

Santa HUSTLE

RACE SERIES

2026

JOHNSON CITY, TN

DECEMBER 19, 2026

SPONSORSHIP OPPORTUNITIES

RUN THE HOLIDAYS



A national holiday race series bringing runners, families, and communities together each December.

The Santa Hustle® Race Series transforms race day into a festive holiday experience. Across markets nationwide, thousands of runners and walkers come together in Santa gear to run, celebrate, take photos, and create holiday traditions with family and friends.

More than a race, Santa Hustle is an experience designed to be social, visual, memorable, and highly shareable—creating natural opportunities for brands to become part of the celebration.

- **National Race Series**
- **Thousands of Annual Participants**
- **Highly Social + Shareable Experience**
- **Established Holiday Tradition**

IN YOUR COMMUNITY





A national experience with a distinctly local connection.

Johnson City, TN
Saturday, 12/19/2026

A distance for everyone:
10K, 5K, and Kids Dash

COMMUNITY IMPACT

- 500+ Local and Regional Participants
- Runners, Families and Spectators
- Annual Community Tradition

Santa Hustle® Johnson City brings the excitement of the national race series directly to the local community, welcoming runners, walkers, families, spectators, and volunteers for a festive race-day experience.

For sponsors, that means an opportunity to connect with participants where they live, run, shop, work, and celebrate—through meaningful brand visibility, face-to-face engagement, and memorable race-day experiences.

REACH AN ENGAGED AUDIENCE







A national event designed for visibility, engagement, and repeat exposure.

The Santa Hustle® Race Series offers brands a unique opportunity to connect with an active, social, and high-value audience during the most commercially important time of year. Local sponsors benefit from both in-person engagement and extended digital visibility.

Santa Hustle Race Series is part of a national portfolio of endurance events, producing more than 50 races annually. Each event is executed with a consistent operational model, ensuring a reliable and professional experience for participants and partners.

Sponsors gain access to a highly engaged holiday audience:

70%	FEMALE PARTICIPANTS
19-49	CORE DEMOGRAPHIC AGES
$100K	AVERAGE HOUSEHOLD INCOME
GENZ	STRONG PARTICIPATION

NATIONAL REACH. LOCAL CONNECTION.

Santa Hustle is part of an experienced national event portfolio producing more than 50 races annually. Our established event platform gives partners the opportunity to begin with a single local market—or expand their partnership across multiple Santa Hustle destinations.

Start local. Grow nationally.

LOCAL SPONSORSHIPS



- Category Exclusivity
- Premier Logo Placement on Event Website
- Partnership Announcement Press Release
- Dedicated Sponsor Email
- Featured Inclusion in Participant Emails
- Featured Social Media Recognition
- Race-Day Announcements
- Premium Start/Finish Line Signage
- Premium Expo & Race-Day Activation Space 20x20
- Product Sampling & Promotional Item Distribution
- 10 Complimentary Race Entries
- Exclusive Friends & Family Discount Code
- Post-Event Recognition

$15,000



- Promenent Logo Placement on Event Website
- Dedicated Sponsor Email
- Inclusion in Participant Emails
- Featured Social Media Recognition
- Race-Day Announcements
- Start/Finish Line Signage
- Premium Expo & Race-Day Activation Space 10x20
- Product Sampling & Promotional Item Distribution
- 5 Complimentary Race Entries
- Exclusive Friends & Family Discount Code
- Post-Event Recognition

$7,500



- Promenent Logo Placement on Event Website
- Featured Sponsor Email
- Inclusion in Participant Emails
- Social Media Recognition
- Race-Day Announcements
- Start/Finish Line Signage
- Expo & Race-Day Activation Space 10x10
- Product Sampling & Promotional Item Distribution
- 3 Complimentary Race Entries
- Exclusive Friends & Family Discount Code
- Post-Event Recognition

$5,000

Sponsorships can be tailored to align with your brand's goals, with opportunities available at one or multiple Santa Hustle events.

LOCAL SPONSORSHIPS

Sponsorships can be tailored to align with your brand's goals, with opportunities spanning one or multiple events. **All sponsors receive recognition across event communications, inclusion in digital promotions, and opportunities for on-site or promotional engagement, in addition to the benefits below.**



- Logo Placement on Event Website
- Inclusion in Participant Emails
- Social Media Recognition
- Race-Day Announcements
- Race-Day Activation Space 10x10
- Product Sampling & Promotional Item Distribution
- 2 Complimentary Race Entries
- Post-Event Recognition

$2,500



- Logo Placement on Event Website
- Social Media Recognition
- Race-Day Announcements
- Race-Day Activation Space 10x10
- Product Sampling & Promotional Item Distribution
- 1 Complimentary Race Entry
- Post-Event Recognition

$1,000



- Logo Placement on Event Website
- Social Media Recognition
- Race-Day Announcements
- Race-Day Activation Space 10x10
- Product Sampling & Promotional Item Distribution
- Post-Event Recognition

$500

Don't see the perfect fit? We'd love to create something just for you. Custom partnerships and activations can be designed around your brand, audience, and marketing goals.

MAKE THE EXPERIENCE YOURS

Bring your partnership to life.

Select sponsorship levels include the opportunity to choose a featured race experience or activation that aligns with your brand. From the finish line to festive experiences throughout race weekend, these opportunities give your brand a memorable way to connect with Santa Hustle participants.



Choose One Featured Experience

- Finish Line Experience
- Kids Dash Presented By
- Holiday Photo Experience
- Post-Race Treat Experience
- Packet Pickup Presented By



Choose One Event Experience

- Kids Dash Presented By
- Holiday Photo Experience
- Post-Race Treat Experience
- Packet Pickup Presented By



Choose One Community Activation

- Costume Contest
- Water Station Sponsored By
- Finish Line Cheer Zone



Choose One Event Experience

- Race-Day Vendor Activation
- On-course Cheer Zone
- Mile Marker Experience



In-Kind Sponsor Opportunities

- Product Sampling (minimum serving required)
- Participant Offer or Coupon
- Promotional Item Distribution

Have something else in mind?

We love creating partnerships that feel natural to your brand. From product sampling and employee engagement to custom race-day experiences, our team can build an activation designed around your goals.

Sponsorship Form

Use one of the options below to secure your sponsorship.

Reserve Online

santahustle.com/sponsor

OR

Submit by Email or Mail

Payable to:
Santa Hustle Race Series
21215 FM 529, Ste. 710
Cypress, TX 77433

To secure your sponsorship, complete the form and return it to our team. Payment can be arranged by invoice, check, or credit card.

Sponsor Name	
Sponsor Address	
Contact Person / E-mail / Phone	

Sponsorship Level & Activation		**Event Location**	

Participation Options (select all that apply):
☐ Attend race day (provide own setup)
☐ Provide promo item or offer

Please email your logo and any questions to Randi Schooley at **randi@santahustle.com**. A formal sponsorship agreement and invoice will be provided upon confirmation.

Signature

Date



RUN WITH US

Put Your Brand at the Center of the Holiday Experience

Let's build a partnership that works for your brand.

Connect With Our Team

Randi Schooley

randi@santahustle.com

281-965-5335

santahustle.com

Santa Hustle

5K SERIES

SantaHustle SantaHustle Santa.Hustle