

It's a celebration of the lake, for the lake, at the lake.

The 5k & 10k run at White Rock Lake is followed by a one-of-a-kind post race party overlooking White Rock Lake at sunset.



The post run party includes:

- local food & drink (alcoholic & non)
- live music
- activities for families
- give aways from sponsors

Why sponsor Celebration White Rock?

- Showcase your services and products face-to-face with approximately **1,000 participants** in your target market
- Reach **tens of thousands of potential customers** through Celebration White Rock marketing with email blasts, social media and print materials
- Be a part of a fun night at White Rock Lake, the largest urban lake in the USA! If you haven't been there at sunset this is your chance to see it. **All proceeds from Celebration! go towards improvements in White Rock Lake Park.**



BECOME A SPONSOR & BE SEEN BY @WHITEROCKDALLAS FOLLOWERS!



SPONSORSHIP PACKAGES & BENEFITS



**THURSDAY
APRIL 3
2025**

PRE PARTY 5:00PM

10K 6:00 PM | 5K 6:15 PM

WINFREY POINT AT WHITE ROCK LAKE

All proceeds go directly to projects at the lake.

The mission of White Rock Lake Conservancy is to fund projects aligned with the Dallas Park & Recreation Department's vision for the park.

White Rock Lake is the largest urban lake in the United States. It spans more than 1,015 acres and has more than nine miles of trails.

CELEBRATIONWHITEROCK.COM

CELEBRATION WHITE ROCK SPONSORSHIP BENEFITS AT A GLANCE

| | TITLE SPONSOR \$10,000 | PARK KEEPER \$7,500 | PARK GUARDIAN \$5,000 | PARK PATRON \$2,500 | TABLE SPONSOR \$1,500 | SOCIAL SPONSOR \$500 |
|---|---------------------------|------------------------|--------------------------|------------------------|--------------------------|-------------------------|
| Your Logo on stone at White Rock Lake | ✓ | | | | | |
| Speak at WRLC Events and Start the Run | ✓ | | | | | |
| Logo on All Event Materials | ✓ | | | | | |
| Parking Spot(s) at Winfrey Point | 3 | 2 | 1 | | | |
| Featured Sponsor Ad(s) in WRLC Newsletter | 8+ | 4 | 2 | 1 | | |
| Logo on Race Day Shirt | ✓ | ✓ | ✓ | ✓ | | |
| Tagged on FB, Twitter, Instagram | ✓ | ✓ | ✓ | ✓ | | |
| Table at Party, Logo at Party Entrances | ✓ | ✓ | ✓ | ✓ | ✓ | |
| Your Logo & Link on Run Sign Up Website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Marketing Piece in Runner Packets | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Complimentary Run & WRLC Membership | 20 | 15 | 10 | 5 | 3 | 1 |

PRINT DEADLINE IS MARCH 5, 2025.

YOUR SPONSORSHIP FORM & LOGO MUST BE IN BEFORE THIS DATE
TO BE INCLUDED ON PRINT MATERIALS.

QUESTIONS?
CALL 214-402-5714
EMAIL WRLC@WHITEROCKDALLAS.ORG
CELEBRATIONWHITEROCK.COM



TITLE SPONSOR \$10,000 (1 avail)

- Engraved stone with logo placed at White Rock Lake spillway - Forever!
- Keynote speaker at Conservancy events leading up to Celebration WR
- Engage with over 1,000 attendees at pre & post parties
- Opportunity to provide 800 reusable bags with your logo for packet pick-up
- Opportunity to speak at the start line of the run and announce the overall winners of the 5k and 10k
- Employee volunteer opportunities
- 20 Complimentary WRLC Memberships for one year
- Logo on all Celebration graphics, at event entrance, course signs & 3 parking spots at Winfrey Point
- Your ad or editorial in all WRLC monthly newsletters to over 2,400+ subscribers w/ a 59% open rate. Begins month after sign up date to May 2025
- Dedicated mentions on social media to 30,000+ followers
- Your logo at the top of event shirts given to all runners
- Your logo on Celebration White Rock website with link to your site
- 10x10' space at the post-race event to promote your company
- Opportunity to include a marketing piece in runners packets
- 20 Complimentary race entries

