



Friends of McKinney Falls 5K

# Sponsorship Opportunities

**Our 5K fun run/walk is back for a third year – now's your chance to support this fun family event in Austin's closest state park.**

The Friends of McKinney Falls 5K was started in 2019 as a way to support the park while spending time in its beautiful landscape. After a virtual event in 2020, we are excited to once again welcome runners, walkers, and supporters to this unique event.

## About the run

Participants run on the paved **Onion Creek Hike and Bike Trail**, a scenic loop along Upper Falls and Onion Creek. After completing the course, participants enjoy a sponsor expo and award ceremony in front of the newly re-opened Smith Visitor Center.

## What are the funds used for?

The Onion Creek Trail is in the process of being re-routed to move further from new housing developments on the south side of the park. Funds raised from the 5K event help the park reach its **\$126,000** goal for funding the re-route project.

## 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 consistently ranks in the most-visited state parks in Texas – on average, about **300,000 people 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, lead interpretive programs, 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

NOVEMBER

6

2021 Race Day

OCTOBER

15

Deadline for logo on  
printed materials

200

Expected attendance

\$9,000

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

# Sponsorship Tiers

Only 3 available!

## McKinney Homestead Sponsor - \$5,000

- Your logo prominently displayed on event banner, event poster, and racing bib
- Your logo prominently on website with description and clickable link
- Branded water station on the race course
- Display space at finish line expo (table included)
- Opportunity to supply coupons or ads for participant goody bags
- Five runner entries
- Verbal recognition at event
- Social media recognition on state park and friends group Facebook pages (~31,000 total following)

## Upper Falls Sponsor - \$2,500

- Your logo on event banner, event poster
- Your logo on website with description and clickable link
- Display space at finish line expo (table included)
- Opportunity to supply coupons or ads for participant goody bags
- Two runner entries
- Verbal recognition at event
- Social media recognition on Facebook as outlined above

## El Camino Real Sponsor - \$1,000

- Your logo on event banner, event poster, and racing bib
- Your logo on website with description and clickable link
- Opportunity to supply coupons or ads for participant goody bags
- One runner entry
- Verbal recognition at event
- Social media recognition on Facebook as outlined above

## Bluebonnet Meadows Sponsor - \$500

- Your logo on event banner, event poster, and racing bib
- One runner entry
- Verbal recognition at event
- Social media recognition on Facebook as outlined above

## Friends of the Falls Sponsor - \$100

- Your business name (no logo) on event banner, event poster and racing bib
- Social media recognition on Facebook as outlined above

*Please contact [info@mckinneyfalls.org](mailto:info@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)

- Homestead (\$5,000)
- Upper Falls (\$2,500)
- El Camino Real (\$1,000)
- Bluebonnet (\$500)
- Friends (\$100)

### Contact + recognition information

Contact person

Business name

Address

City

State

Zip

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.*

*Once payment is received, we will follow-up via email with more information.*