

SPONSORSHIP OPPORTUNITIES



HOMEWOOD HOLIDAY 5K
SUNDAY, DECEMBER 6, 2026
JOHNS HOPKINS UNIVERSITY



2026 SPONSORSHIP PACKET



Homewood Holiday 5K
Sunday, December 6, 2026,
Johns Hopkins University - Homewood Campus

WWW.HOMEWOOD5K.COM
BLUEJAY5K@JHU.EDU

Dear Potential Homewood Holiday 5k Sponsor,

My name is Bobby Van Allen, and I am the director of the Homewood Holiday 5k. This year's race date is Sunday, December 6th, 2026 and we have several sponsorship opportunities. The race winds through the beautiful Homewood campus of Johns Hopkins University and attracts both students and individuals throughout the Baltimore metropolitan area. The race, which began in 2018, supports the Johns Hopkins Children Center NICU.

The post-race party will consist of food, beer, costume contests, and Santa all taking place in the Homewood Field Stadium of Johns Hopkins.

We are looking for several tiers of sponsors that are outlined below. Contributions can include sponsorship through monetary gifts or in-kind donations such as gift certificates, prizes, or food. All contributions are much appreciated. These donations help us put on a great road race and post-race party and attract more race participants in subsequent years.

This packet contains sponsorship opportunities for 2026. There are various sponsorship levels, and all contributions over \$500 ensure that your business's name will appear on the website, results page, and signage at race registration, the course itself, and the post-race party.

If you are interested in donating or would like more information, please email me at coachvanallen@gmail.com. Or you can call me directly at 443-253-2350.

Thank you very much for your time and consideration. We look forward to hearing from you!

SINCERELY,

Bobby Van Allen

Race Director / Homewood Holiday 5K





TITLE SPONSOR (\$2500)

Start and finish line signage
Banner (provided by company)
Company logo on race registration form
Company logo on event collateral
Company logo and link on website
Company logo on all race mugs
Dedicated social media posts
6 comped race entries

GOLD SPONSOR (\$1500) AWARDS SPONSOR

Awards area signage
Banner (provided by company)
Company logo on event collateral
Company logo on website
Company logo on medals & awards
4 comped race entries

GOLD SPONSOR (\$1500) SHIRT SPONSOR

Large company logo on shirt
Company logo on event collateral
Company logo on website



**HOMEWOOD
HOLIDAY 5K**

SILVER SPONSOR (\$1000)

POST-RACE FUEL SPONSOR

"Company Name" fuel station
Fuel station signage
Company logo on event collateral
Company logo on website

BRONZE SPONSOR (\$500)

Company logo on event collateral
Company logo on website

IN-KIND SPONSOR

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition. If you are interested in adding in-kind value to your cash sponsorship, or providing a full in-kind sponsorship, please contact Bobby Van Allen at coachvanallen@gmail.com.

Some in-kind items received in the past include:
water/sports drinks, bagels, bananas, gift cards, goody bags, prizes.



	Title	Gold Awards	Gold Shirt	Silver	Bronze
Start and finish line signage					
Awards area signage					
Fuel station signage					
Banner (provided by company)					
Company logo on race registration form					
Company logo on event collateral					
Company logo and link on website					
Company logo on website					
Company logo on all race mugs					
Company logo on medals and awards					
"Company Name" fuel station					
Large company logo on shirt					
Dedicated social media posts					
6 comped race entries					
4 comped race entries					