

ARE YOU READY TO
#RUNHBURG?



2026



SPONSOR PACKET

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#CHARITYMILES



The Hattiesburg Half Marathon · 10K · 5K has become a staple of our community – a celebration that brings together runners, volunteers, spectators, and local businesses from across the Pine Belt and beyond. Each year, this event showcases the very best of Hattiesburg's spirit: teamwork, pride, and generosity.

By becoming a sponsor, your organization joins a community-wide effort that not only supports local charities but also drives tourism and economic impact throughout our city. Partner with us and be part of an event that inspires thousands, strengthens community connections, and highlights what makes Hattiesburg such a special place to live, visit, and thrive.

**RACE
PARTICIPANTS
IN 2024**

1,437



VISITHATTIESBURG

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2026 SPONSORSHIP OPPORTUNITIES

The Hattiesburg Half Marathon celebrates fitness, community, and philanthropy in the Hub City! Each spring, runners, walkers, and volunteers come together to support multiple local nonprofits through this premier endurance event. With thousands of participants and spectators, the race offers high-visibility marketing, meaningful partnerships, and a chance to make a difference mile after mile.

PRESENTING PARTNER SPONSOR – \$20,000

The ultimate race partnership! As Title Sponsor, your brand leads every touchpoint of the event—from race shirts and medals to media interviews and on-site activations. You'll enjoy maximum visibility, exclusive rights, and an undeniable presence as the presenting name of the Hattiesburg Half Marathon.

BENEFITS INCLUDE:

- Official naming rights: "Hattiesburg Half Marathon presented by Hattiesburg Clinic"
- Logo on race bibs, medals, shirts, signage, and website with hyperlink
- Inclusion in all local and regional media, advertising, and interviews
- Step-and-repeat logo placement for photo opportunities
- Three (8'x3') banners displayed at the finish line
- Booth at Expo and 10x10 Finish Fest booth
- Mention by race announcer multiple times throughout the event
- Full-page ad in the official race guide
- 25 complimentary race entries
- Recognition in three dedicated race email campaigns
- Mentions on social media across all official channels



FINISH FEST SPONSOR – \$7,500

Where the race ends, the brunch begins! The Finish Fest Sponsor owns the post-race celebration with exclusive branding of the Brunch-Themed Finish Fest, featuring food, live music, and festivities. It's where every runner wants to be—and where your logo will be everywhere they look.

BENEFITS INCLUDE:

- Exclusive naming rights and branding of the Finish Fest Brunch area
- Logo on event signage, banners, and throughout the Finish Fest zone
- Mention by race announcer during Finish Fest programming
- Full page ad in the race guide
- Logo on shirts and website with hyperlink
- One banner at Finish Fest and signage on mile 12 ("Welcome to the Finish Fest")
- 10x10 booth space at Finish Fest
- 10 complimentary race entries
- Recognition in social media promotions

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👏 CHARITIES CHEERING SQUAD SPONSOR – \$7,500

This sponsorship brings the heart of the race to life. Your brand will lead the Charities Cheering Squad—the group that fuels the excitement and spirit of giving for all runners and beneficiaries. Celebrate purpose, positivity, and partnership as you cheer on those running for a cause!

BENEFITS INCLUDE:

- Exclusive naming rights for the Charities Cheering Squad program
- Logo on all charity runner materials and promotional items
- Inclusion in media-related events and press releases
- Mention by race announcer at the finish line
- Full-page ad in the race guide
- Booth space at Expo
- Logo on shirts and website with hyperlink
- Recognition across social media channels
- One display ad in an email to registered runners
- 10 complimentary race entries



YOUR CREW. YOUR RACE.

🤝 COMMUNITY VOLUNTEER SPONSOR – \$5,000

Be the hero behind the heroes! Our 150+ volunteers are the smiling faces that make race weekend happen—and your brand will be proudly displayed as the supporter of their service and spirit. This partnership shows that your company doesn't just show up—it shows heart.

BENEFITS INCLUDE:

- Logo featured on all volunteer apparel and signage
- Inclusion in volunteer communications and media mentions
- Recognition in one dedicated email to runners
- Logo on shirts and website with hyperlink
- Half-page ad in the race guide
- 8 complimentary race entries
- Booth space at Expo
- Mentions on social media

📸 PAPARAZZI PHOTO SPONSOR – \$5,000

Every finish line deserves a spotlight! As the Paparazzi Sponsor, your brand becomes part of thousands of photo memories shared by runners, families, and fans. It's visibility that lasts long after the medals are handed out.

BENEFITS INCLUDE:

- Logo watermark on all official downloadable race photos
- Signage at finish-line photo stations
- Booth space at Expo
- 8 complimentary race entries
- Recognition in social media promotions
- Half-page ad in the race guide
- Logo on shirts and website with hyperlink
- Mention in one dedicated email to runners

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EXPO SPONSOR – \$5,000

Kick off race weekend where the excitement begins! The Expo Sponsor receives top-tier exposure as runners collect their race packets, gear, and last-minute motivation. With your logo on official expo signage and swag, your brand becomes part of every athlete's pre-race routine.

BENEFITS INCLUDE:

- Logo featured on all Expo signage and promotional materials
- Branding on one official race swag item distributed to participants
- Half-page ad in the race guide
- 8 complimentary race entries
- Inclusion in race email to runners
- 10x10 Expo booth space
- Logo on shirts and website with hyperlink
- Recognition in social media promotions

WATER STATION HYDRATION SPONSOR – \$2,500

Hydrate the heroes! As the Water Station Sponsor, your brand will refresh runners at key points along the course while gaining prime spectator visibility.

