



# Sponsorship Opportunities

April 6, 2024



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.

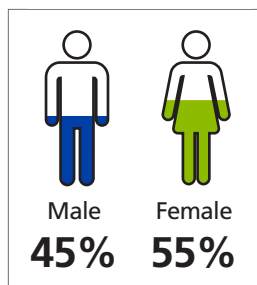
You'll see our participant demographics detailed below.

Since 2012, TPA's 5K on the Runway has raised more than \$648,000 for United Way Suncoast. The huge success has been thanks to the participation and support of our community sponsors and airline partners.

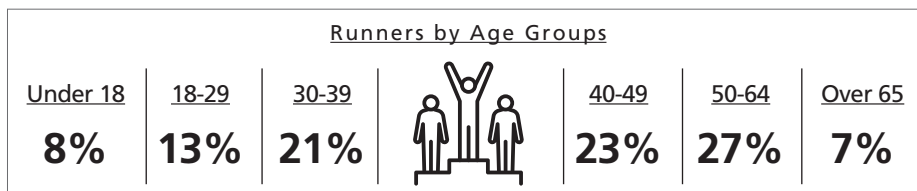
**Please Note:** If your company will be bidding on any Airport business between now and April 2025, we cannot accept your sponsorship.

For a list of upcoming solicitations, please visit [www.TampaAirport.com/current-solicitation-opportunities](http://www.TampaAirport.com/current-solicitation-opportunities).

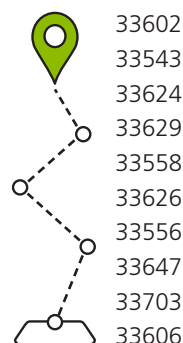
## 2023 5K Facts



TPA spends \$0 on advertising  
Race sells out every year – in 2023, sold out in record 5 days!



### Top 10 Zip Codes



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



33% are past race participants

Engaged audience that returns year after year.



Average Median Household Income **\$104,524**

2024 Registration Fees **\$40**

## Sponsorship Levels

### Please check one:

- ☐ Admiral \$5,000  
☐ Pilot \$2,500  
☐ Co-pilot \$1,500  
☐ Flight Crew \$1,000/In-Kind

### Flight Crew Level only:

- ☐ Cash Amount \$ \_\_\_\_\_  
☐ In-Kind Item \_\_\_\_\_  
☐ In-Kind Value \$ \_\_\_\_\_

\*In-Kind Sponsorship (must equal at least \$1,000 in products and/or services to receive sponsor benefits)

## 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 29, 2024**. 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](mailto:kfigley@TampaAirport.com)  
Questions: 813-927-9703

Please email your high-resolution company logo to:

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

2024 Sponsorship at a Glance

Sponsorship Level	Commitment
Admiral	\$5,000
Pilot	\$2,500
Co-pilot	\$1,500
Flight Crew	\$1,000/In-Kind

Sponsor Benefit	Admiral \$5,000	Pilot \$2,500	Co-Pilot \$1,500	Flight Crew \$1,000/In-Kind
Access to opt-in email list of runners	✓			
Logo at finish line	✓			
Mention at starting line	✓			
Logo/company name on signage at race bib/shirt pick-up (Deadline February 29, 2024)	✓	✓	✓	
Logo on website w/link	✓	✓	✓	
Logo on event signage	✓	✓	✓	
Complimentary race registration	6	4	2	
Item available at race bib/shirt pick-up	✓	✓	✓	✓
Expo opportunity @ 5K	✓	✓	✓	✓
Company name (text only) on t-shirt				✓
Company name (text only) on website w/link				✓
Company name (text only) on event stage				✓

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.  
The 5K on the Runway is sponsored by Tampa International Airport. Proceeds benefit United Way Suncoast.

# *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 2025.

For a list of current and planned procurement opportunities, please visit  
[www.TampaAirport.com/current-solicitation-opportunities](http://www.TampaAirport.com/current-solicitation-opportunities).

---

Company Name

---

Date

---

Representative Name/Title  
(please print clearly)

---

Representative Signature

