

UNBOUND NOW'S

LIGHT UP THE DARK

0-5K 

PRESENTED BY:

 Chick-fil-A[®]

POWERED BY WACO SPORTS 



Join us for the 2025 Light Up the Dark 5K, a glowing night run that brings the community together to make a difference. Benefitting Unbound Now, an organization dedicated to combating human trafficking, this event supports crucial programs that support survivors and resources the community to end human trafficking.

Powered by the Greater Waco Sports Commission, whose mission is to recruit, retain, and support impactful events to generate positive economic impact and enhance the quality of life for residents in McLennan County, the Light Up the Dark 5K promises a unique and energetic experience, featuring zoo experiences, food trucks, glow gear, and a glowing good time! Your sponsorship will not only spotlight your commitment to ending human trafficking but also help shine a light on the path to freedom and restoration for those affected. **Together, we can light up the dark.**



YOUR SPONSORSHIP WILL NOT ONLY SPOTLIGHT YOUR COMMITMENT TO ENDING HUMAN TRAFFICKING BUT ALSO HELP SHINE A LIGHT ON THE PATH TO FREEDOM AND RESTORATION FOR THOSE AFFECTED. TOGETHER, WE CAN LIGHT UP THE DARK.



UNBOUNDNOW

PROGRAMS

YOUTH PREVENTION



We work to educate and empower youth through partnerships with schools, juvenile detention centers, and local service providers.

SURVIVOR SERVICES



We provide 24/7 crisis response, ongoing case management, and support for survivors of human trafficking.

OUTREACH & TRAINING



We provide training to equip all professionals to use their skills to identify and respond to victims of human trafficking.

THE REAGAN HOME FOR YOUTH



Residential treatment for female youth who have experienced sexual exploitation or trafficking.

Unbound Now supports survivors and resources communities to fight human trafficking.

POWERED BY



**EMPOWERING THE HEART OF
CENTRAL TEXAS THROUGH SPORT**



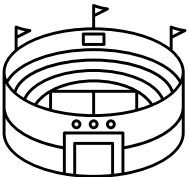
**DEVELOPING HEALTHY
YOUTH COMMUNITIES
AND FAMILY**

We foster a strong community spirit, uniting locals through ways such as TEAM Waco and Corporate Cup



**SUPPORTING
IMPACTFUL EVENTS**

We bring exciting sports competitions to Waco such as IRONMAN 70.3 and the Centex Challenge

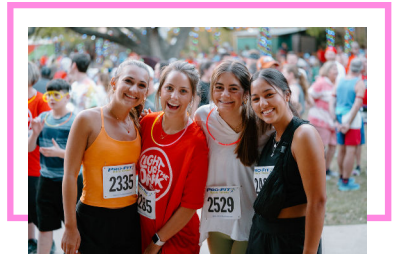
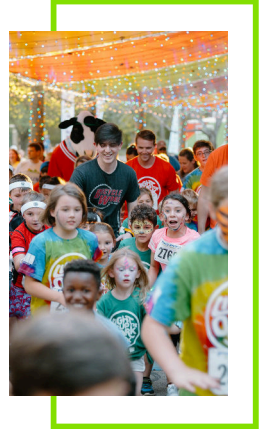
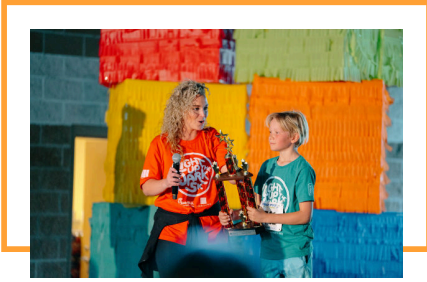


**ADVOCATING FOR
FIRST CLASS
FACILITIES**

We unite public and private efforts for facility development

LIGHT UP THE DARK 5K 2025

Join us for the Light Up The Dark 5K 2025 as we celebrate Unbound Now's impact.



Location: Cameron Park Zoo

Date: April 12, 2025

Time: 5:30-9:30 PM

Fundraising Goal: \$200,000

You can help make 2025
the best event yet

SPONSORSHIP & SUPPORT OPPORTUNITIES



Freedom Sponsor - \$20,000 (Presenting Sponsor)

Be the title sponsor for the Unbound Now Light Up The Dark 5K! Lock in increased acknowledgment on Unbound Now's social media and race communication.

- Presenting/title sponsor
- Prominent logo on all marketing material
- Tier 1 Logo on the back of event race t-shirt
- Special recognition at the event from the MC announcer
- Signage at the entrance and throughout the venue
- Premier Recognition on the Race Registration and Unbound Now social media.
- A minimum of (1) one social media story post per month on each Unbound Now & Greater Waco Sports Commission social media platforms leading up to the event.
- Tier 1 Logo on custom running bibs for all registrants
- Logo running on screens throughout the event
- Logo included in race emails from the start of sponsorship
- Ten (10) race tickets for the event

Justice Sponsor - \$15,000 (Bib Sponsor)

- Logo listed on race bib print and digital promo material, including race t-shirt
- Logo inclusion on all digital promotional materials and online advertising
- Tier 2 Logo on back of event race t-shirt
- Recognition during the event from the MC announcer
- Recognition on the Unbound Now/Sports Commission website and social media
- Logo on custom running bibs for all registrants
- Logo running on screens throughout the event
- Eight (8) race tickets for the event

SPONSORSHIPS

Hope Sponsor - \$10,000 (Packet Pick Up)

- Logo inclusion on all digital promotional materials and online advertising.
- Tier 2 Logo on back of event race t-shirt
- Registrants onsite at your place of business for 2 packet pick- up event days
- Recognition at the event from MC announcer
- Logo running on screens at the event
- Logo on the back of the t-shirt
- Six (6) race tickets for the event

Courage Sponsor - \$5,000 T-Shirt sponsor

Help cover the cost for every runner to receive a race t-shirt with YOUR logo set apart.
Logo on the sleeve of race t-shirt

- Logo inclusion on all digital promotional materials and online advertising
- Recognition at the event
- Logo running on screens at the event
- Logo on the sleeve of the t-shirt
- Five (5) race tickets for the event

Glow Gear Sponsor - \$3,500

You can bring life to the party by sponsoring the glow gear that we provide for participants of the race!

