

CRUSH N' RUN



8TH ANNUAL BEACH 5K

SPONSORSHIP PACKET

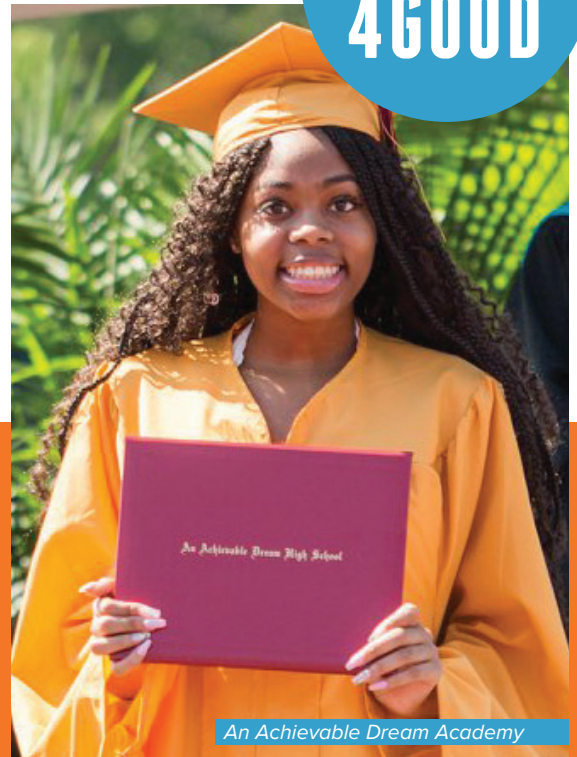
CRUSH N' RUN GIVES BACK!

#CRUSH
4GOOD

Seven years ago the South End Trifecta of *Waterman's, Chix, and The Shack* created Crush N' Run, a 5K beach run that would celebrate the Orange Crush, bring the community together, and allow us a way to continue donating to local charities and organizations. Each of our venues participates in this day-and-a-half of events and attractions to bring customers to the oceanfront and to provide max exposure for your organization, all while supporting a healthy lifestyle and local charities.

"An Achievable Dream lets me know that there are many people that care for me, like the sponsors that support us. As I look ahead to graduating in 2025, I am motivated to become a first generation college graduate and then an entrepreneur!"

– Jordyn, student at An Achievable Dream in Virginia Beach

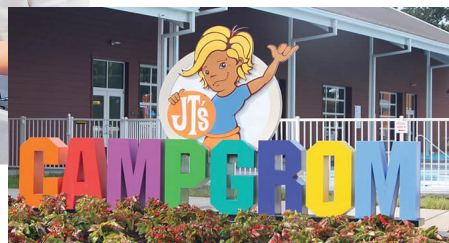


An Achievable Dream Academy

Through staff dedication, our runners, and support from sponsors like you, the South End Trifecta has helped us raise over \$630,000. The money raised has been donated to the building of Waterman's Dream Lake at "Camp Grom" in Virginia Beach. In addition to Camp Grom, we've been proud to dedicate fundraising efforts over the years to other local charities: *Grommet Island Park* (just a stone's throw from Waterman's), *Surfer's Healing, the Children's Hospital of the King's Daughters, The American Cancer Society, The Sinkinson Dyslexia Foundation, The Center for Sexual Assault Survivors, An Achievable Dream Academy* located right in our own backyard, the *Virginia Beach Tragedy Fund, Waterman's Dream, and the Eliza Hope Foundation.*



The Eliza Hope Foundation



CRUSH N' RUN

PROUDLY PRESENTED BY:



The 8th Annual Crush N' Run Beach 5K will proudly announce our 2024 charity partners in the coming weeks! We're actively searching for local organizations in need of monetary support to continue their pursuit of leaving lasting positive impacts on our communities.

CRUSH N' RUN



FRIDAY, APRIL 12TH:

CRUSH N' RUN PACKET PICK UP AT THE SHACK

REGISTRATION AND/OR PACKET PICK UP
4PM-7PM AT THE SHACK

PRE-RACE PARTY AT CHIX ON THE BEACH

LIVE MUSIC IN THE BAR
9PM 'TIL CLOSE

SATURDAY, APRIL 13TH:

CRUSH N' RUN 5K BEACH RUN

REGISTRATION AND/OR PACKET PICK UP
8AM-10:00AM AT THE SHACK
5K BEACH RUN: 10:30AM
PRE & POST PARTY AT THE SHACK

AFTER PARTY

AT THE SHACK

BRUNCH AT CHIX ON THE BEACH

9AM 'TIL 1PM

[CHECK OUT THE 2024 MAP!](#)

ESTIMATED ATTENDANCE:

5K BEACH RUN & AFTER PARTY - 3,500

TARGET AUDIENCE:

