



# Sponsorship Proposal 2025

NOVEMBER 2, 2025



Jamaica  
Hotel & Tourist  
Association



10K | 5K WALK/RUN

**PIRATES**  
RUN DI CITY

# We're Back!

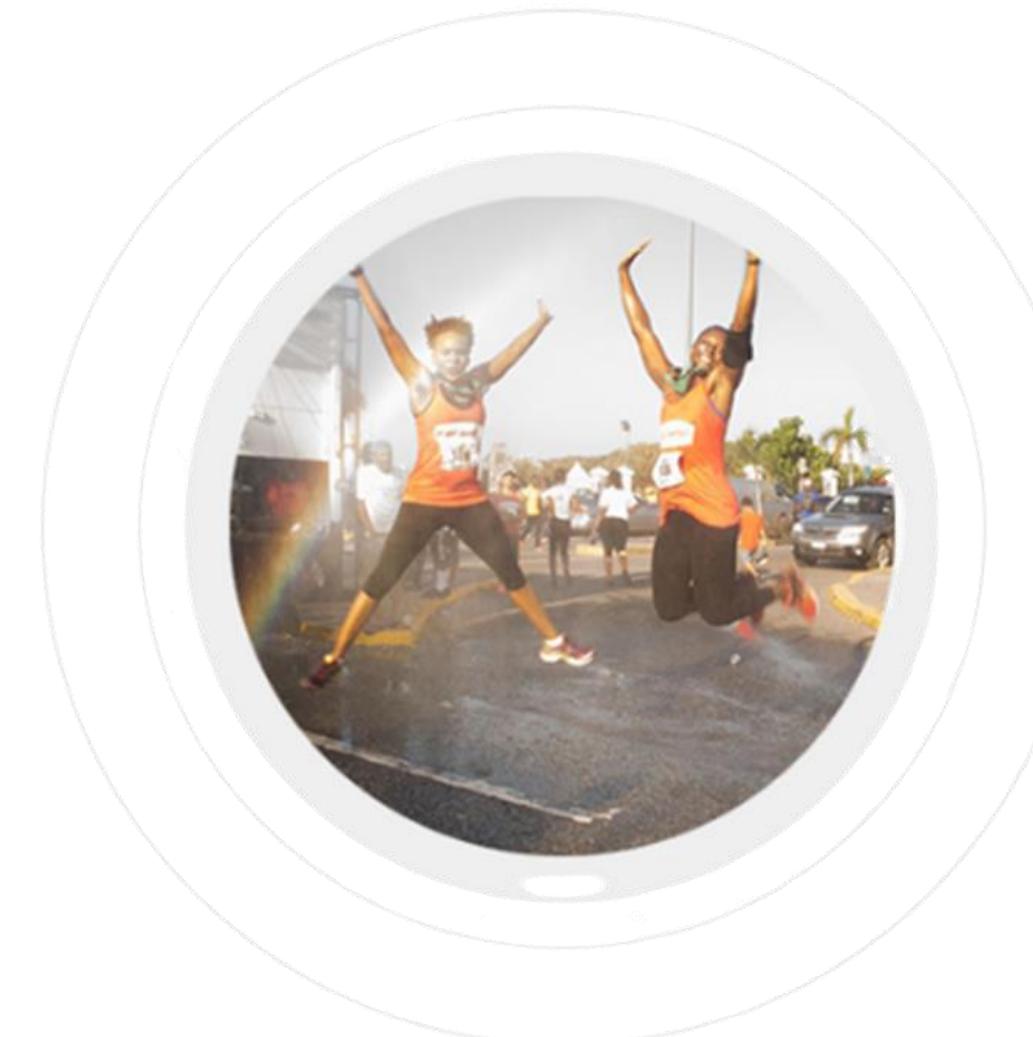
Each year we strive to improve on the existing KCR brand promise of delivering a high impact racing event in support of a worthy cause, this year will be no different.

09  
A WORTHY  
CAUSE

10  
Fitness with purpose. Your run matters. You get a strong body with an even stronger impact.

00  
HEALTHY  
VIBES

It's a weekend of events including parties, tours & expos ahead of race-day.



