



TEXAS OUTLAW RUNNING



SPONSOR PACK 2025





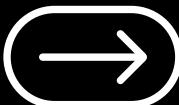
INTRODUCTION

OUR MISSION

Our mission is to organize high-quality events that create lasting and memorable experiences, while leveraging this 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, inspiring and encouraging others, and upholding Christian values.





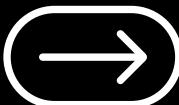
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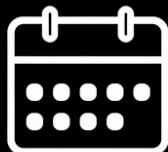
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OUR IMPACT



60+ Events Every Year

Consistent opportunities for brand exposure



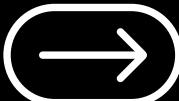
300+ Attendees Per Event

Engaged mix of participants, volunteers and spectators



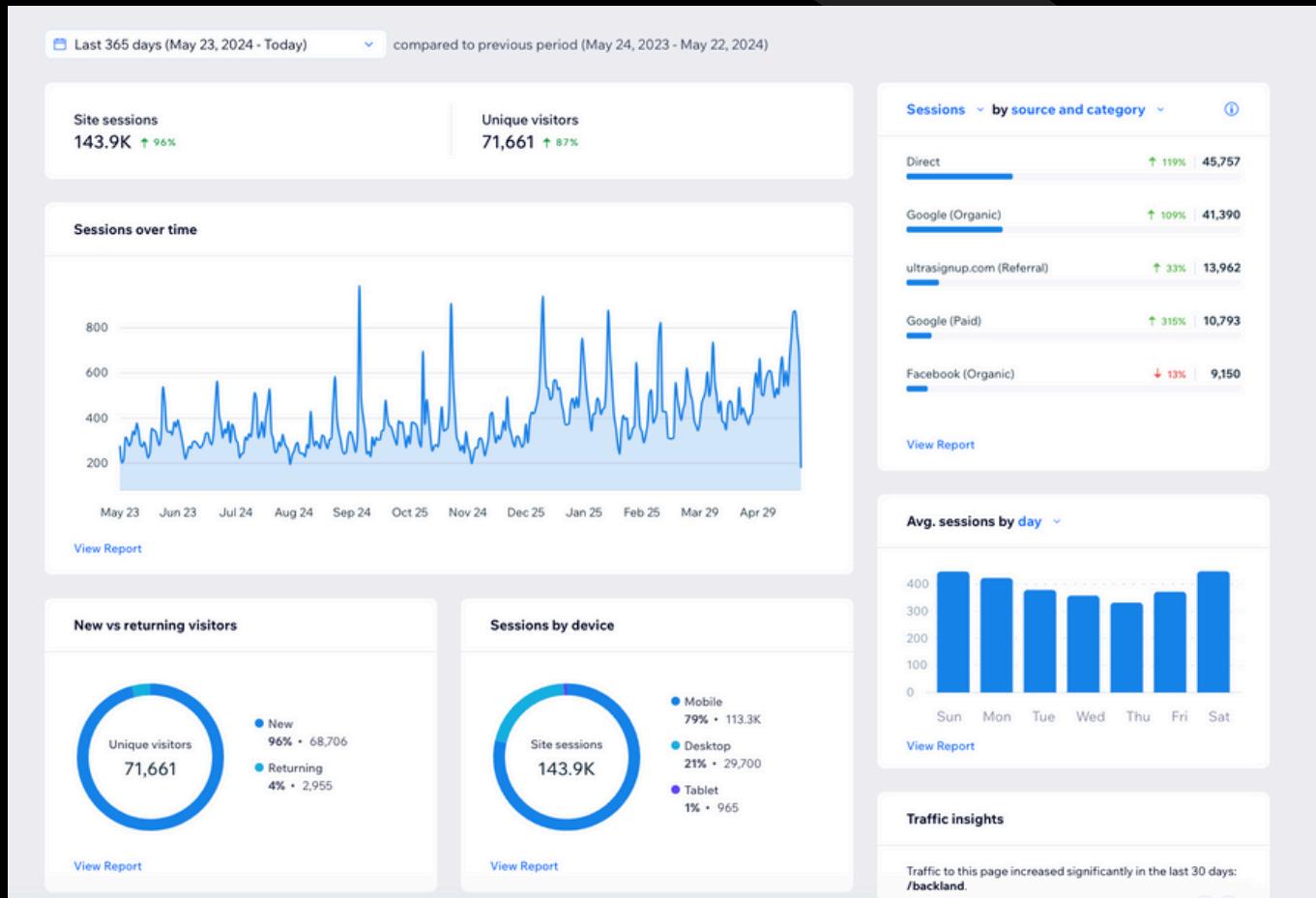
2M+ Digital Views Annually

Expansive reach across web and social platforms





ONLINE ANALYTICS



FACEBOOK REACH



Facebook May 22, 2024 – May 22, 2025

Content overview

All Posts Stories Reels Videos Live

Views	Reach	3-second views	1-minute views	Content interactions	Watch time
--	1.2M ↑ 80.5%	3.1K ↓ 57.2%	10 ↓ 92.6%	29.2K ↑ 24.9%	12h 6m ↓ 83.5%

Data unavailable
This data is currently unavailable.

