



St. Patrick's Day

5K Run & Community Walk

Redondo Beach, CA
Saturday, March 14, 2026

Produced by VR Promotions & Events & SBCHC

Who We Are

VR Promotions and Events (Village Runner)

Serving the South Bay since 1984, VR Promotions and Events (Village Runner) is a locally owned running store and event organizer. We fit and equip runners of all ages and sponsor iconic community races. Our events have donated over \$200,000 to South Bay causes and education foundations.

South Bay Children's Health Center (SBCHC)

SBCHC is a nonprofit (est. 1947) providing quality dental and mental health services to low-income and at-risk youth in our community. Through your support, we ensure children and teens receive the care they need to lead healthy, productive lives.



Race Features & Expo

What Participants Enjoy

- Official St. Patrick's Day run t-shirt
- Finisher's medal for all runners
- Computerized timing with split times every mile
- Water stations & course support
- Post-race expo & live entertainment



Event Overview

A St. Patrick's Day Tradition

- 5K Run & Community Walk with scenic coastal course
- Little Leprechaun Dash for the Gold (children's fun run)
- Over 2,000 runners and walkers expected
- Flat, fast course – perfect for all levels
- Family friendly with post-race expo and entertainment
- Luck of the Irish costume contest



Run for the gold and give back to the community!

Demographics & Digital Reach



Engage a Wide Audience

- 23K+ e-newsletter subscribers
- 2.6K+ social followers on Instagram, Facebook & X
- 462K+ digital ad reach
- 993K+ impressions delivered at last event

Levels of Sponsorship

Level	Investment	Key Benefits
Presenting Sponsor	\$25,000	Naming rights, premium logo placement, 10 race entries, expo booth, featured on social media posts, company representative begins race, intro from podium
Leprechaun Dash Sponsor	\$7,500	Naming rights to Dash, logo on shirts, 8 race entries, expo booth
Pot of Gold Sponsor	\$5,000	Logo on shirts, signage, marketing & digital, 6 race entries, expo booth
Shamrock Sponsor	\$1,000	Logo on banners, social mentions, 4 race entries, expo booth
Expo Booth	\$750	10x10 space at post-race expo

Presenting Sponsor

\$25,000

- Exclusive naming rights: “St. Patrick’s Day 5K presented by YOU”
- Premier logo on all marketing, race bibs, T-shirts & signage
- 10 complimentary race entries & VIP parking
- Full-page ad in digital race program & dedicated e-blast
- Premier 10x10 booth at post-race expo
- Banner placement at start/finish line & stage recognition



Custom packages available upon request

Leprechaun Dash Sponsor

- Naming rights for the Little Leprechaun Dash for the Gold
- Logo on kids' dash T-shirts & finish line signage
- 8 complimentary race entries & VIP parking
- Half-page ad in digital race program & social media post
- Prominent 10x10 booth at expo with kids' engagement opportunities

\$7,500



Custom packages available upon request

Pot of Gold Sponsor

- Logo on event signage, website & e-newsletter
- 6 complimentary race entries & VIP parking
- Quarter-page ad in digital race program
- 10x10 booth at expo
- Verbal recognition at awards ceremony



Custom packages available upon request

Shamrock Sponsor

\$1,000

- Logo on shared sponsor banner
- 4 complimentary race entries
- Listing in digital race program & website
- Social media shout-out
- 10x10 booth at expo



Custom packages available upon request

Expo Booth

\$750

- 10x10 exhibitor space at post-race expo
- Opportunity to provide samples
- Direct engagement with 2,000+ participants and families
- Listing on event website and e-newsletter



Marketing & Philanthropy

A Partnership with Purpose

By sponsoring our event, your brand will reach thousands of health-conscious individuals while making a tangible difference in the lives of South Bay youth.

Integrated Marketing

- Multi-channel promotion across email, social media, print & digital
- On-site branding and experiential engagement
- Complimentary race entries foster team building

Philanthropic Impact

- Funds raised support SBCHC's dental & mental health programs for local kids
- Demonstrate corporate social responsibility by investing in community wellness



Together we create healthy, happy futures

Terms & Conditions

Deadlines & Payment

- Sponsorship commitments must be confirmed by February 20, 2026 to ensure inclusion in promotional materials.
- Payment is due within 10 business days of commitment.
- Logos and artwork must be submitted in vector (AI, EPS, SVG) or high-resolution PNG/JPEG format.

Additional Information

- Sponsorships are confirmed on a first-come, first-served basis.
- EXPO booth placement is made on a first-come, first served basis.
- VR Promotions & Events and SBCHC reserve the right to approve all sponsor materials.

Confirm Your Sponsorship

Please select your desired sponsorship level and provide your contact information. Our team will follow up with contract details and payment instructions.

Sponsorship Level	Select
Presenting Sponsor (\$25,000)	<input type="checkbox"/>
Leprechaun Dash Sponsor (\$7,500)	<input type="checkbox"/>
Pot of Gold Sponsor (\$5,000)	<input type="checkbox"/>
Shamrock Sponsor (\$1,000)	<input type="checkbox"/>
Expo Booth (\$750)	<input type="checkbox"/>

Company Name:

Contact Name:

Email Address:

Phone Number:

Return this form to ldaggett@sbchc.com

Make checks payable to SBCHC. A confirmation and invoice will be sent upon receipt.