



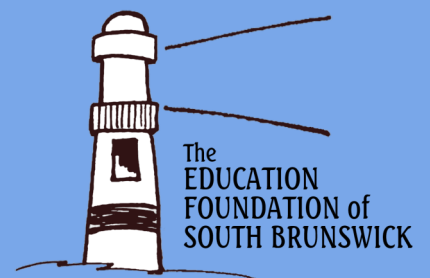
edfoundationsb.org

Sunday, November 2, 2025

Come run, walk or stroll but most
of all come help support the
students and teachers of the
South Brunswick School District!

SPONSORSHIP APPLICATION

Hosted by



About the EFSB 5K & 1 Mile Fun Run & Walk

The Education Foundation of South Brunswick Township, Inc., the 501c3 organization that hosts the EFSB 5K & 1 Mile Fun Run & Walk, invites you to help us help others. Restarted in 2024 (formerly the S.B. Viking Fun Run), the EFSB 5K & 1 Mile Fun Run & Walk has already become a star event in South Brunswick Township. With the support of sponsors, volunteers, participants and donors, we help support the students, staff and schools in the South Brunswick School District.

On behalf of our runner, walkers, and our school district's students and staff, we thank you for considering sponsorship. We look forward to the opportunity to work with you for our 2025 Run/Walk.

Here's a brief overview of the event.

In November of 2024 the Education Foundation of South Brunswick Township celebrated the inaugural 5K & 1 Mile Fun Run & Walk in South Brunswick, N.J.. Because of the Foundation's success with its annual Tour de South Brunswick bike event, the Foundation was urged by township runners to reinstitute a cherished event in South Brunswick, The Viking 5K & 1 Mile Run. The Viking run began in 2004 and "ran" for 13 years. The Foundation Trustees and volunteers heard the request and took up the challenge and in 2024, six years after the last Viking 5K, the EFSB 5K & 1 Mile Fun Run & Walk was initiated.

Mission of the EFSB 5K & 1 Mile Fun Run & Walk

The mission of the EFSB 5K & 1 Mile Fun Run & Walk (EFSB 5K) fundraiser is to:

1. Raise community awareness and funding for the Education Foundation and its programs.
2. Present grants to educational programs in South Brunswick schools.
3. Encourage wellness through running & walking.

In support of our mission, the Education Foundation of South Brunswick Township, Inc. will host its annual running/walking event the EFSB 5K & 1 Mile Fun Run & Walk on Sunday, November 2, 2025, at the South Brunswick High School in South Brunswick, New Jersey. For more information, visit edfoundationsb.org/5k.

The EFSB 5K & 1 Mile Fun Run & Walk consists of:

- A 5K run or walk through the tree lined neighborhood streets of South Brunswick (1 water stop)..
 - A 1 Mile course around the South Brunswick High School Campus..
- ★ Runners, walkers, baby strollers and wheelchairs are welcome! (*No pets, please.*)
 - ★ 5K & 1 Mile Fun Run/Walk start & finish at South Brunswick High School.
 - ★ Event t-shirt is guaranteed for 5K pre-registrations by October 15, 2025. After that only while supplies last.
 - ★ Awards to top male and female 5K participants, and the top three male and female 5K finishers in the following age groups: 1-10, 11-14, 15-19, 20-29, 30-39, 40-49, 50-59, 60-69, 70-79 & 80+ . All participants 10 years old and under will receive a race ribbon (while supplies last).
 - ★ Awards for top male and female South Brunswick School District Staff Member.
 - ★ This race is professionally scored by Elite Racing Systems using a chip timing system. Results are posted immediately after the race.

About The Education Foundation



The Education Foundation of South Brunswick Township, Inc. (a non-profit corporation) was founded in August 2009. It is the Ed. Foundation's mission to promote and provide education support and opportunities in the South Brunswick School District through innovative programs and projects. The Ed. Foundation supports over 8000 students per year in classrooms, physical education, arts and athletics through its philanthropic programs. To date the Ed. Foundation has awarded over \$313,000 to the South Brunswick School District and its students.