02  
FEEL THE  
BEAT

By joining our group, you get to experience the birthplace of reggae and the warm spirit of Jamaican people.

04  
LIVE STRONG

Running in the early morning tropical sunlight will help you stay fit, healthy and happy no matter what.



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# What's New?

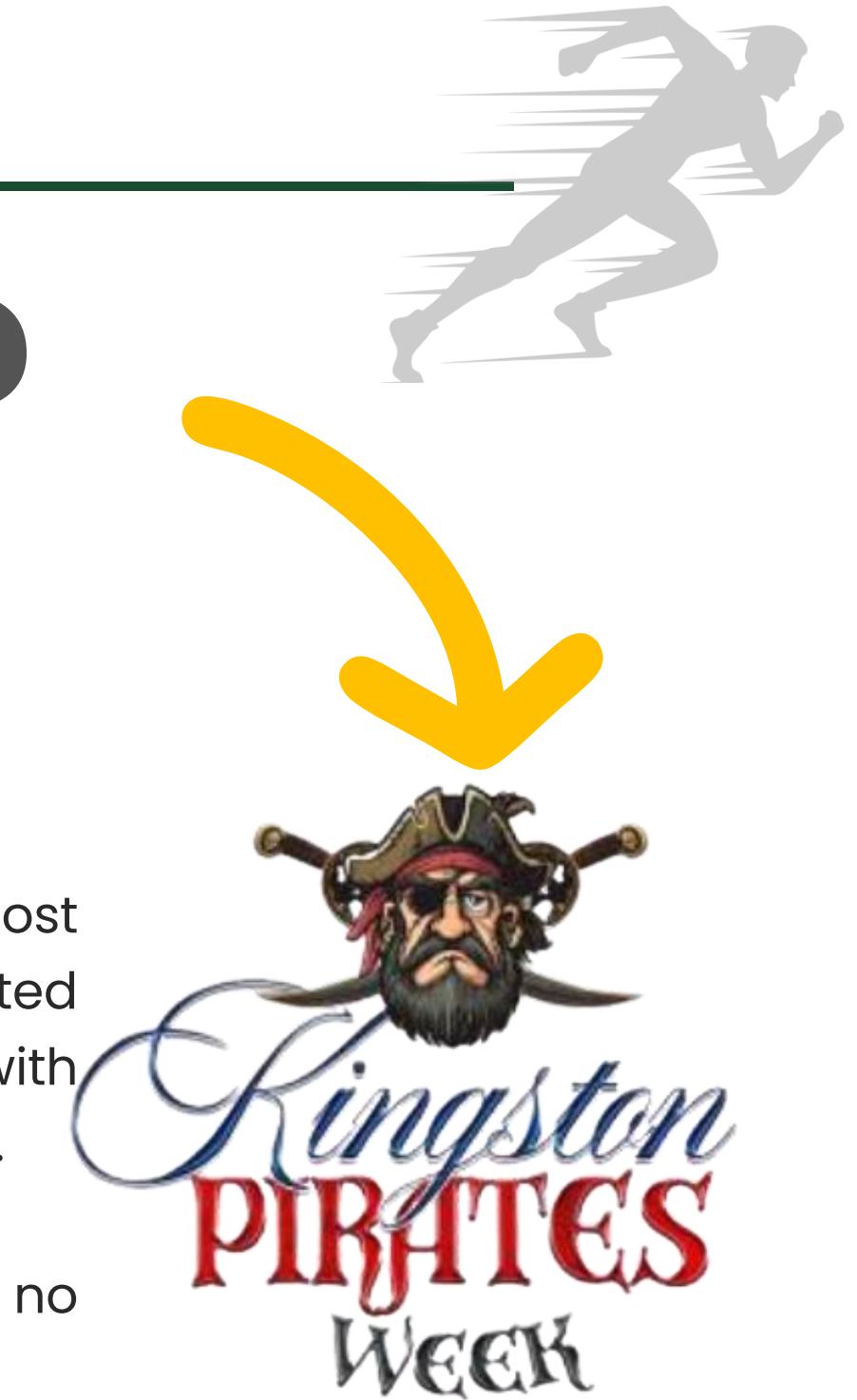
This year, we are partnering with a brand new event for Kingston – Kingston Pirate's Week. Hence our theme this year:

## KINGSTON CITY RUN – PIRATES RUN DI CITY!

The **Kingston Pirates Week** is poised to be one of the largest and most captivating events in the region. This hands-on, family-oriented festival will transport attendees back to the golden age of piracy with elaborate parties and events, creating an unforgettable experience.

