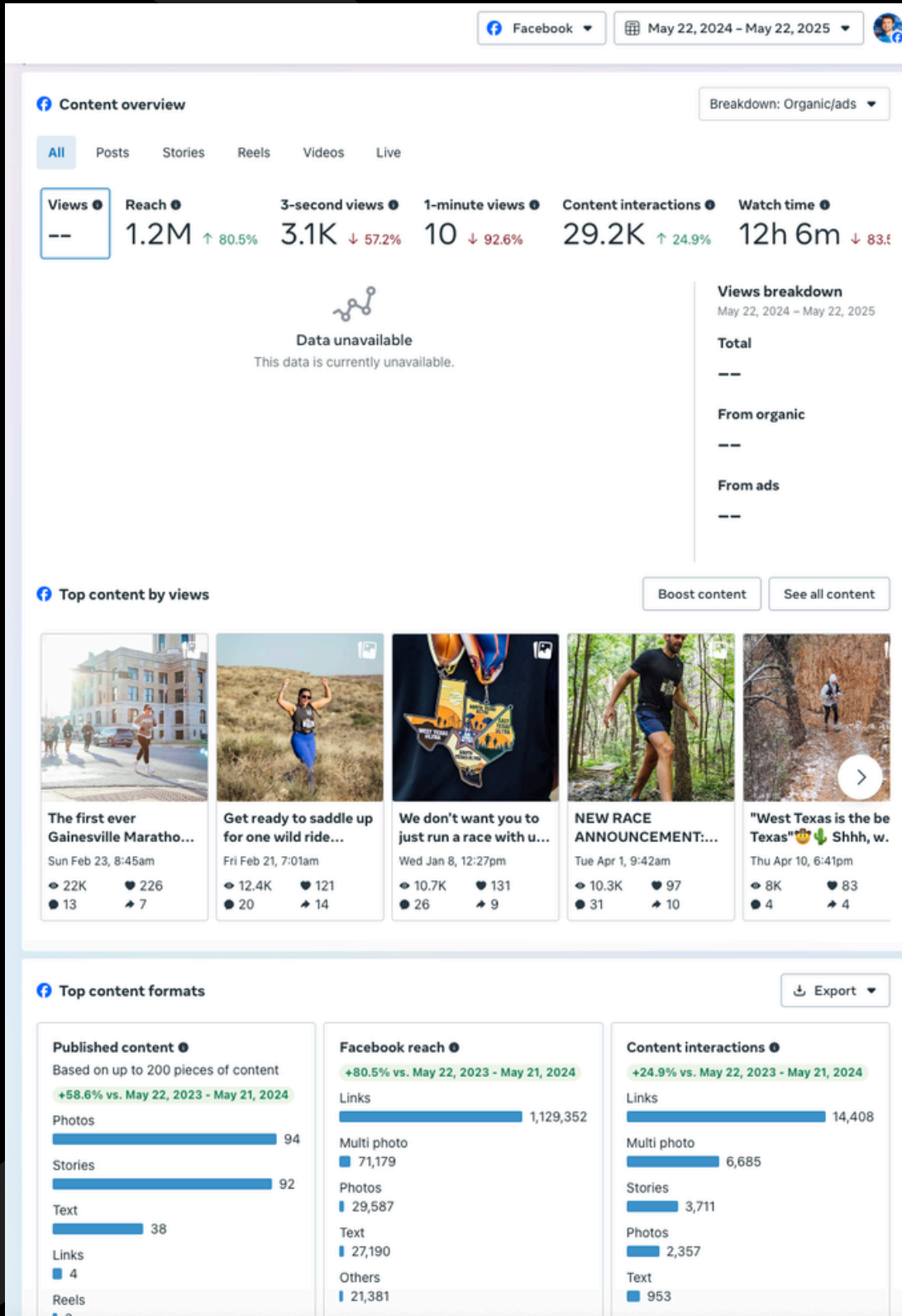
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### Traffic insights

Traffic to this page increased significantly in the last 30 days: /backland.