WOMEN, YOUNG ADULTS AGED 21-34,
EXISTING RESTAURANT CUSTOMER BASE

SPONSORSHIP OPPORTUNITIES

GET INVOLVED AND

#CRUSH
4GOOD

ORANGE - SPOTLIGHT PARTNER

INVESTMENT: \$5,000

Your logo on all official race photography to be disseminated to race goers through social media, email, and website directly reaching more than 2.5 million consumers nationwide **March 15th deadline*

Targeted social media & email marketing opportunities plus paid digital advertising

10X10 booth space for your pop-up tent at The Shack at packet pick-up on Friday (optional) and on race day

Ability to hang signage (you provide; must be submitted at least 2 weeks prior to race day) at start/finish line and after party

Giveaway in swag bags (you provide; must be submitted at least 2 weeks prior to race day)

10 complimentary race registrations

GRAPEFRUIT - SWAG BAG SPONSOR

INVESTMENT: \$5,000

Your logo on all swag bags to be disseminated to race goers on race day directly reaching more than 2,500 consumers **March 15th deadline*

Targeted social media & email marketing opportunities plus paid digital advertising

10X10 booth space for your pop-up tent at The Shack at packet pick-up on Friday (optional) and on race day

Ability to hang signage (you provide; must be submitted at least 2 weeks prior to race day) at start/finish line and after party

Giveaway in swag bags (you provide; must be submitted at least 2 weeks prior to race day)

10 complimentary race registrations

LIME - PRESENTING PARTNER

INVESTMENT: \$2,500

Your logo on volunteer shirts worn at packet pick-up both days, along the course on race day and at the after party

Targeted social media & email marketing opportunities plus paid digital advertising

10X10 booth space for your pop-up tent at The Shack at packet pick-up on Friday (optional) and on race day

Ability to hang signage (you provide; must be submitted at least 2 weeks prior to race day) at start/finish line and after party

Giveaway in swag bags (you provide; must be submitted at least 2 weeks prior to race day)

10 complimentary race registrations

LEMON - SUPPORTING PARTNER

INVESTMENT: \$500

10X10 booth space for your pop-up tent at The Shack on race day

Ability to hang signage at the start/finish line and after party (you provide; must be submitted at least 2 weeks prior to race day)

Giveaway in swag bags (you provide; must be submitted at least 2 weeks prior to day)

1 complimentary race registration

CHERRY - PARTICIPATING PARTNER

INVESTMENT: \$250

Your message and/or logo on an 18x24 hand held sign, carried by volunteers along the boardwalk and beach portion of the race course

LOOKING FOR A CUSTOMIZED OPPORTUNITY?

CONTACT US AT CRUSHNRUNVB@GMAIL.COM OR 757-778-5468 AND WE'LL WORK WITH YOU TO BUILD A CUSTOM PACKAGE!

SPONSORSHIP OPPORTUNITIES

GET INVOLVED AND

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AFTER-PARTY SPIRIT SPONSOR

INVESTMENT: \$5,000

Opportunity for volunteers & staff to wear your branded apparel

Ability for separate, branded bar category at the CNR After Party

On-site brand activation available in 10X10 booth space or experiential opportunities tailored to your business marketing goals

Ability to hang signage at start/finish line and after party.