For more information or to donate, please visit edfoundationsb.org.

Who Participates in the EFSB 5K & 1 Mile Fun Run/Walk?

Our event offers sponsors the opportunity to communicate and interact with a diverse group of people of all ages and from many communities.

Participants range in age from 4 to 75-years-old. A majority of our participants (around 60 percent) live in South Brunswick. The remaining riders come from all over Middlesex and Mercer counties.

Sponsorship Opportunities

Attached are the sponsorship opportunities for the EFSB 5K & 1 Mile Fun Run/Walk. For information or questions about becoming a sponsor, please contact us at **5k@edfoundationsb.org**. We look forward to discussing sponsorships with you and customizing, as needed, to best meet your goals and ours.

Other Ways to Help:

Supporting Organizations

Supporting organizations can assist the event by donating items needs to support the event through in-kind donations, sponsorships, volunteering or event promotion.

Some examples include:

- Offering discounted registrations rates to groups in exchange for event cross-promotion.
- Social media cross-promotion.
- Cross-promotion though email.

In Short, we want to get more runners and walkers and raise more money to support the South Brunswick School District. If you have a suggestion for how we can work with your organization to achieve this goal, let's talk!

Media Sponsors

Media Sponsors help us gain visibility by creating positive publicity and heightened awareness of our mission. Through electronic, print or broadcasting outlets, Media Sponsors have the unique advantage of exposure to a wide demographic of consumers.

In-Kind Donations

The EFSB 5K & 1 Mile Fun Run & Walk In-Kind sponsorships are available for companies offering products or services in exchange for sponsorships. Companies will provide the EFSB 5K & 1 Mile Fun Run & Walk with a fair market estimated value of in-kind donations. Opportunities include:

- | | | |
|----------------|----------------------|--------------------------|
| • Advertising | • Food and Beverages | • Fundraising Incentives |
| • Raffle Items | • Entertainment | • Signage |
| • Awards | • Technical Support | |

For information or questions about our exclusive opportunities or becoming a supporting organization, please contact us at **5k@edfoundationsb.org**.

Logo/Graphics Submission Guidelines

- All logos and company names will be printed in single color on event t-shirt (if applicable).
- For logos, we accept JPEG, TIFF, PNG and PDF files with resolution of at least 300 DPI. For best quality please email logos to 5k@edfoundationsb.org when submitting sponsorship form.





SPONSORSHIP OPPORTUNITIES

**The Education Foundation of
South Brunswick Township's**

5K & 1 MILE FUN RUN/WALK

**Sunday, November 2, 2025
South Brunswick High School**

Event Schedule: (Rain or Shine)

7:00 AM	Sponsor Set-Up
8:00 AM	Registration
9:00 AM	Opening Ceremony
9:10 AM	1 Mile Begins
10:00 AM	5K Begins
11:00 AM	Awards Presentation

**All proceeds benefit the
Education Foundation of South
Brunswick Township Supporting
South Brunswick Public
Schools!**

For more information, please contact
us at 5K@edfoundationsb.org or visit
us at edfoundationsb.org.

Platinum sponsorship must be received before September 1, 2025. All other sponsorships must be received before September 30, 2025 to be included on race t-shirt.

\$2500 PLATINUM SPONSORSHIP

- Listed a Platinum sponsor with prominent, hyperlinked logo on the RunSignUp registration page, social media and participant emails.
- Sponsor logo with prominent, hyperlinked logo on Ed. Foundation home page for twelve months.
- Company logo on 1st tier of race t-shirt.
- Table and two chairs provided at event for advertising.
- Special PA announcement before race and at awards presentation.
- 5 complimentary 5K/Walk entries with race t-shirts.