Our Pirate Fest is based on its own “Legend” which makes it like no other festival.

Kington Pirates Week is a themed festival that celebrates pirate culture, through a mix of costumes, parties, events , food, and historical reenactments.

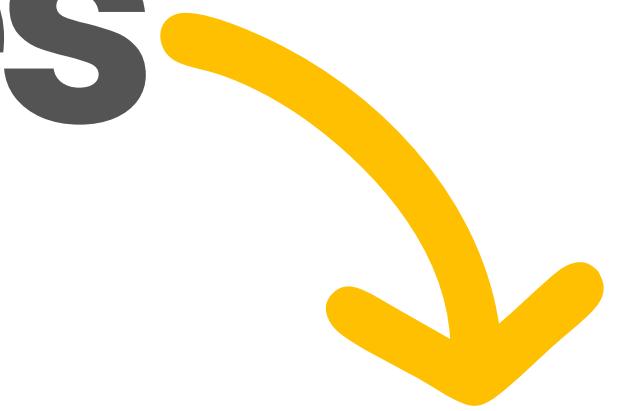


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# Main Features

- Pirate ship "invasions"
- Costume contests
- Showcasing local culture
- Music and entertainment
- Street dance
- Food fair
- Parties
- Mock pirate landings
- Fireworks



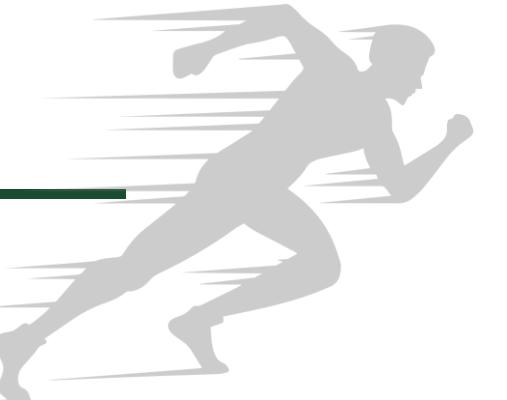
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# Race Day Details



- **Date:** Sunday, November 2, 2025
- **Start Time:** 6:30 A.M.
- **Post Race:** There will be a race village and Finish Line Festival in Emancipation Park, ending at midday.



# Why Run Di City

The Kingston City Run is the best scenic race route in Jamaica. The run utilizes the scenic, cultural and mystical assets of Kingston and St. Andrew. Normal participant level is around 5000 participants who ran, walked and wheeled in support of eliminating homelessness in Jamaica. To-date, the event has raised over \$21M with the kind support from our donors, sponsors and registrants.

The target market for our event includes runners: local and international in addition to persons who are becoming more conscious about their wellness. Some of the goals of the event include continuing to raise the awareness of Kingston as a vacation destination, increasing out-of-town and overseas visitor's traffic and maintaining our partnership with liked minds of a movement to promote and encourage a healthy lifestyle.

In 2025, we will stage the 9th Kingston City Run on November 2nd and will feature 3 different distances of races: 10K and 5K race/walk. The aim is to make it the most exciting and entertaining run/walk race with your kind assistance.



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# We Need Your Help

All Charity funds raised will be targeted towards our beneficiaries:

 **Marie Atkins Night Shelter**

 **Open Arms Development Centre**

 **Missionaries of the Poor**

 **Alpha Boy's Institute**



**Over J\$21 million** in contributions to charities since inception! Help us to hit our 2025 target!

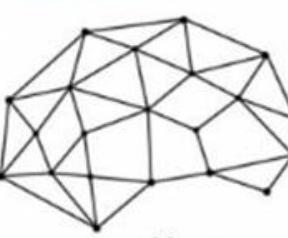


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# Previous Sponsors

Thank You!