- Logo inclusion on all digital promotional materials and online advertising
- Tier 2 Logo on the back of event race t-shirt
- Logo running on the screens at the event
- Four (4) race tickets

Medal Ribbon Sponsor - \$3,500

Display your company logo on each of the medal ribbons for all participants in the race.

- Logo displayed on medal ribbon for all participants
- Logo inclusion on all digital promotional materials and online advertising
- Tier 2 Logo on the back of event race t-shirt
- Logo running on screens at the event
- Four (4) race tickets

SPONSORSHIPS

Venue & Course Sponsor - \$3,000

Help keep the grounds, venue and course beautiful by sponsoring all the behind the scenes needs for cleanliness, safety, and decor.

- Signage with your logo throughout the course
- Logo running on screens at the event
- Tier 3 Logo on back of race t-shirt
- Four (3) race tickets

Zoo Experience Sponsors - \$2,500

Provide one of the following experiences before the race: Giraffe Feeding, or Tortoise Encounter (photo op), Named sponsor in schedule: "{Your Name} Giraffe Feeding"

- Prominent signage around experience
- Opportunity for employee/staff interaction with 5K race participants and space for branded materials around the experience
- Tier 3 Logo on back of race t-shirt
- Two (2) race tickets

Water Station Sponsor - \$2,000

- Logo and recognition on yard signage at water station
- Provide water to the 5K participants.
- Sponsor is allowed to bring a branded tent/table to water station for additional exposure.
- Opportunity for employees to cheer runners on
- Tier 3 Logo on back of event race t-shirt Logo
- Two (2) race tickets



SPONSORSHIPS

Finisher's Area Sponsor - \$1,500

- Provide bananas, drinks, and light snacks for runners to refuel after their run.
- Sponsor is allowed to bring a branded tent/table to the Finisher's Area Opportunity for employee engagement with race participants
- Tier 3 logo on back of race t-shirt

Virtual 5K sponsor - \$1,000

Help Unbound Now reach more registrants outside of Waco! Sponsor the glow-kits for the virtual runners throughout the US, including glow-gear, interactive material.

- Tier 3 Logo on the back of event shirt
- Two (2) race tickets



SUPPORTERS

Give financial support to end human trafficking in our community. Receive recognition for your contribution to the work of Unbound Now Waco through a family- friendly, community event.

- Support acknowledgement on Unbound Now Waco website
- Logo displayed at event on main signage
- Company name listed on back of race t-shirt

FAQS

CAN I PAY OUT MY SPONSORSHIP OVER TIME?

Yes! We just ask that all payments are final and turned in by Saturday April 12, 2025.

CAN I GIVE PERSONALLY ON BEHALF OF MY ORGANIZATION/COMPANY?

Yes! We often have sponsorships given on behalf of an organization. When you fill out the sponsorship form, please indicate the company's name in the "Sponsor Name" space and place your name (or the name of the payee) as the contact person.

WHAT INFORMATION DO WE NEED FOR YOUR SPONSORSHIP?

We need your chosen payment method and/or schedule and a B&W and color version of your company's logo (png). We will reach out to the "Contact Person" over the next few months to get all the necessary information.

CAN MY COMPANY PAY FOR OUR EMPLOYEES TO PARTICIPATE?

Yes! We can set up a "team" for your company or organization and provide a promo code for your staff. At the close of registration, Unbound Now will invoice you for the total number of registrants. We can also "cap" the number if you prefer!

I WANT TO BE A SPONSOR! WHEN DO YOU NEED MY COMMITMENT?

Hooray! To take full advantage of your sponsorship "perks," we suggest sending in your completed Sponsorship form as soon as possible! We will begin promotion for the Light Up The Dark 5K mid-January.

I WANT TO SUPPORT, BUT I CANNOT GIVE FINANCIALLY AT THIS TIME. WHAT ARE MY OPTIONS?

Can you provide an in-kind donation, such as a product or service, or prizes or coupons for participants? Please reach out to discuss more options for involvement.

SPONSORSHIP FORM

LIGHT UP THE DARK 5K | APRIL 12, 2025

ONLINE FORM

Scan the QR code



INFORMATION YOU WILL NEED TO COMPLETE THE FORM:

- ORGANIZATION/COMPANY POINT OF CONTACT
- SPONSORSHIP LEVEL COMMITMENT

Additional information (logo, event details, etc) will be requested from the Contact Person listed on the form.

AFTER YOU SUBMIT YOUR ONLINE FORM, UNBOUND NOW WILL CONTACT YOU WITH PAYMENT OPTIONS.

QUESTIONS?

We can help you decide on the best sponsorship level for you and your company! Contact Bronda Hayes, with any questions, adjustments or further details on sponsorships.

waco@unboundnow.org
Office: 254-545-2872

Please complete the online form to confirm your sponsorship.

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