



STRONGER STUDENTS. STRONGER COMMUNITY.

EVERY CONNECTION HELPS A STUDENT THRIVE

Run White Lake brings neighbors together to create lasting momentum for local students.

WHITEHALL, MICHIGAN / BRIDGE & BLOOM PROJECT

2027 SPONSORSHIP PACKET

PARTNERSHIP OPPORTUNITIES

LOCAL SUPPORT. LASTING MOMENTUM.

Run White Lake is more than a race. It is a community tradition built around connection, support, and hope. Families, students, volunteers, and local businesses come together to support mental health awareness and student well-being across the White Lake area.

\$65K+

raised through four years of
community support

3

Hope Squad communities
supported

HUNDREDS

of runners and families
engaged each year

WHY THIS MATTERS

Students face increasing pressure, isolation, and mental health challenges. When a community shows up visibly and consistently, it sends a powerful message: you are seen, you are supported, and you are not alone. Run White Lake creates space for connection and action while providing real resources to schools and students.

SHOW UP LOCALLY. BE REMEMBERED.

A Run White Lake partnership places your organization alongside a positive, family-friendly event and a mission centered on local students. Sponsorship helps cover the experience of race day so more resources can move toward student well-being.

01 VISIBLE COMMUNITY PRESENCE

Connect with runners, families, volunteers, schools, and fellow local businesses.

02 PURPOSE-DRIVEN RECOGNITION

Receive recognition through race-day signage, shirts, digital promotion, and community outreach based on your level.

03 DIRECT LOCAL IMPACT

Help support Hope Squad and broader student wellness efforts through Bridge & Bloom Project.

04 FLEXIBLE WAYS TO HELP

Choose a financial sponsorship, contribute goods or services, or build a custom partnership around what your organization does best.

MENTAL HEALTH / MENTORSHIP / FITNESS & NUTRITION / LEADERSHIP

CHOOSE YOUR LEVEL OF IMPACT.

PRESENTING SPONSOR

\$3,000

Premier logo placement on the front of race shirts; logo featured as Presented by at the starting line; all Race Champion benefits; featured race-day recognition; eight race entries.

RACE CHAMPION

\$1,500

Banner, trail sign, and featured shirt logo; race-day and digital promotion; four entries; 25% employee and family discount.

FINISH LINE

\$1,000

Trail sign and race-shirt logo; promotional recognition; race-bag insert; two race entries.

COMMUNITY

\$500

Logo trail sign; promotional recognition; race-bag insert; one race entry.

STARTER

\$150

Logo trail sign and social media recognition.

CUSTOM PACKAGES ARE WELCOME - LET'S BUILD THE RIGHT FIT TOGETHER.

THERE IS MORE THAN ONE WAY TO HELP.

In-kind support helps create a great race experience while reducing event costs. Opportunities include T-shirts, hydration, recovery drinks, fruit and snacks, medals, race bags, volunteers, and mental health support. Partnerships are flexible and customized.

HOW TO PARTNER

- 1 Review the sponsorship and community partner opportunities.
- 2 Reach out to discuss a partnership that aligns with your goals.
- 3 Finalize the details at a pace that works for your organization.

LET'S START A CONVERSATION.

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SCAN TO DONATE TO RUN WHITE LAKE 5K