

Santa HUSTLE

RACE SERIES

2026

SPONSORSHIP OPPORTUNITIES

20,000+ Participants
Multiple Markets
One National Holiday Experience

RUN THE HOLIDAYS



One holiday tradition. Multiple markets. Thousands of opportunities to conect.

The Santa Hustle® Race Series brings thousands of runners and walkers together each December for a one-of-a-kind holiday experience across markets nationwide.

Participants don't simply show up to race—they arrive ready to celebrate. Festive apparel, holiday entertainment, photo-worthy moments, family participation, and post-race festivities create an experience designed to be social, memorable, and highly shareable.

For national partners, Santa Hustle creates an opportunity to become part of that experience across multiple communities through one coordinated partnership.

- **20,000+ Annual Participants**
- **Multiple U.S. Markets**
- **Highly Social + Shareable Experience**
- **Consistent National Brand Platform**

NATIONAL FOOTPRINT



One partnership. Multiple markets. A full season of holiday engagement.

Santa Hustle® activates across multiple U.S. markets throughout December, giving partners the opportunity to build repeated brand exposure during the heart of the holiday season.

Each event follows a consistent Santa Hustle experience while maintaining a strong connection to its local community—giving national partners the efficiency of a unified partnership with the impact of local engagement.

SANTA'S COMIN' TO TOWN

- **Virtual Run — December**
- **Chicago, IL — December 5**
- **Dallas, TX — December 5**
- **Austin, TX — December 6**
- **Indianapolis, IN — December 6**
- **Roseville, CA — December 13**
- **San Antonio, TX — December 13**
- **Glendale, AZ — December 13**
- **Johnson City, TN — December 19**
- **Orlando, FL — December 19**
- **Galveston, TX — December 20**

REACH AN ENGAGED AUDIENCE







Connect with active consumers during one of the most social and commercially important times of the year.

Santa Hustle® gives national partners access to an active, engaged audience across multiple markets through a combination of digital exposure and in-person experiences.

The concentrated December schedule creates repeated opportunities for brand interaction—from registration and pre-race communications to packet pickup, race-day activation, participant experiences, and post-event engagement.

Sponsors gain access to a highly engaged holiday audience:

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

MORE THAN LOGO PLACEMENT.
National partnerships can integrate digital promotion, participant communications, product sampling, experiential activation, employee engagement, and on-site visibility across the Santa Hustle Race Series.

BUILT FOR BRAND ENGAGEMENT

Connect before, during and after race day.

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.

DIGITAL

- Event Websites
- Participant Emails
- Social Media
- Registration Journey

EXPERIENTIAL

- Race-Day Activations
- Product Sampling
- Branded Experiences
- Start & Finish Visibility

PARTICIPANT ENGAGEMENT

- Exclusive Offers
- Race Entries
- Friends & Family Discounts
- Giveaways & Promotions

NATIONAL REACH

- Multi-Market Presence
- Consistent Brand Integration
- Category Exclusivity*
- Custom Campaign Opportunities

One partnership gives your brand the ability to connect with participants across multiple touchpoints and multiple markets throughout the holiday season.

MULTI-MARKET PARTNERSHIPS

Choose the markets that matter most to your brand.

Connect with Santa Hustle participants across multiple communities with a partnership designed around your target markets. Select the level and locations that best align with your brand's audience, campaign goals, and geographic priorities.



Up to 5 Selected Markets

- Premium Logo Placement
- Participant Email Inclusion
- Social Media Recognition
- Race-Day Announcements
- Start/Finish Line Signage
- Expo & Race-Day Activation
- Product Sampling & Promotional Items
- Complimentary Race Entries
- Friends & Family Discount Code
- Post-Series Recognition

$50,000



Up to 2 Selected Markets

- Logo Placement on Event Website
- Participant Email Inclusion
- Social Media Recognition
- Race-Day Announcements
- Event Signage
- Expo & Race-Day Activation
- Product Sampling & Promotional Items
- Complimentary Race Entries
- Friends & Family Discount Code
- Post-Event Recognition

$25,000



- National Partner Recognition
- Logo Placement on Event Website
- Inclusion in Select Participant Communications
- Social Media Recognition
- Product Sampling Opportunities
- Product Integration at Participating Events
- Sponsor-Provided Signage at Product Distribution Areas
- Participant Offer or Promotional Insert
- Post-Series Recognition

$10,000
+ PRODUCT VALUE

Custom Partnerships: Opportunities can be tailored to align with specific markets, activation strategies, or campaign goals.