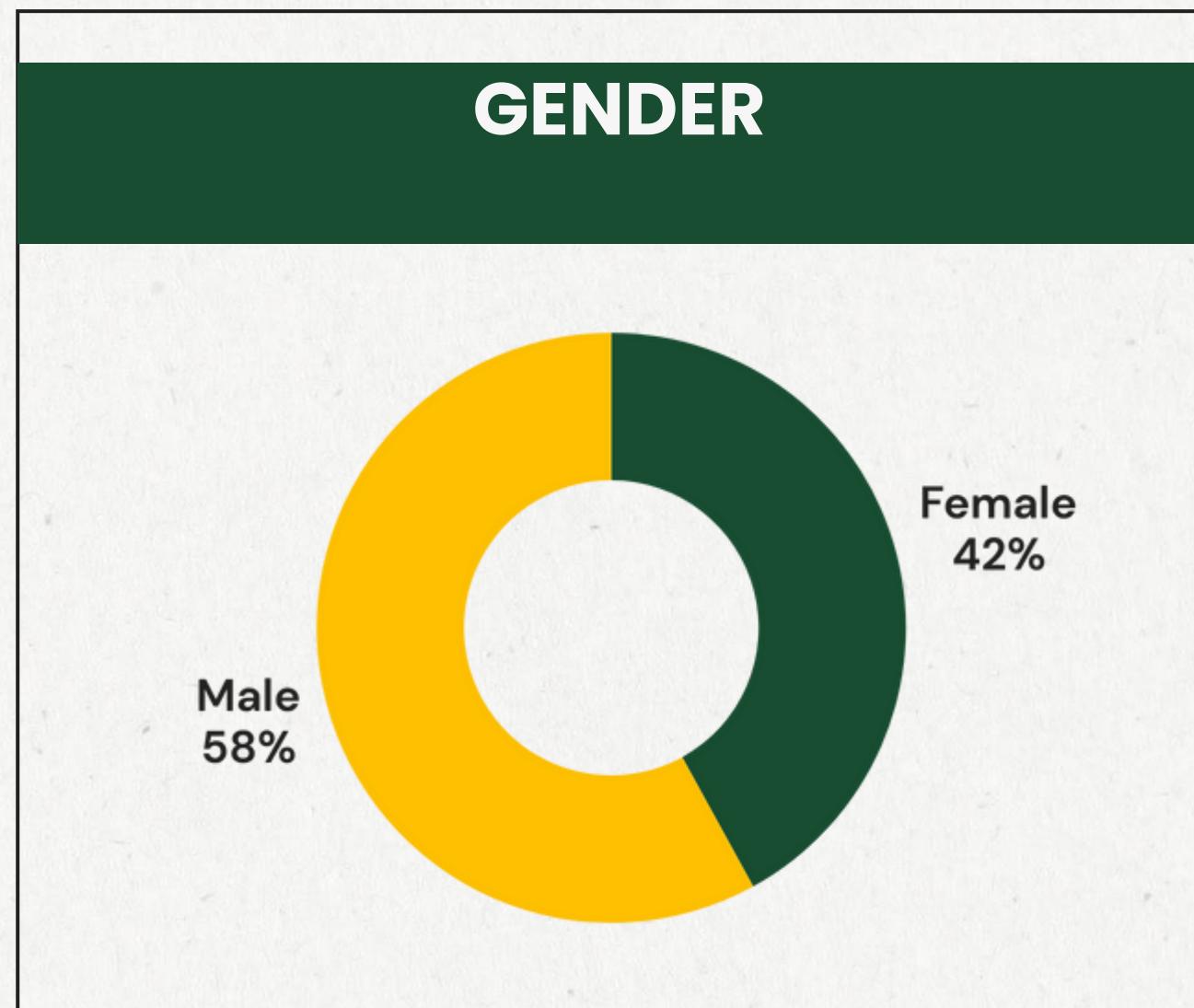


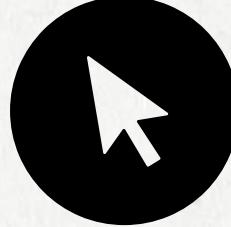


~ 5,000  
Runners

# Digital Exposure

AGE	
25-34 YEARS OLD	29%
35-44 YEARS OLD	25%
45-54 YEARS OLD	23%
55-64 YEARS OLD	12%



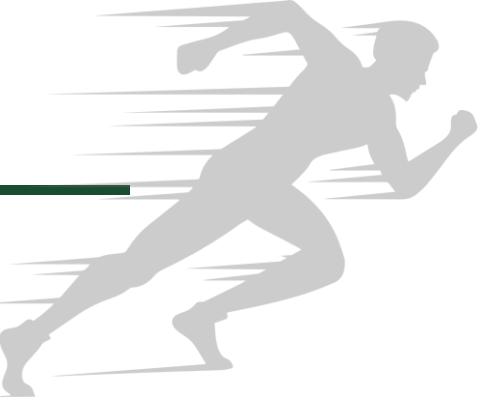
 7,000  
 2,000+  
 14,000+  
unique users



# Sponsorship Opportunity

## Platinum Package = \$3,200,000 (US\$20,000)

- Logo as strategic partners in any print and electronic media ad.
- Logo on promotional flyers to be distributed locally and internationally.
- Logo on Step and Repeat Banner on Main Stage (Race Day).
- Six (6) feather banners on the Race Day at Race Village.
- Logo on two (2) retractable banners which will be displayed on Race Day.
- Minimum of two (2) Press Releases which will include a message, as provided by you (maximum 50 words).
- Logo on minimum of two (2) weekly Facebook postings on Kingston City Run Event Page.
- Logo on official website – [www.kingstoncityrunja.com](http://www.kingstoncityrunja.com), with a link to your domain. All materials will be sent to your representative for approval prior to printing and dissemination.
- As an official partner of the Kingston City Run, you will be included in any additional promotion or extensions that may arise or be added to the Promotion.
- 10 x 20 feet Booth space at the Race Village on Sunday, November 2nd.
- Photo and video rights to be used for your own promotional purposes.
- Branding rights along the designated race route (details to be finalised).
- Team Entries for Twenty five (25) persons, additional entries at a discounted rate (Team t-shirt not included).
- Opportunity to present awards to minimum four (4) prize winners.
- Branding and speaking opportunity at Press Launch.
- Logo on Race Event Map and Entitlement to distribute promotional material to all participants.
- Branding rights at any international trade shows, sales blitzes undertaken to promote the event along with ability to distribute promotional material.
- Inclusion of logo up to 6 months in after event campaign to all participants.



# Sponsorship Opportunity

## Gold Package = \$1,600,000 (US\$10,000)

- Logo as strategic partners in print and electronic media.
- Logo on promotional flyers to be distributed locally and Internationally.