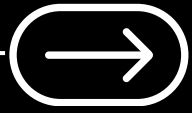
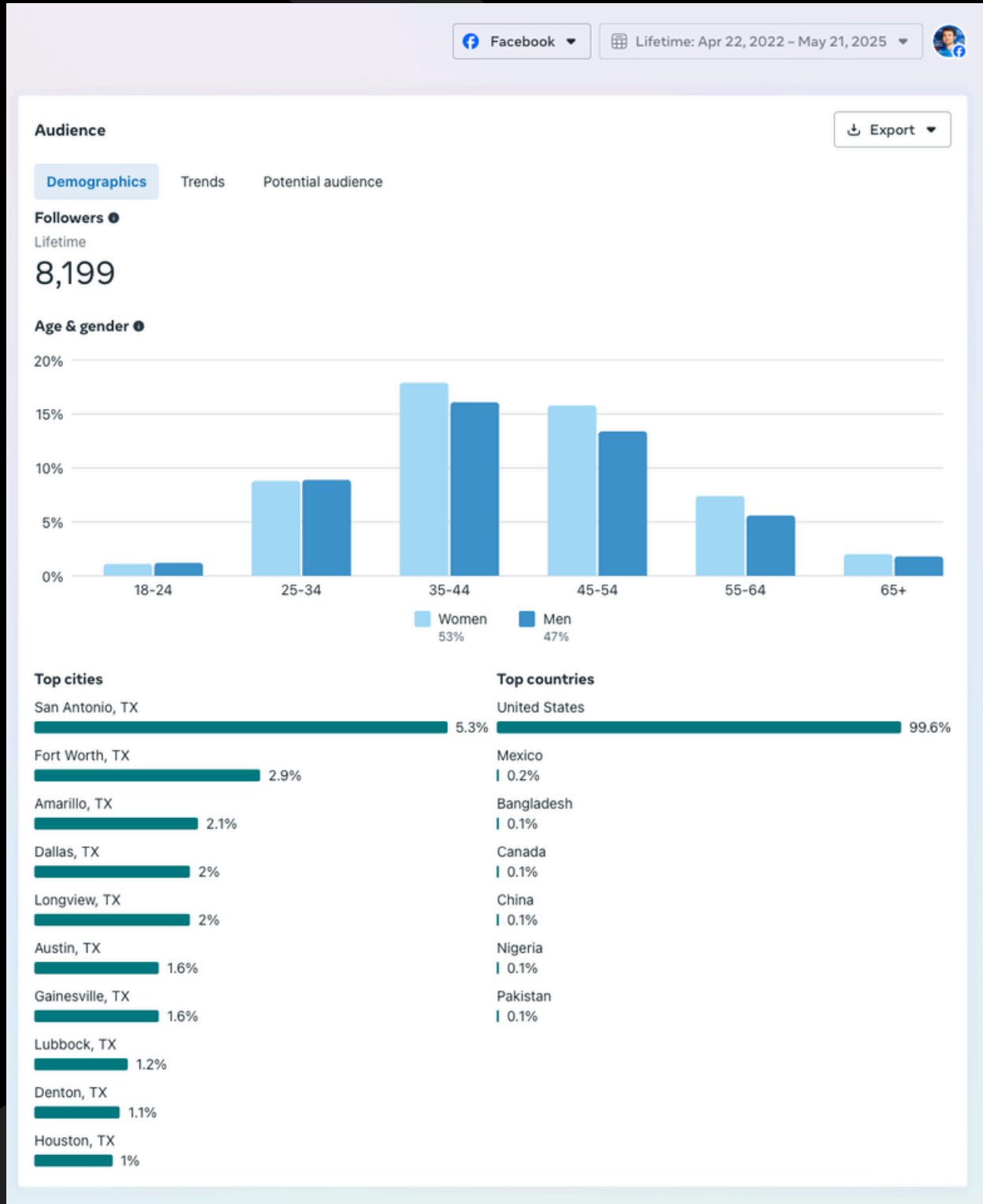
# FACEBOOK REACH