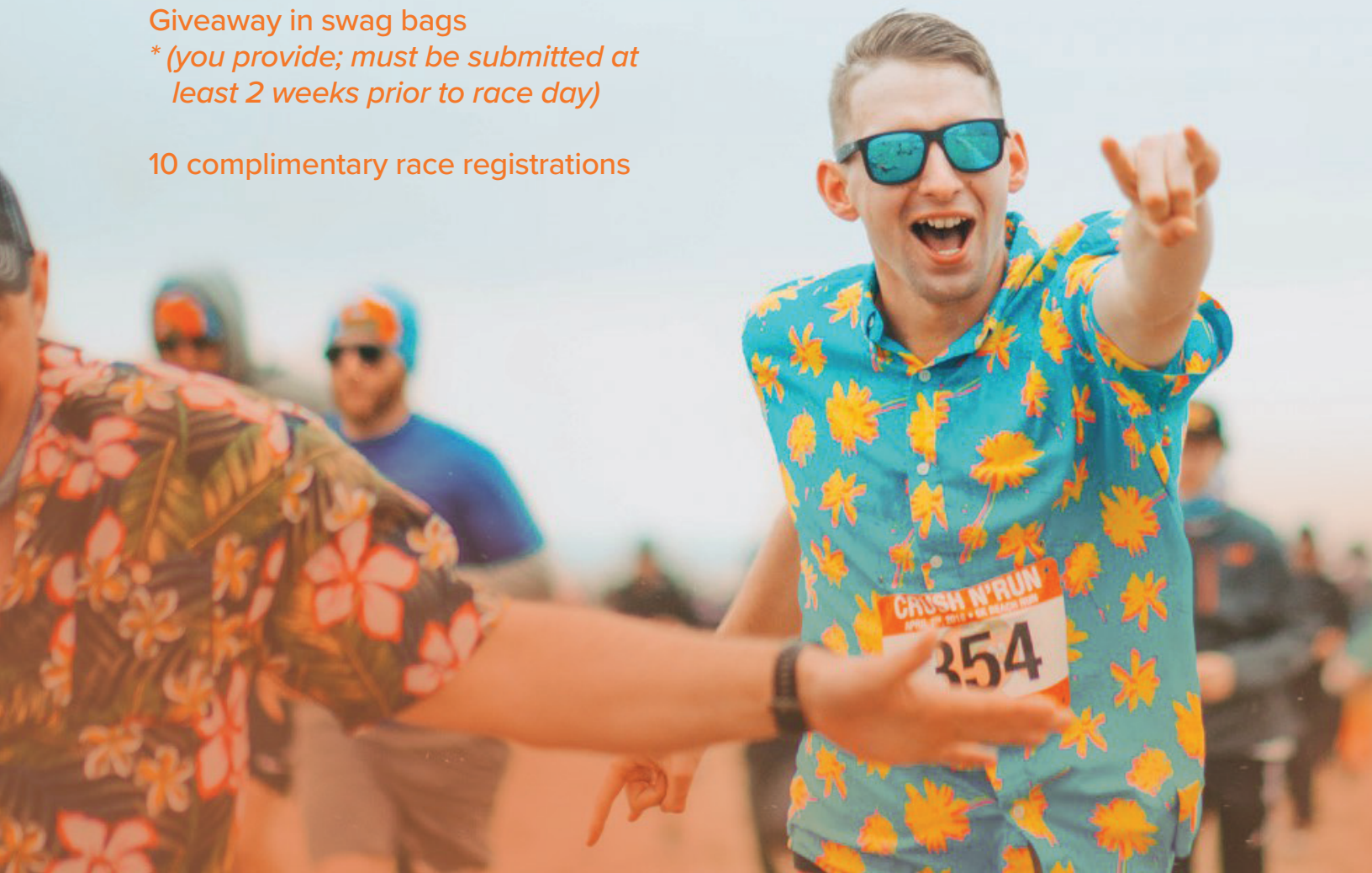
**(you provide signage; must be submitted at least 2 weeks prior to race day)*

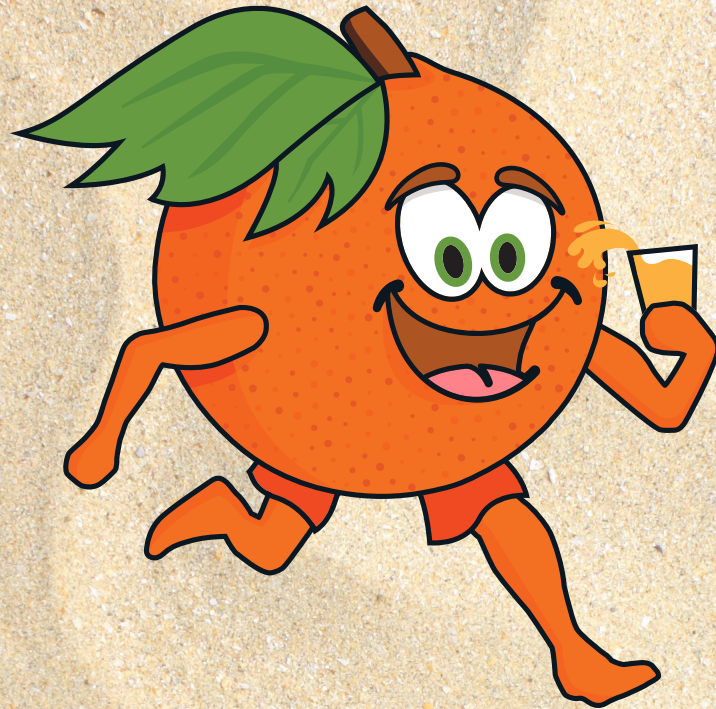
Targeted social media & email marketing opportunities reaching over 2.5 million people nationwide, plus paid digital advertising

Giveaway in swag bags

**(you provide; must be submitted at least 2 weeks prior to race day)*

10 complimentary race registrations





**IF YOU ARE INTERESTED IN SPONSORING
OR WANT MORE INFORMATION,
PLEASE EMAIL US AT CRUSHNRUNVB@GMAIL.COM
OR GIVE US A CALL AT 757-778-5468.**