*In-kind partnerships are based on mutually agreed-upon product value, quantity, distribution, and participating markets. Product must be approved in advance and delivered according to event timelines and specifications.

Looking for a single-city opportunity?
Ask about local sponsorship options.

PRESENTING PARTNER

Own the season.

The premier national partnership of the Santa Hustle® Race Series.
The Presenting Partner receives our highest level of visibility and integration across the Santa Hustle Race Series, connecting your brand with participants throughout the entire holiday season and across every participating market.



NATIONAL REACH

- Presence Across All Participating Santa Hustle Markets
- Category Exclusivity
- Premier Logo Placement
- Presenting Partner Recognition

DIGITAL & MARKETING

- Partnership Announcement
- Dedicated Sponsor Emails
- Featured Participant Email Inclusion
- Featured Social Media Recognition
- Website & Registration Visibility

RACE-DAY EXPERIENCE

- Premium Start/Finish Branding
- Race-Day Announcements
- Premium Activation Space
- Product Sampling Opportunities
- Custom Branded Experience

PARTICIPANT ENGAGEMENT

- Complimentary Race Entries
- Friends & Family Discount Code
- Participant Offers & Promotions
- Post-Series Recognition

LET'S MAKE IT YOURS

Our Presenting Partner works directly with the Santa Hustle team to develop a custom national activation designed around the brand's objectives, audience, and campaign goals.

Custom National Partnerships: Looking for expanded naming rights, product integration, or a larger national activation? Let's build it together.

MAKE THE EXPERIENCE YOURS

Bring your brand to life across the Santa Hustle® Race Series.

Select national partnership levels include the opportunity to make an experience your own. Choose an activation that aligns with your brand and bring it to life across your selected Santa Hustle markets—creating a consistent, memorable connection with participants throughout the holiday season.

FEATURED EXPERIENCES

- Finish Line Experience
- Put your brand at one of the most celebrated and photographed moments of race day.
- Holiday Photo Experience
- Become part of a highly shareable Santa Hustle moment designed for participants, families, and social sharing.
- Kids Dash Presented By
- Connect your brand with families through one of the most festive experiences of race weekend.
- Packet Pickup Presented By
- Reach participants before race day through branding and activation at packet pickup.
- Post-Race Treat Experience
- Integrate your brand into the celebration with hot chocolate, snacks, treats, or another festive finish-line experience.

ON-COURSE + PARTICIPANT EXPERIENCES

- Holiday Cheer Zone
- Create a branded high-energy experience along the course.
- Water Station Experience
- Brand a participant touchpoint with signage, volunteers, product integration, or sampling where appropriate.
- Merry Mile
- Own a designated mile of the course with signage, holiday décor, entertainment, or brand activation.
- Product Sampling Experience
- Place your product directly into participants' hands at packet pickup, race day, or the finish-line festival.
- Participant Offer
- Extend the relationship beyond race day with a special offer, promotion, or incentive for Santa Hustle participants.

In-Kind Partner
$10,000+
Product Value

Product integration and sampling opportunities based on product quantity, value, and participating markets

Supporting Partner
$25,000

Choose one (1) On-Course or Participant Experience across selected markets.*

Series Partner
$50,000

Choose one (1) Featured Experience across selected markets.*

Presenting Partner
Starting at $100,000

Work with our team to develop a custom full-series activation designed around your brand and campaign goals.

Experiences are subject to availability, venue requirements, product category, and market-specific restrictions. One Make It Yours experience is included per qualifying partnership unless otherwise agreed.

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

- ☐ Presenting Partner
- ☐ Series Partner
- ☐ Supporting Partner
- ☐ National In-Kind Partner
- ☐ Custom Partnership

Participation Options (select all that apply):

- ☐ Race-Day Activation
- ☐ Product Sampling
- ☐ Employee Engagement
- ☐ Digital Promotion
- ☐ Participant Offers
- ☐ Custom Brand Experience

Signature

Date

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



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

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