



# First Day Fun Run

**Our fun run is back for a fifth year — now's your chance to support this family event in Austin's closest state park.**

The Friends of McKinney Falls 5K started in 2019 as a way to support the park while spending time in its beautiful landscape. Participation each year has grown as people come to enjoy a fun event to benefit this natural gem.

## **About the run**

Participants run or walk on the Onion Creek Hike and Bike Trail, a scenic loop along Upper Falls and Onion Creek. After completing the course, participants enjoy an exhibit expo and award ceremony in front of the Smith Visitor Center.

## **What are the funds used for?**

Funds raised from the fun run support the park through trail improvements, providing supplies and snacks for staff appreciation, purchasing equipment, and more.

## **About McKinney Falls State Park**

McKinney Falls State Park is the only state park in Austin, serving as a refuge for both wildlife and the legacy of human history that has shaped this landscape for thousands of years. The park opened to visitors in 1976 and now is the fourth-most visited state park in Texas with more than 300,000 visitors per year.

## **About the Friends of McKinney Falls**

Friends groups are independent, nonprofit partner organizations that support state parks through fundraising, volunteering, and outreach. The Friends of McKinney Falls organize monthly trash clean-ups, provide visitor information in the Smith Visitor Center, plan fundraisers, purchase needed equipment for the park, enhance and beautify public spaces, and more. We are a registered 501(c)(3) organization.



**EVENT  
AT-A-GLANCE**

**JANUARY**

**1**

2024 Race Day

**250+**

Expected Attendance

**\$15K+**

Total park support from  
5K events (to-date)

# Sponsorship Opportunities

## Presenting Sponsor - \$5,000

- Your logo prominently displayed on event banner, event poster, and race bib
- Your logo prominently on website with description and clickable link
- Display space at finish line expo (table included)
- Five runner entries
- Verbal recognition at event
- Social media recognition on state park and Friends Group accounts (~31,000 total following)

## Hot Chocolate Sponsor - \$2,000

- Your logo prominently displayed at finish line hot chocolate station
- Your logo in email promotion and on website
- Three runner entries
- Verbal recognition at event
- Social media recognition on state park and Friends Group accounts

## Race Bib Sponsor - \$750

- Your logo prominently displayed on race bib
- Your logo in email promotion and on website
- One runner entry
- Verbal recognition at event
- Social media recognition on state park and Friends Group accounts

## Water Station Sponsor - \$1,000

- Your logo prominently displayed at water station on race course
- Your logo in email promotion and on website
- Three runner entries
- Verbal recognition at event
- Social media recognition on state park and Friends Group accounts

## Supporting Sponsors - \$500

- Your logo in email promotion and on website
- Verbal recognition at event
- Social media recognition on state park and Friends Group accounts

*Please contact [friends@mckinneyfalls.org](mailto:friends@mckinneyfalls.org) for information about in-kind and media sponsorship opportunities.*

**YES! I'd like to sponsor this one-of-a-kind event at McKinney Falls State Park.**

### Sponsorship level (check one)

Presenting (\$5,000)

Hot Chocolate (\$2,000)

Water Station (\$1,000)

Race Bib (\$750)

Supporting (\$500)

### Contact Information

Contact Person

Business Name

City

State

Zip Code

Email

Phone

### Payment

Check Enclosed

Pay Online

*Use our secure online system at [mckinneyfalls.org/sponsor](http://mckinneyfalls.org/sponsor). Under "Choose amount," enter a custom amount corresponding to your desired sponsorship level.*