

Sponsorship Opportunities

April 12, 2025





Every year, Tampa International Airport's 5k on the Runway attracts a sold-out crowd of 2,000 participants along with spectators and media. This loyal and family-friendly audience of fitness enthusiasts loves TPA and presents the perfect opportunity to associate your brand with a winning event.

We can tailor sponsorship packages to help you accomplish your goals, from signage to tabling activations to sponsored food/beverage items or other giveaways.

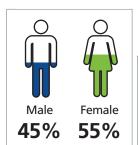
You'll see our participant demographics detailed below.

Since 2012, TPA's 5K on the Runway has raised more than \$1,838,883 for United Way Suncoast. The huge success has been thanks to the participation and support of our community sponsors and airline partners.

<u>Please Note:</u> If your company will be bidding on any Airport business between now and April 2026, we cannot accept your sponsorship.

For a list of upcoming solicitations, please visit www.TampaAirport.com/current-solicitation-opportunities.

2024 5K Facts





TPA spends \$0 on advertising

Race sells out every year – in 2024, sold out in 8 days!

Runners by Age Groups

Under 18 8% 18-29 13% 30-39 **21%**



40-49 **21%** 3

50-64 **30%** Over 65 7%

Top 10 Zip Codes

33626

33543



TPA super fans
(affinity for aviation,
travel, and community)

Average Median Household Income \$109,572



41% are past race participants

Engaged audience that returns year after year.

2025 Registration Fee **\$40**

Sponsorship Levels

Please check one:					
[]	Admiral	\$5,000		
[]	Pilot	\$2,000		
[]	Flight Crew	\$1,000		
ſ	1	Airline Ticket Do	nation		

[] Cash Amount	\$ =
[] In-Kind Item and Quantity	
[] In-Kind Value	\$ _

Sponsor Contact Information

Contact Name:	Phone Number:	
E-Mail Address:		
Mailing Address:		
Company name to be listed as:		
Signed: Print Name:		

To have your company logo included on the race shirts and on event signage, payment and the signed "Sponsorship Opportunities" form must be received by **February 28, 2025.** Please make checks payable to Hillsborough County Aviation Authority.

Please mail sponsorship payment to:

Kelly Figley
Airport Marketing Manager
Tampa International Airport
P.O. Box 22287, Tampa, FL 33622
kfigley@TampaAirport.com
Questions: 813-927-9703

Please email your high-resolution company logo to:

Debbie Stokes at dstokes@TampaAirport.com
Questions: 813-361-5786
(JPG, PDF, EPS vector formats only)

2025 Sponsorship at a Glance

Sponsorship Level	Commitment
Admiral	\$5,000
Pilot	\$2,000
Flight Crew	\$1,000
Airline Ticket Donation	2 roundtrip tickets

Sponsor Benefit	Admiral \$5,000	Pilot \$2,000	Flight Crew \$1,000	Airline Ticket Donation < \$1,000
Access to opt-in email list of runners	√			
Mention at start line	✓			
Logo at finish line	✓			
Logo included in social media post thanking sponsors	√	√		
Logo on signage at race bib pick-up	✓	✓		
Item available at race bib pick-up	✓	✓		
Logo on event signage	✓	✓	✓	✓
Logo on race shirt	✓	✓	✓	✓
Expo opportunity @ 5K	✓	√	✓	✓
Complimentary race registrations	8	6	4	4

Airline partner sponsorship level eligibility is based on the total value of the donation- ticket value and monetary contributions may be combined. Proposed in-kind donations will be evaluated on a case-by-case basis.

Do you plan to exhibit: Y or N Need table: Y or N Need power: Y or N

Item available at race bib pick up: Y or N

^{*} FAA revenue diversion policies require that in-kind donations be a dollar-for-dollar exchange.

Tampa International Airport reserves the right to request documentation to validate the cost/value of in-kind donations.

Future Solicitation Affidavit

Thank you for supporting the Tampa International Airport 5K on the Runway! Your sponsorship will help make this event a huge success.

Proceeds benefit United Way Suncoast, an organization working to create a future of possibilities for everyone in our community.

By signing this form, you are confirming that you/your company do not intend to respond to any solicitations (RFI, RFQ, RFP, ITB, etc.) issued by the Hillsborough County Aviation Authority between now and April 2026.

For a list of current and planned procurement opportunities, please visit www.TampaAirport.com/current-solicitation-opportunities.

Company Name	Date	
Representative Name/Title	Representative Signature	
(please print clearly)		