\$1000 GOLD SPONSORSHIP

- Listed a Gold sponsor with prominent, hyperlinked logo on the RunSignUp registration page, social media and participant emails.
- Sponsor logo with prominent, hyperlinked logo on Ed. Foundation home page for six months.
- Company logo on race t-shirt.
- Table and two chairs provided at event for advertising.
- Special PA announcement before race and at awards presentation.
- 3 complimentary 5K/Walk entries with race t-shirts.

\$500 SILVER SPONSORSHIP

- Listed a Silver sponsor with prominent, hyperlinked logo on the RunSignUp registration page, social media and participant emails.
- Sponsor logo with prominent, hyperlinked logo on Ed. Foundation home page for 3 months.
- Company logo on race t-shirt.
- Table and two chairs provided at event for advertising.
- Special PA announcement before race and at awards presentation.
- 2 complimentary 5K/Walk entries with race t-shirts.

\$250 BRONZE SPONSORSHIP

- Listed a Bronze sponsor with prominent, hyperlinked logo on the RunSignUp registration page, Ed. Foundation home page, EFSB 5K page, social media and participant emails.
- Company name on race t-shirt.
- Table and two chairs provided at event for advertising.
- 2 complimentary race t-shirts.

\$200 WATER STATION SPONSOR (Only one available)

- Listed sponsor with hyperlinked logo on the RunSignUp registration page, Ed. Foundation home page, EFSB 5K page, social media and participant emails.
- Company name on race t-shirt.

\$150 EVENT TABLE

- Table and two chairs provided at event for advertising.



The Education Foundation of South Brunswick Township, Inc. is a non-profit 501(c)(3) organization (Tax I.D. 32-0258888). Gifts are deductible to the full extent of the law. P.O. Box 644 • Monmouth Junction, NJ 08852



**The Education Foundation of
South Brunswick Township's**

5K & 1 MILE FUN RUN/WALK

**Sunday, November 3, 2025
South Brunswick High School**

Event Schedule: (Rain or Shine)

7:00 AM	Sponsor Set-Up
8:00 AM	Registration
9:00 AM	Opening Ceremony
9:10 AM	1 Mile Begins
10:00 AM	5K Begins
11:00 AM	Awards Presentation

**All proceeds benefit the Education
Foundation of South Brunswick
Township Supporting South
Brunswick Public Schools!**

**Platinum sponsorship must be received
before September 1, 2025. All other
sponsorships must be received before
September 30, 2025 to be included on
race t-shirt.**

For more information, please contact us at
5K@edfoundationsb.org
or visit us at edfoundationsb.org.

Yes, I want to sponsor the EFSB 5K!

_____ **\$2500 PLATINUM SPONSORSHIP**

_____ **\$1000 GOLD SPONSORSHIP**

_____ **\$500 SILVER SPONSORSHIP**

_____ **\$250 BRONZE SPONSORSHIP**

_____ **\$200 WATER STATION SPONSOR**
Contact 5k@edfoundationsb.org for availability.

_____ **\$150 EVENT TABLE**

_____ **Other Donation \$ _____**

Sponsor Information (please print):

Organization/Sponsor Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

Contact Name: _____

Contact Phone: _____

Contact E-Mail: _____

How have you submitted your logo (if applicable)?

☐ I have e-mailed my artwork to 5k@edfoundationsb.org.

☐ Use artwork from my 2024 sponsorship.

Amount enclosed*: \$ _____ Check #: _____

Signature: _____

Include sponsor name printed exactly as you want it to appear on t-shirt.
EFSB will contact sponsors with t-shirt logo specifications.

*If you wish to pay by credit/debit card please contact
5k@edfoundationsb.org for procedure.

Make checks payable to:
Ed. Foundation of S. Brunswick Twp., Inc.

Mail sponsorship form along with payment to:
EFSB 5k Sponsorship
P.O. Box 644
Monmouth Junction, NJ 08852



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