PARK GUARDIAN \$5,000

- Your company banner at party entrance & 1 parking spot at Winfrey Point on race day
- Dedicated mentions on social media to over 30,000+ followers
- Your logo on event shirts
- 2 ads & your logo in WRLC Newsletters to over 2,400+ subscribers w/ a 59% open rate
- 10x10' space at the post-race event to promote your company
- Recognition from the stage during the post-race party
- 10 Complimentary WRLC Memberships for one year
- Your logo on Celebration White Rock website with link to your site
- Opportunity to include a marketing piece in runners packets
- 10 Complimentary race entries

TABLE SPONSOR \$1,500

- 10x10' space at the post-race event to promote your business
- 3 Complimentary WRLC Memberships for one year
- Recognition from the stage during the post-race party
- Your logo in WRLC Newsletters to over 2,400+ people w/ 59% open rate
- Logo placement on Celebration White Rock website with link to your site
- Opportunity to include a marketing piece in runners packets
- 3 Complimentary race entries

PARK KEEPER \$7,500

- Your logo on signs along the course
- Employee volunteer opportunities
- Your company banner at party entrance & 2 parking spot at Winfrey Point on race day
- Dedicated mentions on social media to over 30,000+ followers
- Your logo on event shirts
- 15 Complimentary WRLC Memberships for one year
- 4 ads or editorials & your logo in WRLC Newsletters to over 2,400+ subscribers w/ a 59% open rate
- 10x10' space at the post-race event to promote your company
- Recognition from the stage during the post-race party
- Your logo on Celebration White Rock website with link to your site
- Opportunity to include a marketing piece in runners packets
- 15 Complimentary race entries

PARK PATRON \$2,500

- Your company banner at event entrance
- Tagged on social media to over 30,000 followers
- Your logo on event shirts
- 1 ad & your logo in WRLC Newsletters to over 2,400+ subscribers w/ a 59% open rate
- 10x10' space at the post-race event to promote your business
- Recognition from the stage during the post-race party
- 5 Complimentary WRLC Memberships for one year
- Your logo on Celebration White Rock website with link to your site
- Opportunity to include a marketing piece in runners packets
- 5 Complimentary race entries

SOCIAL SPONSOR \$500

- 1 Complimentary WRLC Membership for one year
- Your logo in WRLC Newsletters to over 2,400+ people w/ 59% open rate
- Logo placement on Celebration White Rock website with link to your site
- Opportunity to include a marketing piece in runners packets
- 1 Complimentary race entry

INTENT TO SPONSOR FORM



Print deadline is March 5, 2025.

Your sponsorship form & logo must be in before this date to be included on print materials.

Marketing piece for runners packet due by **March 24**

I would like to donate the following & be a part of the Celebration! White Rock:

- Title Sponsor \$10,000
- Park Keeper \$7,500
- Park Guardian \$5,000
- Park Patron \$2,500
- Table Sponsor \$1,500
- Social Sponsor \$500
- Food Sponsor (receives benefits that a table sponsor receives in exchange for providing food/drink to runners)

Other: _____

Donor Name _____ as to appear in print materials

Contact Name & Title _____

Address (street, city, state, zip) _____

Telephone _____

Email _____

Donor Signature _____

Date _____

website to link from your logo on whiterockdallas.org

Please tag me in posts about **Celebration! White Rock** on social media

Twitter _____

Instagram _____

Facebook _____



Mail this form along with check payable to White Rock Lake Conservancy to:
White Rock Lake Conservancy PO Box 140227, Dallas, TX 75214
or pay onLine at: celebrationwhiterock.com
& email form & logo or questions to wrlc@whiterockdallas.org

White Rock Lake Conservancy is a 501(c)(3) nonprofit and your donation is tax-deductible to the extent allowed by law.

IT'S YOUR LAKE! RUN FOR IT.
CELEBRATIONWHITEROCK.COM