

CHARGERS 5K



MARCH
21
2026

COLUMBIA STATE COMMUNITY COLLEGE WILLIAMSON CAMPUS

SPONSORSHIP OPPORTUNITIES

Columbia State is partnering with Run Nash for the **Chargers 5K**! The goal of this event is to bring the community onto the **Williamson County Campus** and to provide support for the students and the campus.

The **Chargers 5K** will also include a **fun run/walk** for all ages and a **Chargers Trot** for kids up to 10 years of age.

PRESENTING SPONSOR (1 AVAILABLE): **ATMOS ENERGY**

Includes 4 race entries

Marketing and recognition from August 2025 through end of March 2026:

Pre-Race to 5K:

- Email notifications
 - Save-the-Date emails (August and January)
 - Foundation database – approximately 8,000
 - RunNash database – approximately 35,000
 - Email signature artwork that points to the event page for updated information
 - College personnel emails
 - Available for sponsor to use/promote
 - Registration emails
 - Foundation database
 - RunNash
- Media marketing
 - College website
 - Radio announcements
 - Social media
 - Chamber announcements
- Print media marketing
 - Flyers
 - Yard signs – save the date
- Registration Packet Pick Up Day – signage at pickup location

Sponsorship details continued on the next page.

POWERED BY **ATMOS**
energy.



Questions? Contact Rick Graham: 615.479.1942 or rgraham10@ColumbiaState.edu.
Columbia State Community College Foundation is a 501(c)(3) non-profit corporation. Columbia State Community College, a Tennessee Board of Regents institution, is an EOE educational institution.

PRESENTING SPONSOR, CONTINUED

Day of Race:

- Media marketing
 - Numerous announcements from stage
 - Social media
- Print media marketing
 - Prominent signage in numerous locations
 - Name/logo on...
 - The Chargers 5K START and FINISH Lines
 - The stage
 - T-shirts
 - On-site branded table/tent at event (to be hosted/decorated by sponsor)
 - Participate in day of (TBD)

Post-Race:

- Media marketing
 - College website
 - Social Media
 - Foundation enewsletter
 - Thank you email to participants
 - President's Annual Report

STAGE SPONSOR (1 AVAILABLE): \$3000

- Name/logo on:
 - Stage
 - T-shirt
- Day of race verbally recognized from stage
- Recognized post-race:
 - Social media
 - College website
 - Foundation enewsletter
 - President's Annual Report

CHARGERS WALK SPONSOR (1 AVAILABLE): \$2,500

The Chargers Walk is a one-mile walk/fun run available to anyone.

- Name/logo on:
 - Signage at the Chargers Walk beginning line
 - T-Shirt
- Sponsorship announced at beginning of Chargers Walk race
- Recognized post-race:
 - Social media
 - College website
 - Foundation enewsletter
 - President's Annual Report





CHARGERS TROT SPONSOR (1 AVAILABLE): \$2,500

The Chargers Trot is a stick-horse trot for kids up to age 10.

- Name/logo on:
 - The Chargers Trot START LINE
 - T-Shirt
- Day of race verbally recognized from stage
- Recognized post-race:
 - Social media
 - College website
 - Foundation enewsletter
 - President's Annual Report

Medal Sponsor (1 Available): \$2,000

- Name/logo on:
 - Signage at medal presentation
 - T-shirt
- Day of race verbally recognized from stage
- Recognized post-race:
 - Social media
 - College website
 - Foundation enewsletter
 - President's Annual Report

BIB SPONSOR (1 AVAILABLE): PAPE-DAWSON

- Name/logo on:
 - Runner bibs
 - T-shirt
- Day of race verbally recognized from stage
- Recognized post-race:
 - Social media
 - College website
 - Foundation enewsletter
 - President's Annual Report

POST-RACE RUNNERS' REFRESHMENTS SPONSOR (1 AVAILABLE): \$1,500

- Set up a branded tent or signage will be set up at a tent
- Name/logo on:
 - T-shirt
- Day of race verbally recognized from stage
- Recognized post-race:
 - Social media
 - College website
 - Foundation enewsletter
 - President's Annual Report



REGISTRATION PACK SPONSOR (1 AVAILABLE): \$1,000

- Logo included in Race Registration Pack
- Logo on signage at pack pick up location
- Name included on T-shirt
- Recognized post-race:
 - Social media
 - College website
 - Foundation e-newsletter
 - President's Annual Report

MILE MARKER (5 AVAILABLE): \$1,000

- Logo at each mile marker
- Name included on T-shirt
- Day of race verbally recognized from stage
- Recognized post-race
- Social media
- College website
- Foundation e-newsletter
- President's Annual Report

VOLUNTEERS TENT SPONSOR (1 AVAILABLE): \$1,000

- Set up a branded tent or signage will be set up at tent
- Name included on T-shirt
- Day of race verbally recognized from stage
- Recognized post-race:
 - Social media
 - College website
 - Foundation e-newsletter
 - President's Annual Report

GOLD \$500 (UNLIMITED AVAILABLE)

- Day of race verbally recognized from stage
- Name on signage next to stage
- Recognized post-race:
 - Social media, College website, Foundation e-newsletter
 - President's Annual Report

Silver \$250 (UNLIMITED AVAILABLE)

- Day of race verbally recognized from stage
- Name on signage next to stage
- Recognized post-race:
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 - President's Annual Report

Bronze \$100

- Day of race verbally recognized from stage
- Name on signage next to stage
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IN KIND SPONSORS:

- Day of race verbally recognized from stage
- Name on signage next to stage
- Recognized post-race:
 - Social media
 - College website
 - Foundation e-newsletter
 - President's Annual Report

MIDDLE TENNESSEE ELECTRIC

WHY THIS 5K MATTERS

The Chargers 5K invites the community to experience the energy of Columbia State's Williamson Campus while discovering opportunities for students, employers, and lifelong learners alike. This benefit will help create the environment and experiences that lead to student success. Your participation or sponsorship could provide exactly what a student needs to keep pace and stay in stride — charging confidently toward the finish line of their degree or certificate!

WEATHER & SPONSORSHIP

Your sponsorship fuels student success — thank you! Because this event benefits our students, all sponsorships are non-refundable. In the unlikely event that weather prevents the race from taking place, it will not be rescheduled. However, your generosity will still shine! We'll honor sponsor recognition in creative ways to ensure your visibility and impact go the distance — rain or shine.



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