BENEFITS INCLUDE:

- Opportunity to decorate and staff water/aid stations
- Logo signage at water/aid stations
- Half-page ad in the race guide
- Recognition on social media
- Mention in race-day announcements
- Logo on shirts and website with hyperlink
- 5 complimentary race entries

ON THE RIGHT TRACK COURSE MAP SPONSOR – \$2,500

From start to finish, our Course Map Sponsor makes sure every step counts! Thanks to you, runners will always know where they're headed - and maybe even how far until the snacks.

BENEFITS INCLUDE:

- Prime logo included on the official race course map
- Recognition on digital and printed race course maps, including finish line step and repeat
- Half-page ad in the race guide
- Mention in race-day announcements
- 5 complimentary race entries
- Recognition on social media
- Logo on shirts and website with hyperlink

PERFECT TIMING SPONSOR – \$1,500

Help keep the race on track while showing your community support! Perfect Timing Sponsors are featured across race materials and on-site signage for thousands of runners and spectators to see.

BENEFITS INCLUDE:

- Logo on race materials and website
- Quarter-page ad in the race guide
- Inclusion in social media thank-you posts
- Recognition on social media and at Expo
- 4 complimentary race entries
- Option for banner display at start/finish area

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BE OUR GUEST SPONSOR – \$1,000

Extend a warm Hattiesburg welcome to runners and visitors! This sponsorship is perfect for hospitality, tourism, and community-minded businesses. *(Multiple available)*

BENEFITS INCLUDE

- Logo featured in the official Visitor's Guide and on race website
- Quarter-page ad in the guide
- Logo on shirts and registration site
- Inclusion in social media promotions
- 4 complimentary race entries

⭐ A REAL HALF HERO SPONSOR – \$750

Show your local pride and support the charities that benefit from this event. This sponsorship is ideal for small businesses or individuals who want to give back in a meaningful way.

(Multiple available)

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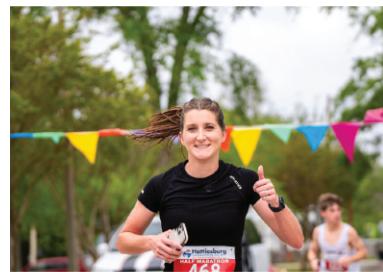
DON'T GET LEFT BEHIND

❤ #RUNHBURG FRIEND – \$500

Join the movement and celebrate your community pride! This entry-level sponsorship gives your brand visibility among Hattiesburg's most passionate runners and fans.

(Multiple available)

#CHARITYMILES



#RUNHBURG

4.11.26

THANK YOU!

The Hattiesburg Half-Marathon · 10K · 5K is not possible without the support and partnership of friends like you. Monetary donations, as well as in-kind donations, serve as the backbone of this event.

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THIS RACE SUPPORTS THESE LOCAL CHARITIES



The Arc is devoted to providing community-based services to all individuals with intellectual disabilities and their families as they face the challenges of caring for their child or adult with disabilities.

The Children's Center at The University of Southern Mississippi is committed to providing communicative and developmental transdisciplinary services to infants, toddlers, and preschoolers while educating, training, and supporting families, university students, and professionals.

The mission of the DuBard School for Language Disorders at The University of Southern Mississippi is to bring the gift of oral and written language to individuals with communication disorders and reading disabilities, including dyslexia, through use of the DuBard Association Method® in direct clinical services, professional training, and research.

Hattiesburg is emerging as the artistic destination of the Gulf South, with more than 65 large-scale murals, dozens of sculptures, and more than 60 utility boxes on display. HAPA's work in the community adds to beautification efforts, encourages engagement with public art, and supports talented artists, all while providing a safe and Instagram-worthy activity for all to enjoy.

Kuntry Kidz is dedicated to providing Mississippi's youth with positive exposure, equipping them with tools for academic success and encouraging them to maximize their gifts & talents to be productive members of society and make the world as a whole a better place.

The Pinebelt Blueways is an outdoor recreation and conservation project developed by the Piney Woods Conservation Group, a 501(c)(3) nonprofit conservation organization in the Pinebelt whose mission is to conserve, promote and protect the open spaces and green places of environmental or scenic significance in the Pinebelt. The Pinebelt Blueways features a network of 52 miles of beautiful, scenic water trails along the Leaf and Bouie Rivers just waiting to be explored.

Southern Pines' mission is to provide humane shelter for homeless and lost cats and dogs, provide affordable spay/neuter and healthy pet services, encourage adoptions, and educate the community about responsible pet ownership.

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SPONSOR COMMITMENT

COMPANY NAME:

MAILING ADDRESS:

CITY: _____

STATE: _____ ZIP: _____

CONTACT NAME:

PHONE: _____

EMAIL: _____

WEBSITE: _____

FACEBOOK: _____

INSTAGRAM: _____

SELECT YOUR LEVEL: THANK YOU!

- PRESENTING PARTNER
- FINISH FEST
- CHARITIES CHEERING SQUAD
- COMMUNITY VOLUNTEERS
- PAPARAZZI PHOTO
- EXPO SPONSOR
- WATER STATION
- COURSE MAP
- PERFECT TIMING
- BE OUR GUEST
- REAL HALF HERO
- RACE FRIEND

EVENT INFORMATION (Check all that apply)

Will you need a 10x10 booth at the _____ expo
and/or _____ after party? Are you providing items
for the race bags? _____ (Deadline 3/28/2026)

SUBMIT FORMS & HIGH-RESOLUTION LOGOS:
hburghalfmarathon@gmail.com (Deadline 2/16/26)

MAIL PAYMENTS AND PRINTED FORMS TO:

Hattiesburg Half Marathon
P.O. Box 1103 Hattiesburg, MS 39403

NOTE: Email OR postal mail are acceptable for form submissions.

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