



SPONSORSHIP OPPORTUNITIES

Help support the success of St. Louis area kids

Saturday, May 10, 2025
Tower Grove Park
7:30-10:00 AM



It's our 8th Annual Laura's Run 4 Kids!

We are so excited to once again be talking about and planning our annual Laura's Run 4 Kids 5K and 1-Mile Fun Run! Each spring, this event brings together kids, families, businesses, and serious runners from across the region for a morning of fresh air, exercise, and community spirit. For everyone who calls St. Louis home, it's a time to unify behind a common purpose: the success of our kids.

Your sponsorship of Laura's Run 4 Kids helps ensure we can continue this annual tradition, which supports the daily work of The Little Bit Foundation in 54 under-resourced school communities from North County to South and across the river to East St. Louis. Every effort of Little Bit - from providing essentials to offering challenging learning experiences - is centered on empowering and equipping students to realize their full potential and dreams for the future. Our future as a community depends on it!

Through your support we also are able to cover the costs of students from our partner schools to participate, along with one adult. The involvement of our students was a MUST of Laura's from day one, and we are thrilled to keep this promise every year!

Thank you for consideration, and we hope to see you on May 10th in beautiful Tower Grove Park.

Laura Hettiger
First Alert 4 Anchor
& Little Bit Board Director

Miranda Walker Jones
Little Bit President and CEO

About The Little Bit Foundation

The mission of The Little Bit Foundation is to break down barriers to learning for under-resourced students through partnerships and programs that serve the needs of the whole child and provide access to essential services and educational experiences.

thelittlebitfoundation.org



The Runner Experience

- Competitive 5K with winners recognized in each age group
- Family-friendly event; dogs and strollers welcome
- Kids Zone with Bubble Bus, games, and activities
- Race Village with food, beverages, music, community education, and more
- Complimentary t-shirt for all registered runners
- Race packet with multiple coupons for local businesses
- Medal for every participant
- Great memories for a lifetime!





All on-air spots donated by



\$20,000

Presenting Sponsor

- Minimum 60 First Alert 4 promotional spots with verbal recognition (\$10k value)
- One in-studio segment on Great Day St. Louis (\$1,500 value)
- Three-week listing with link on First Alert 4 community page (\$3,000 value)
- Listed as Presenting Sponsor on event website, all event communications, race t-shirt, all social media posts, day of event signage, and branded tent at Race Village
- Presenting sponsor PA announcements on race day
- Opportunity for marketing material included in race packet
- Up to 24 runner entries and t-shirts (\$840 value)

\$15,000

Race Village Sponsor

- Minimum 60 First Alert 4 advertising spots with visual recognition (\$10k value)
- Three-week listing with link on First Alert 4 community page (\$3,000 value)
- Logo inclusion on event website, all event communications, race t-shirt, social media mentions, day of event signage, and branded tent at Race Village
- Logo on Race Village sponsor signage throughout event site
- PA announcements on race day
- Opportunity for marketing material included in race packet
- Up to 20 runner entries and t-shirts (\$700 value)

SOLD

\$10,000

Kids Zone Sponsor

- Minimum 60 First Alert 4 advertising spots (\$10k value)
- Three-week listing with link on First Alert 4 community page (\$3,000 value)
- Logo inclusion on event website, all event communications, race t-shirt, social media mentions, day of event signage, and branded tent at Kids Zone
- Logo on Kids Zone sponsor tent in Race Village
- PA announcements on race day
- Opportunity for marketing material included in race packet
- Up to 16 runner entries and t-shirts (\$560 value)

SOLD



\$10,000

Bib Sponsor

- Minimum 60 First Alert 4 advertising spots (\$10k value)
 - Three-week listing with link on First Alert 4 community page (\$3,000 value)
 - Logo inclusion on event website, all event communications, race t-shirt, social media mentions, day of event signage
 - Logo on runner bibs for all runners
 - PA announcements on race day
 - Opportunity for marketing material included in race packet
 - Up to 16 runner entries and t-shirts (\$560 value)
-



\$7,500

Main Stage Sponsor

- Logo inclusion on event website, all event communications, race t-shirt, and day of event signage
 - Logo on Main Stage sign
 - PA announcements on race day
 - Opportunity for marketing material included in race packet
 - Up 12 to runner entries and t-shirts
-



\$7,500

Race Packet Sponsor

- Logo inclusion on event website, all event communications, race t-shirt, and day of event signage
 - Logo on race packet bag provided to all runners
 - PA announcements on race day
 - Opportunity for marketing material included in race packet
 - Up to 12 runner entries and t-shirts
-



\$6,000

School Sponsor

- Logo inclusion on event website, all event communications, race t-shirt, and day of event signage
- Logo on 6 yard signs located along race course
- Opportunity for marketing material included in race packet
- Up to 10 runner entries and t-shirts

\$5,000

Water Stop Sponsor

- Logo inclusion on event website, all event communications, race t-shirt, and day of event signage
 - Logo on Water Stop sign along race course
 - Opportunity for marketing material included in race packet
 - Up to 8 runner entries and t-shirts
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\$2,500

Community Sponsor

- Logo inclusion on event website, race t-shirt, and day of event signage
 - Opportunity for marketing material included in race packet
 - Up to 6 runner entries and t-shirts
-

\$1,000

Champion of Little Bit

- Logo inclusion on race t-shirt, and day of event signage
 - Up to 4 runner entries and t-shirts
-

\$500

Friend of Little Bit

- Logo inclusion on race t-shirt, and day of event signage
- Up to 2 runner entries and t-shirts



2025 Laura's Run 4 Kids Sponsorship Agreement

Sponsor name: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact person: _____

Contact email: _____ Phone number: _____

Website URL: _____

Sponsorship level: Presenting _____ Race Village _____ Kids Zone _____ Bib _____

Main Stage _____ Race Packet _____ School _____ Water Stop _____ Community _____

Champion _____ Friend _____

Will you provide runners through your sponsorship? Yes _____ No _____

Artwork and logos should be submitted to katie.altenbernd@thelittlebitfoundation.org as follows:

- Logos for t-shirts and signage should be submitted as hi-res (300 dpi) EPS or PDF
- Logos for webpage should be submitted as 72 dpi JPEG or PNG files

Deadline for logo submission is Apr. 25, 2025

Please make checks payable and mail to: The Little Bit Foundation, Attn. Tonya, 2446 Schuetz Rd., Maryland Heights, MO 63043

To pay by credit card: Card # _____ Exp _____

CVV _____ Signature _____ Date _____

In-Kind Donation:

I will deliver to Little Bit _____ Please contact me about pick-up _____

Event Contact:

Katie Altenbernd

katie.altenbernd@thelittlebitfoundation.org

785-424-4065

