

# El Trote de las Calacas

## Sponsorship Opportunities

**El Trote de las Calacas - Skeleton Trot 5K**  
**October 10, 2026 | Downtown Elgin**  
**Register at: [bit.ly/eltrote2026](https://bit.ly/eltrote2026)**

Your support is welcomed as two of the community's largest child-centered 501(c)(3) foundations join to host the third annual El Trote de las Calacas/The Skeleton Trot 5K. Increase your visibility and brand recognition while celebrating culture and supporting expanded opportunities for children in the area.

**Expected Participants: 1,200 runners | Audience Reach: 750,000**

| <b>Benefits of Sponsorship</b><br><i>(full sponsorship benefits guaranteed only through <b>Sept. 1</b> due to production deadlines)</i> | <b>Copper Sponsor<br/>\$500</b>                                                    | <b>Bronze Sponsor<br/>\$1,000</b>                                                     | <b>Silver Sponsor<br/>\$2,500</b>                                                     | <b>Gold Sponsor<br/>\$5,000</b>                                                       | <b>Premier Sponsor<br/>\$10,000</b>                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Logo recognition on race webpage                                                                                                        |   |    |    |    |    |
| Logo recognition on start/finish line                                                                                                   |   |    |    |    |    |
| Recognition on social media/email promotions                                                                                            |   |    |    |    |    |
| Sponsor table within the Cultural Marketplace                                                                                           |  |   |   |   |   |
| Name recognition on official race T-shirt                                                                                               |                                                                                    |  |  |  |  |
| Promotional item/info for inclusion in race bags                                                                                        |                                                                                    |  |  |  |  |
| Small logo recognition on official race T-shirt                                                                                         |                                                                                    |                                                                                       |  |  |  |
| Company Promotion in event Press Release                                                                                                |                                                                                    |                                                                                       |  |  |  |
| Logo featured in race promotional video                                                                                                 |                                                                                    |                                                                                       |  |  |  |
| 6 ft. sponsor table & two chairs at event                                                                                               |                                                                                    |                                                                                       |  |  |  |
| Medium logo recognition on official race T-shirt                                                                                        |                                                                                    |                                                                                       |                                                                                       |  |  |
| Link to company website on race webpage                                                                                                 |                                                                                    |                                                                                       |                                                                                       |  |  |
| Race registration for multi-person group<br><i>(Gold Level: 4 racers; Premier Level: 8 racers)</i>                                      |                                                                                    |                                                                                       |                                                                                       |  |  |
| Priority visibility on event signage                                                                                                    |                                                                                    |                                                                                       |                                                                                       |  |  |
| Large logo recognition on official race T-shirt                                                                                         |                                                                                    |                                                                                       |                                                                                       |                                                                                       |  |
| Distribute medals to race winners on stage                                                                                              |                                                                                    |                                                                                       |                                                                                       |                                                                                       |  |
| Recognition on the event stage                                                                                                          |                                                                                    |                                                                                       |                                                                                       |                                                                                       |  |
| 60-sec. on-stage speaking opportunity                                                                                                   |                                                                                    |                                                                                       |                                                                                       |                                                                                       |  |
| 60-sec. sponsor video shared on social media                                                                                            |                                                                                    |                                                                                       |                                                                                       |                                                                                       |  |