- Right to display four feather banners at the race event venue only.
- Minimum of two (2) Press Releases which will include a message, as provided by you (maximum 25 words).
- Logo on official website – [www.kingstoncityrunja.com](http://www.kingstoncityrunja.com), with a link to your domain. All materials will be sent to your representative for approval prior to printing and dissemination.
- As an official partner of the Kingston City Run, you will be included in any additional promotion or extensions that may arise or be added to the Promotion.
- 10 x 10 feet Booth space at the Race Village on Sunday, November 2.
- Photo rights to be used for your own promotional purposes.
- Branding rights along the designated race route (details to be finalised).
- Team Entries for Twenty (20) persons, additional entries at a discounted rate (Team t-shirt not included).
- Opportunity to present to awards to two (2) prize winners.
- Branding presence at Press launch.
- Entitlement to distribute promotional material to all participants at event venue only.



# Sponsorship Opportunity

## Silver Package = \$800,000 (US\$5,000)

- Logo as strategic partners in print and electronic ads.
- Right to display four feather banners at the race event venue only.
- Minimum of two (2) Press Releases which will include a message, as provided by you (maximum 25 words).
- Logo on official website – [www.kingstoncityrunja.com](http://www.kingstoncityrunja.com), with a link to your domain. All materials will be sent to your representative for approval prior to printing and dissemination.
- As an official partner of the Kingston City Run, you will be included in any additional promotion or extensions that may arise or be added to the Promotion.
- 10 x 10 feet Booth space at the Race Village on Sunday, November 2.
- Photo rights to be used for your own promotional purposes.
- Branding rights along the designated race route (details to be finalised).
- Team Entries for Fifteen (15) persons, additional entries at a discounted rate (Team t-shirt not included).
- Opportunity to present awards to two (2) prize winners.
- Branding presence at Press Launch.
- Entitlement to distribute promotional material to all participants at event venue only.



