

# LIGHT UP THE DARK 5K

PRESENTED BY  
Chick-fil-&



# Our Work

Join us for the 2026 Light Up the Dark 5K, a glowing night run that brings the community together to make a difference. Benefiting Unbound Now, an organization dedicated to ending human trafficking by identifying victims, supporting survivors, seeking justice, and leading system change.



The Greater Waco Sports Commission's goal 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.**



**UNBOUND  
NOW**

# Programs

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## Protect & Prepare

We empower youth through prevention education in schools, juvenile detention centers, and local service providers.



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## Lead & Lift

We lead local coalitions and task forces, promote community outreach, and equip professionals to identify and respond to victims of human trafficking.



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## Support & Serve

We provide 24/7 crisis response and ongoing case management and support for survivors of human trafficking through our Survivor Advocacy program.



Unbound Now is on a mission  
to see people set free & restored.

## Empowering the Heart of Central Texas Through Sport

1

### Developing Healthy Youth, Communities and Families.

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



2



### Supporting Impactful Events.

We bring exciting sports competitions to Waco including IRONMAN 70.3 and the Centex Challenge.

3

### Advocating for First Class Facilities.

We unite public and private efforts for facility development.



# LIGHT UP THE DARK 5K 2026

Be a part of the Light Up the Dark 5K as we celebrate Unbound Now's impact.

**Cameron Park Zoo**  
**April 18th, 2026**  
**5:30-9:30 PM**

**Fundraising Goal: \$200,000**

You can help make 2026  
the best event yet!



# Sponsorship Opportunities

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

Be the title sponsor for the Unbound Now Light Up the Dark 5K Powered by Waco Sports!

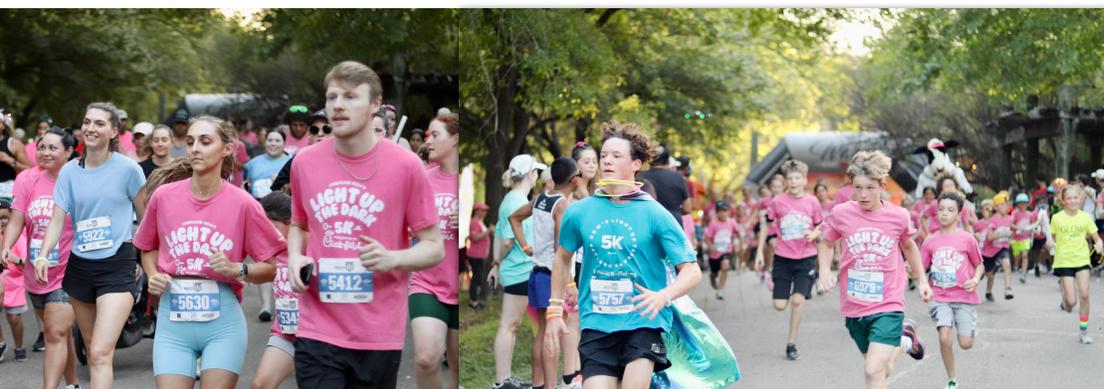
- Presenting/Title Sponsor
- Prominent logo on all event materials & signage
- Co-branded Logo on the front of event t-shirt
- Special recognition at the event from the MC announcer
- Signage at the entrance and throughout the venue
- Premier recognition on the race website and on social media
- A minimum of (1) social media story per month on social media leading up to the event
- Logo on event signage
- Logo included in race emails from the start of sponsorship
- Ten (10) race entries for the event



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## Justice Sponsor - \$15,000

- Logo on race bib
- Recognition on race website and social media platforms
- Tier 2 Logo on the back of event t-shirt
- Recognition during the event from the MC announcer
- Logo on event signage
- Eight (8) race entries for the event



# Sponsorship Opportunities

## Hope Sponsor - \$5,000 (Packet Pick Up)

- Recognition on race website and social media platforms
- Tier 2 Logo on the back of event t-shirt
- Registrants onsite at your place of business Thursday & Friday prior to the event (est. 800-1,000 people)
- Recognition at the event from the MC announcer
- Logo on event signage
- Five (5) race entries for the event

## Light Sponsor - \$5,000

- Recognition on race website and social media platforms
- Tier 2 Logo on the back of event t-shirt
- Recognition at the event from the MC announcer
- Logo on event signage
- Five (5) race entries for the event



## Courage Sponsor - \$5,000 (Sleeve Sponsor)

1 Available

Help cover the cost for every participant's event t-shirt with YOUR logo shared on the sleeve of the event t-shirt

- Logo inclusion on all digital promotional materials and online advertising
- Recognition at the event from the MC announcer
- Logo on the sleeve of event t-shirt with up to one other partner
- Logo on event signage
- Five (5) race entries for the event



# Sponsorship Opportunities

## Glow Gear Sponsor - \$3,500 **2 Available**

- Recognition on race website and social media platforms
- Tier 2 Logo on the back of event t-shirt
- Recognition during the event from the MC announcer
- Vendor booth onsite
- Four (4) race entries for the event

## Medal Ribbon Sponsor - \$3,500

- Logo displayed on medal ribbon for all participants
- Recognition on race website and social media platforms
- Recognition at the event from the MC announcer
- Four (4) race entries for the event

**SOLD**

## Venue & Course Sponsor - \$3,000 **3 Available**

- Logo on signage throughout the course
- Recognition at the event from the MC announcer
- Tier 3 Logo on the back of event t-shirt
- Four (4) race entries

## Zoo Experience Sponsor - \$2,500 **1 Available**

Provide one of the following experiences before the race:  
Giraffe Feeding, Tortoise Encounter, or Pictures with Penguins.  
Presenting sponsor in schedule: "(Your Name) Giraffe Feeding"

- Logo on signage promoting the experience
- Opportunity for a vendor booth at your experience to interact with participants before the race (MUST conclude at 6 PM)
- Recognition at the event from the MC announcer
- Tier 3 Logo on the back of event t-shirt
- Two (2) race entries for the event

# Sponsorship Opportunities

## Water Station Sponsor - \$2,000

3 Available

- Logo and recognition on yard signage at water station
- Tier 3 Logo on the back of event t-shirt
- Recognition at the event from the MC announcer
- Vendor booth onsite
- Two (2) race entries for the event

## Bag Sponsor - \$1,500

SOLD

- Logo on event bags given to the first 500 participants
- Logo inclusion on all digital promotional materials and race website
- Two (2) race entries

## Awards Sponsor - \$1,500

SOLD

- Vendor booth onsite
- Recognition at the event from the MC announcer: "Awards presented by"
- Tier 3 Logo on the back of event t-shirt
- Two (2) race entries

## Virtual 5K Sponsor - \$1,000

SOLD

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



# Sponsorship Form

LIGHT UP THE DARK 5K - APRIL 18, 2026

## Online Form

Scan the QR Code or [Click Here](#)

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.



YOU CAN PAY ONLINE OR MAIL A CHECK TO THE  
GREATER WACO SPORTS COMMISSION AT  
101 S. 3RD STREET WACO, TX 76701



# FAQS



Can I pay out my sponsorship over time?

Yes! We just ask that all payments are final and paid by Saturday April 18th 2026.

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 choice of 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" as print deadlines approach to get all of the necessary information.

I want to become 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 as early as November 1st 2025.

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.

## Questions?

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

info@wacosports.org  
Office: 254.757.5638