Views breakdown
May 22, 2024 – May 22, 2025

- Total --
- From organic --
- From ads --

Top content by views

Boost content See all content

The first ever Gainesville Maratho... Sun Feb 23, 8:45am 22K 226 13 7	Get ready to saddle up for one wild ride... Fri Feb 21, 7:01am 12.4K 121 20 14	We don't want you to just run a race with u... Wed Jan 8, 12:27pm 10.7K 131 26 9	NEW RACE ANNOUNCEMENT:... Tue Apr 1, 9:42am 10.3K 97 31 10	"West Texas is the be Texas!" Shhh, w. Thu Apr 10, 6:41pm 8K 83 4 4

Top content formats

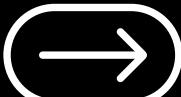
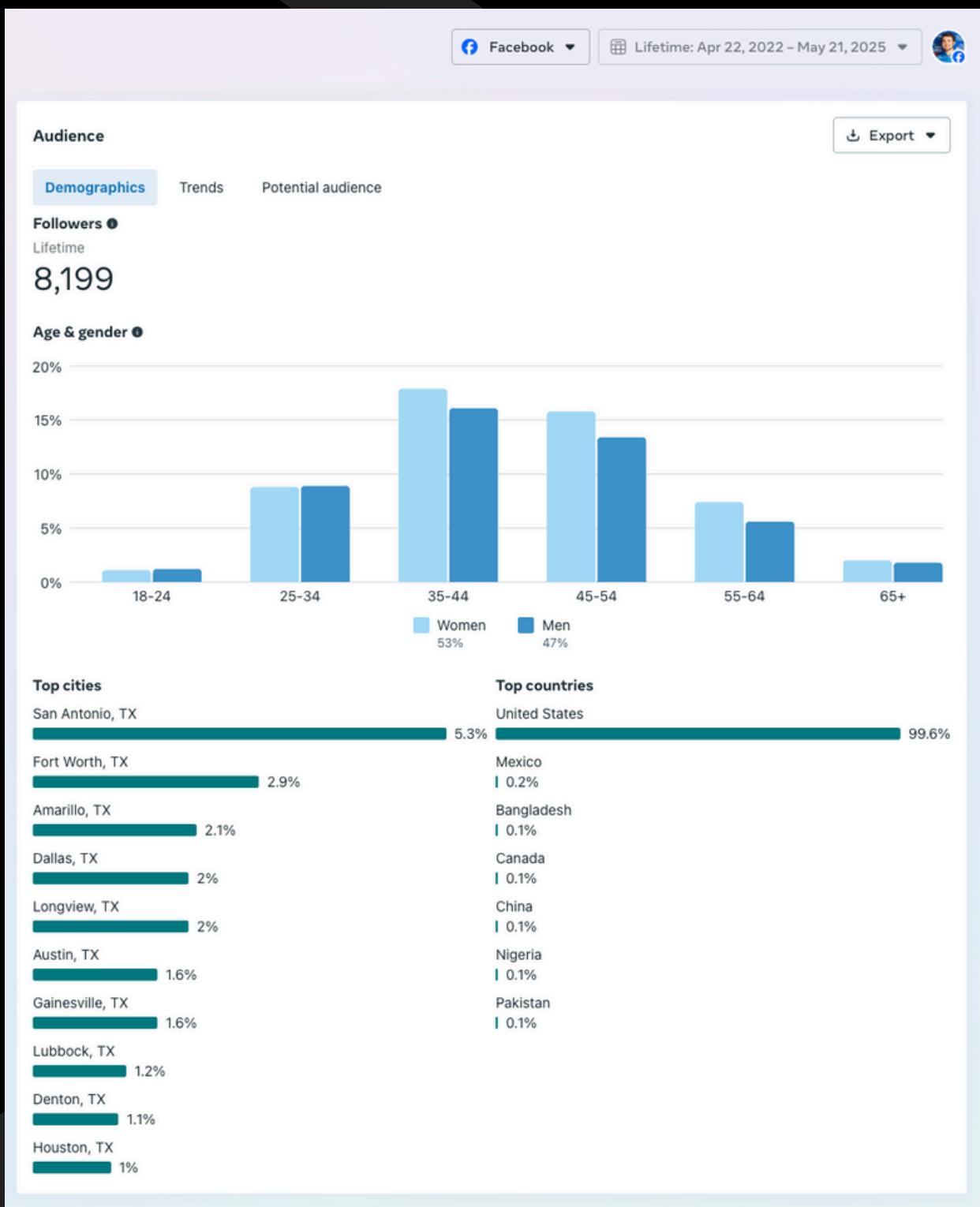
Export

Published content	Facebook reach	Content interactions
Based on up to 200 pieces of content +58.6% vs. May 22, 2023 – May 21, 2024	+80.5% vs. May 22, 2023 – May 21, 2024	+24.9% vs. May 22, 2023 – May 21, 2024
Photos 94	Links 1,129,352	Links 14,408
Stories 92	Multi photo 71,179	Multi photo 6,685
Text 38	Photos 29,587	Stories 3,711
Links 4	Text 27,190	Photos 2,357
Reels 2	Others 21,381	Text 953





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

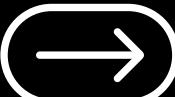
The Pioneer Sponsor package provides **impactful visibility** and engagement within the Texas Outlaw Running Company community. Sponsors receive recognition on the official website and in email campaigns, on-site logo placement on **event banners**, and the **opportunity to connect directly with athletes 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



Carley

Marketing & Admin



Asher

Trail & Ultra Race Director



Brad

Sponsor Representative



Skylan

Director of Production &
Merchandise



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.



903-500-8871



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