



BELLAIRE

TROLLEY RUN

April 6, 2024

5K & 1 MILE

**1 Mile
Run/Walk
7:30 a.m.**

**5K Wheelchair
Division
7:50 a.m.**

**5K Run
8:00 a.m.**

**5K Stroller
Division
8:10 a.m.**


LOCATION

**Bellaire Town Square
7008 South Rice Avenue**



REGISTRATION

**Register by March 1, 2024
for Early Bird Pricing!**

 Like the Bellaire Trolley Run Facebook Page!
[@Bellaire.Trolley.Run](https://www.facebook.com/Bellaire.Trolley.Run)

City of Bellaire
Parks, Recreation and Facilities
713-662-8280

Follow Us On Instagram
[@bellaireparksandrec](https://www.instagram.com/bellaireparksandrec)



Dear Friends and Neighbors,

We invite you to Hit Your Stride as the Course Is Primed for the 28th year of the Annual Trolley Run in the heart of Bellaire. This certified 5K Race with a 1 Mile Fun Run/Walk is highly anticipated by a wide range of enthusiastic runners, walkers and strollers from the Bellaire/Houston Metro area and across Texas. We hope you will help make this a great event and be distinguished as part of the team! **The City of Bellaire and PATRONS for Bellaire Parks are again teaming up as the proud hosts of the popular UTSAF Certified Race to be held on Saturday, April 6, 2024.** This year, the Bellaire Trolley Run will benefit the PATRONS for Bellaire Parks.

The race draws several hundred runners and walkers, lots of volunteers, and cheering spectators lining the streets of Bellaire! As a part of the Houston Area Road Runners Association (HARRA) Spring Series this race is sure to draw some of the top runners in and around Texas. There are four categories in the Trolley Run program, which will be immediately followed by a superb **Post-Race Party** in Bellaire Town Square for all participants and spectators.

Your support of this race, through a sponsorship and/or participation in the Post Race Party can make this a Photo Finish that will capture attention for you and your business. It's a great opportunity to support your community and parks with a small investment that yields big rewards.

The PATRONS for Bellaire Parks is a 501 c3 not-for-profit citizens' organization that advocates for and participates in restoring, preserving and expanding parks, natural areas and trails for present and future generations in Bellaire. Patrons thank you in advance for your consideration. **Please find Trolley Run sponsorships information at: <https://www.bellaireparks.org/trolley-run-sponsorship>. If you have additional questions, please contact PATRONS at PatronsSponsorships@gmail.com.**

With thanks,

PATRONS for Bellaire Parks



SPONSOR TROLLEY RUN AT:

www.bellaireparks.org/trolley-run-sponsorship

FOR MORE INFO, CONTACT PATRONS AT:

PatronsSponsorship@gmail.com



MARATHONER LEVEL, INVESTMENT: \$5,000

- Company name/logo on race shirt sleeve *(for sponsors committed by March 8th)*
- Company logo on all event promotional materials
- Company banner at event at start/finish line location
- 10 free race entry fees
- Branding at mile markers
- Booth at post-race party in preferred location
- Logo presence on City of Bellaire and PATRONS eblasts, website, and social media pages
- Priority acknowledgement in event press releases
- Ability to set up branded table at pre-race day packet pick-up.

SPRINTER LEVEL, INVESTMENT: \$2,500

- Large company logo on back of race shirt *(for sponsors committed by March 8th)*
- Company name on event promotional materials
- Company banner at event
- 50% off 10 race entry fees
- Booth at post-race party in preferred location
- Logo presence on City of Bellaire and PATRONS eblasts, website, and social media pages
- Acknowledgement in event press releases
- Ability to set up branded table at race day packet pick-up

HURDLER LEVEL, INVESTMENT: \$1,000

- Medium company name on back of race shirt *(for sponsors committed by March 8th)*
- Company name on event promotional materials
- Company banner at event
- Company name on City of Bellaire and PATRONS eblasts, website, and social media pages
- Acknowledgement In event press releases
- Table at post-race party

JOGGER LEVEL, INVESTMENT: \$500

- Company name included in event promotional material
- Company name on City of Bellaire and PATRONS eblasts and social media pages
- Company name on event sponsor banner
- Table at post-race party

Refer to the “Media Impact By The Numbers” page for audience metrics and frequency.



SPONSOR TROLLEY RUN AT:

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MEDIA IMPACT BY THE NUMBERS

Ability to have branded presence on-site and pass out marketing materials

Estimated Total Runners:

600-800

Estimated Total Attendance
(Runners plus observers):

1- 1.2k



A minimum of 4 posts listing sponsors on the PATRONS for Bellaire Parks social media channels



PATRONS Facebook:

1.3k followers

PATRONS Instagram:

900 followers



Weekly posting of flyer listing sponsors on the City of Bellaire, City of Bellaire Parks and Recreation Department social media channels PLUS Dedicated Sponsor Thank You post

Bellaire Parks and Recreation Facebook:

4.5k followers

Bellaire Parks and Recreation Instagram:
(new):

265 followers

City of Bellaire Facebook:

3.6k followers

City of Bellaire Instagram:

1.3k followers

Bellaire Trolley Run Facebook Page:

731 followers



A minimum of 4 email blasts listing sponsors sent to the PATRONS for Bellaire Parks database

PATRONS Email Database:

11k contacts



The event flyer and press releases are also shared with local media channels, exponentially amplifying brand reach across these media audiences!