# Sponsorship Opportunity

## Bronze Package = \$480,000 (US\$3,000)

- Logo in print ads.
- Two (2) feather banners on Race Day at Race Village.
- Logo on official website – [www.kingstoncityrunja.com](http://www.kingstoncityrunja.com), with a link to your domain. All materials will be sent to the your representative for approval prior to printing and dissemination.
- As an official partner of the Kingston City Run, you will be included in any additional promotion or extensions that may arise or be added to the Promotion.
- Tabletop Booth space at the Race Village on Sunday, November 2.
- Photo rights to be used for your own promotional purposes.
- Team Entries for ten (10) persons, additional entries at a discounted rate (Team t-shirt not included).
- Opportunity to present awards to one prize winner.
- Branding presence at Press Launch.
- Entitlement to distribute promotional material to all participants at the event venue only.



## Give Children A Running Chance...



# Sponsorship Opportunity

This year, you can also give children a running chance by sponsoring inner city and other needy children for the event.

### HERE'S HOW:

- J\$300,000
- Branded T-shirts for 50 kids plus 4 Adults (Supervisors).

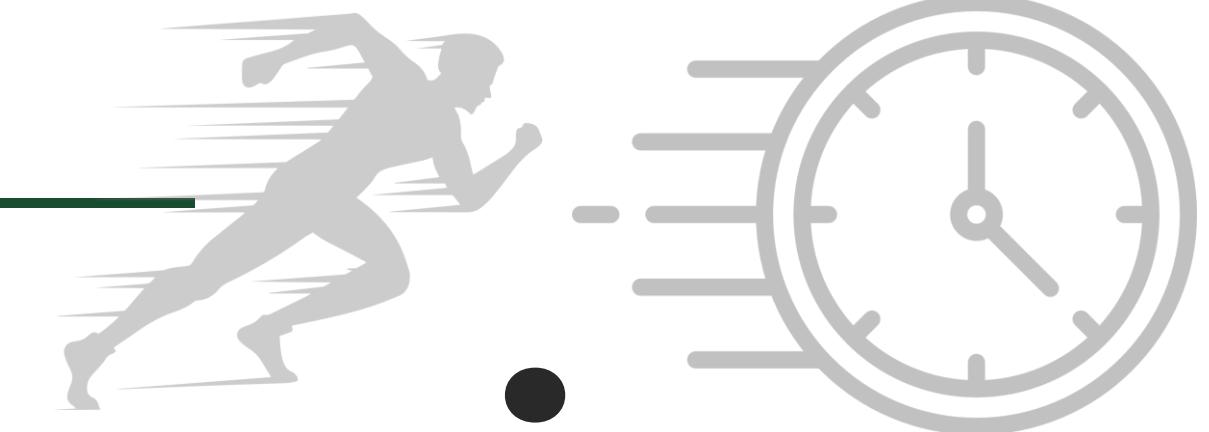
### Package includes:

- Sponsorship for 50 children for the 5Kwalk/run
- Breakfast for the children.
- Transportation of children to and from the event.
- Special mention as a Kids charity sponsor.
- Feather banners in Emancipation park.
- Mentions by MC on race day.
- Group photo of children for post event public relations.

**NB:** Maximum 12 Children Sponsor Packages available.



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# Kingston, Jamaica

## is waiting...

**To be a part of this event, please do not hesitate to contact:**  
**Tomori Tomlinson - (876) 389-4168**  
**Prudence Simpson - (876) 815-0640**  
**Email Address :** kcm@jhta.org | kingstoncityrun@gmail.com

### THE TEAM

**Event Chair:** Nicola Madden-Greig | Chris Jarrett  
**Sponsorship:** Prudence Simpson | Tomori Tomlinson  
**Marketing & Events:** Maurice Bryan | Aldain Reid  
**Registration/Timing:** Alan Beckford  
**Volunteer Management:** Charles Arumselvan