# FACEBOOK

# DEMOGRAPHICS



# SPONSOR PACKAGES



## Title Sponsor \$5,000

The Title Sponsor package provides **exclusive brand elevation across all Texas Outlaw Running Company events**. Your organization will benefit from **premium digital exposure**, prime on-site visibility, and direct engagement opportunities with a highly active running community. This package includes naming rights, logo placement on race shirts, medals, and event banners, as well as a dedicated booth, packet pick-up hosting rights, and product inclusion in race packets. With sponsor mentions in email campaigns, live speaking opportunities, and direct-to-hand marketing, this package ensures **maximum visibility**, meaningful brand alignment, and long-lasting recognition.

## Outlaw Sponsor \$2,500

The Outlaw Sponsor package delivers **strong brand visibility** and direct engagement with the Texas Outlaw Running Company community. Sponsors receive recognition on the official website and email campaigns, premium on-site branding through event banners and race shirts, and a **dedicated booth for direct interaction and product sampling**. Benefits include complimentary race entries, marketing inserts in runner packets, distribution of coupons or offers, and the opportunity for a representative to address participants during the pre-race briefing. This package ensures **lasting exposure** and **authentic connections** with athletes, families, and spectators.

## Pioneer Sponsor \$1,000

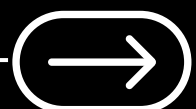
The Pioneer Sponsor package provides **impactful visibility** and engagement within the Texas Outlaw Running Company community. Sponsors receive recognition on the official website and in email campaigns, on-site logo placement on **event banners**, and the **opportunity to connect directly with athletes and spectators through a booth presence**. Additional benefits include product or flyer inserts in runner packets, distribution of coupons or offers, and complimentary race entries for employees or clients—creating authentic touchpoints with participants and their families.



# SPONSOR PACKAGES



PRE EVENT	TITLE SPONSOR \$5,000	OUTLAW SPONSOR \$2,500	PIONEER SPONSOR \$1,000
RECOGNITION ON WEBSITE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SPOT ON EMAIL LIST	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
BOOTH SPACE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
BANNER WITH LOGO AT EVENT	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
PROMOTIONAL MATERIAL IN RACE PACK	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
FREE RACE ENTRIES	7	5	3
60 SEC TALK AT RACE BRIEF	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
COMPANY INFORMATION/COUPONS INCLUDED IN RACE PACK	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
LOGO ON SHIRTS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
LOGO ON MEDALS	<input checked="" type="checkbox"/>		
PRESENTER OF RACE AWARDS	<input checked="" type="checkbox"/>		
HOST OF RACE PACK PICK-UP	<input checked="" type="checkbox"/>		
COMPANY NAME FOR SELECT RACE DISTANCES	<input checked="" type="checkbox"/>		



# MEET THE TEAM



**Briston**

Founder, Owner &  
CEO



**Sam**

Marketing & Admin



**Asher**

Trail & Ultra Race Director



**Jaden**

Manager of Production &  
Merchandise



**Garrett**

Outlast Race Director



**Hailey**

Outlast Race Director



# PHILANTHROPY

Giving back to the community

## LOCAL FOOD BANKS

Canned goods are collected the day of the Gainesville Marathon and taken to a local food bank.



## CHRISTIAN MISSIONARIES

10% of the race profits are donated to Christian Missionaries in need of funding.



## COLLEGE SCHOLARSHIPS

Scholarships and funds are donated to Universities and students to help them accomplish their goal.





# LET'S **COLLABORATE**

We invite you to partner with us in creating experiences that resonate, inspire, and leave lasting impression.

Our team is ready to explore tailored packages and activation strategies that maximize your visibility and impact.



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