



# Sponsorship Packet

## Island Christmas Half & 5k

A SCHOLARSHIP PROGRAM

**Great Western Racing**

We run – by students, for students, with students.



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## Dear Sponsor,

At Great Western Racing, we create fun, inclusive running events that connect students socially, improve their health, and fund scholarships — so *every step benefits the student body.*

**As a sponsor, donor, or vendor at our next event, The Island Christmas Half-Marathon & 5k, you have the opportunity to support three students trying to support their peers. Many scholarship opportunities for students come from large corporations and programs. Our company is unique – we are ran by students, we run for students, and we run with students. Money contributed to this race supports education and a better future for the next generation of BYU-Idaho students.**

With hope for the future and a love for running, we thank you for your time and look forward to your support!

**-Gregory, Heidi, and Jacob**

# Meet Our Team



**Gregory Page**  
Co-Owner

I'm a Finance major at BYU-Idaho and an endurance athlete. I love chasing big goals and helping others do the same. Great Western Racing is where my love for endurance meets my passion for people. In all areas of my life—relationships, fitness, education, and business—I seek to be a builder.

*-Gregory*



**Heidi Mendenhall**  
Co-Owner

Growing up in a military family taught me to find adventure wherever I go. Running became my constant, pushing me to complete races and climb some of the world's tallest peaks. As a Psychology major at BYU-Idaho, I co-founded Great Western Racing to build student connection and give back through scholarships.

*-Heidi*



**Jacob O'Neal**  
Co-Owner

I'm a college junior majoring in Health Psychology with a minor in Business Management. I love to run, so I've competed in numerous 5Ks, half marathons, marathons, and ultra-distance races. My favorite people are runners. They know how to make the most difficult times really fun.

*-Jacob*

# About The Event



## ISLAND CHRISTMAS HALF/5K

The Island Christmas Half Marathon and 5k is an event run **by** students, **for** students, and **with** students.

The **BYU-Idaho** Alumni Association is offering their support in making this an alumni-sponsored event.

Three **\$500** scholarships, along a variety of other prizes will be raffled off to participating students. Your support helps us engage students in healthy, community-centered activities.

December 6<sup>th</sup>

**Start Time:** 11:00am

**Estimated End Time:**

**2:00pm**

**BYU**  
**IDAHO**  
**ALUMNI**

# Sponsorship Packages

	<b>Title Sponsor</b> \$1,000	<b>Gold</b> \$500	<b>Bronze</b> \$250	<b>Vendor</b> \$150	<b>Donor</b>
Flier/Coupon Inside Race Packet	x	x	x	x	x
Booth at Event	x	x	x	x	
Free Race Entries	5	3	2		
Logo on T-Shirt	x	x	x		
Business-Named Scholarship	x	x			
Logo on Ribbon	x	x			
Logo on Race Website	x	x			
Name Announced at Event	x	x			
Social Media Shoutouts	5	3	1		1
Name in Instagram Bio	x				
Name on Banner/Photo opportunities	x				
Rack Packet Pickup at Business Residence	x				

# Other Sponsorship Options

## 📢 Promotion & Awareness

- **Display** flyers/posters in your business
- Feature the race on your business social media pages
- Add race info to your company newsletter
- **Share the race link** on your website
- Put race info on outdoor signboard
- Allow a sign-up table outside your location
- **Give coupons** to include in runner packets
- Promote internally to employees and customers



## 🎁 Added Value for Runners

- **Provide a raffle prize** (gift card, service, merch)
- Offer free samples at the finish line
- Offer post-race discounts to participants
- Give **gift cards/vouchers** already in circulation

## 🏃 In-Kind Race Support

- Provide space for packet pickup
- Host an aid station with your employees as volunteers
- **Donate** aid station snacks (bananas, snacks, bottled water)
- Provide **volunteers** (employees, teams, groups)
- Loan **equipment** (tents, tables, chairs, speakers, PA system)
- Offer printing services (flyers, banners, posters)
- Offer design/marketing services (graphics for shirts, medals, socials)
- Provide delivery van/truck for moving race gear
- Offer storage space for race gear before race day
- Provide insurance coverage extension if applicable

For inquiries on custom sponsorships, please contact us.

801-888-0330 – GreatWesternRacing@gmail.com

**Thank you!  
We are looking  
forward to  
working with  
you.**



**Your contribution  
matters.**

*-GWR*



## Contact

Phone

801-888-0330

Email

GreatWesternRacing@gmail.com

Instagram

@greatwesternracing

with



*Great Western Racing LLC*