



Presented By:



Junior
Achievement[™]
of the Permian Basin

THE
ATHLETIC
COMPANY

*Largest 5K
In the Permian Basin!*



SPONSORSHIP OPPORTUNITIES

Nighttime Jingle Bell Run 5k & 1k

Saturday, December 6th, 2025

Junior Achievement (JA) is the world's largest organization dedicated to preparing K-12 students for future success through hands-on programs in entrepreneurship, work readiness, and financial literacy. By teaching young people how to manage wealth, create jobs, and think entrepreneurially, JA empowers them to navigate and succeed in the real world. In the 2024-2025 school year alone, JA reached over 7,000 students with these life-changing experiences. Your sponsorship and support are vital to continuing this mission and shaping the next generation of leaders.

The 2024 Nighttime Jingle Bell Run was our most successful event yet! With over 1,500 participants ranging from serious runners to entire families, our sponsors enjoyed unprecedented exposure. Miss Cayce's added a special touch with their Santa Claus appearance and ornament giveaway, making the event even more memorable!

We hope you will consider being a part of this special community event that supports young people of the Permian Basin!



SPONSORSHIP OPPORTUNITIES



Blitzen's Swag Sponsor

\$5,000-7,000

Runner's love premium swag! This sponsorship provides the opportunity to gift a premium race item with your logo/name printed on selected item. ***This tier has 5 items for selection- first paid, first pick!***

- 5 free entries into the 2025 Nighttime Jingle Bell Run.
- Company logo/name with be **exclusively** printed on premium race item of your choice, displayed on the official 2025 participant shirt, within social media streams, and on printed advertising (30,000+ reach)
- Premium Swag Options:
 - Race Bag (\$7,000)
 - Running Light (\$6,000)
 - Kid's Beanie (\$6,000)
 - Lightweight Gloves (\$5,000)
 - Running Socks (\$5,000)

Prancers Sponsor

\$3,500

This sponsorship supports runners to give their best on race day. ***This tier is open to five companies.***

- 3 free entries into the 2025 Nighttime Jingle Bell Run.
- Company logo/name placed on the official 2025 participant shirt.
- Opportunity to put one giveaway item in the event bag.
- Sponsorship Options:
 - ~~Water Station~~ **SOLD TO COMMUNITY NATIONAL BANK**
 - Stage
 - Portable Potties
 - Registration
 - DJ

Winter Wonderland Sponsor

\$2,000

This sponsorship allows us to make each detail of this event great! This tier is ideal for businesses who want to get their name out in the community as proud supporters of JA's mission.

- 2 free entries into the 2025 Nighttime Jingle Bell Run.
- Company logo/name placed on the official 2025 participant shirt.
- Opportunity to put one giveaway item in the event bag.

Santa's Sponsor

Sponsorship of Santa Scott for photography opportunities & 1k run



SPONSORSHIP OPPORTUNITIES



Kris Kringle Sponsor

\$15,000

This overarching sponsorship provides your company with the opportunity to support this event as a whole. This sponsorship ensures we can host an amazing event and your name will be prominently displayed throughout. *This tier is exclusive to one company.*

- 15 FREE entries into the 2025 Nighttime Jingle Bell Run.
- Company logo/name will be *prominently* displayed on a banner of the Start/Finish line arch, at the very top of the official 2025 participant shirt, within social media streams, and on printed advertising (30,000+ reach)
- Opportunity to put one giveaway item in the event bag.

Mrs. Clause Sponsor

\$12,500

The Custom Medal sponsorship provides your company the opportunity to be exclusively printed on the medal given to each participant upon finishing the event (widely used as keepsake by runners). *This tier is exclusive to one company.*

- 15 FREE entries into the 2025 Nighttime Jingle Bell Run.
- Company logo/name will be *exclusively* printed on 800+ custom medals, displayed on the official 2025 participant shirt, within social media streams, and on printed advertising (30,000+ reach)
- Opportunity to put one giveaway item in the event bag.

Rudolph's Bib Sponsor

\$12,500

The Custom Race Bib sponsorship provides your company the opportunity to be exclusively printed on the front of each participant's race bib (widely used as keepsake by runners). *This tier is exclusive to one company.*

- 15 FREE entries into the 2025 Nighttime Jingle Bell Run.
- Company logo/name will be *exclusively* printed on 800+ custom 5k racing bibs, displayed on the official 2025 participant shirt, within social media streams, and on printed advertising (30,000+ reach)
- Opportunity to put one giveaway item in the event bag.

SOLD OUT
MY COMMUNITY CREDIT UNION

\$10,000

This event is open to participants of all ages and fitness levels. As a sponsor, you will be a huge part of this memorable event. *This tier is exclusive to one company.*

- 10 FREE entries into the 2025 Nighttime Jingle Bell Run.
- Company logo/name will be *exclusively* printed on all 1K participant shirts and 1K bibs, displayed on the official 2025 participant shirt, within social media streams, and on printed advertising (30,000+ reach)
- Opportunity to put one giveaway item in the event bag.

Sponsorship Commitment Form

2025 Nighttime Jingle Bell 5k & 1k



Please Circle Chosen Sponsorship

Kris Kringle
Sponsor

\$15,000

Mrs. Claus
Medal Sponsor

\$12,500

Rudolph's Bib
Sponsor

\$12,500

Dasher's 1K
Sponsor

\$10,000

Blitzen's Swag
Sponsor

\$5,000-\$7,000

Prancer's
Sponsor

\$3,500

Winter
Wonderland
Sponsor

\$2,000

Company Name: _____ Date: _____

Address: _____ City/State/Zip: _____

Phone: _____ Email: _____

Company Rep Signature: _____ Title: _____

Preferred Form of Payment: ☐ Check ☐ Credit Card ☐ Online (www.japb.org)

By signing this form you agree to the requirements and rights stated in the sponsorship packet congruent with the selection above. Recognizing there could be extenuating circumstances {bad weather, city health restriction}, that could limit the number of participants, no partial or full refunds will be given by Junior Achievement of the Permian Basin.

*Please make a selection and return this form with preferred payment method to
Junior Achievement of the Permian Basin 3500 North A St. Midland, TX 79705*

OR email this form to mhenderson@JAPB.org

For questions, please call 432-682-4966

Junior Achievement's mission is to inspire and prepare young people to succeed in a global economy. All proceeds from sponsorships go to JA of the Permian Basin to fulfill this mission.