

Sponsorship Packet



December 20, 2025

www.millionlights5k.com

Event Overview

DATE/TIME:

December 20, 2025 @ 7:00pm
(Kid's Fun Run @ 6:30pm)

WHERE:

Desert Foothills Park
1010 E Marketplace Way
Phoenix, AZ 85048

DESCRIPTION OF EVENT:

Run or walk through a dazzling display of over a million twinkling lights along Chandler Blvd in Ahwatukee. This chip-timed race welcomes runners and walkers of all levels to enjoy a festive evening under the lights. Along the course, recharge at our water and peppermint station, then celebrate at the finish line with hot chocolate, holiday cookies, chocolate treats, and a commemorative finisher mug for every participant. It's the perfect way to kick off the holiday season!

RUN:

The run is an out and back course along Chandler Blvd. The runners will be running in the shadows of all the beautiful lights. Both walkers and runners are welcome to participate. During the run, the participants will encounter two festive stations. One will be a chocolate station, and a peppermint station. Water is also available at each station. There will be a jingle bell bracelet station at the start line.

EVENT HIGHLIGHTS:

- Chip Timing
- Finisher mug
- 2 themed stations on run (chocolate & peppermint)
- Jingle bracelet at the start line
- Cookies, hot chocolate & chocolates at the finish line
- Event bib number
- Optional add on swag

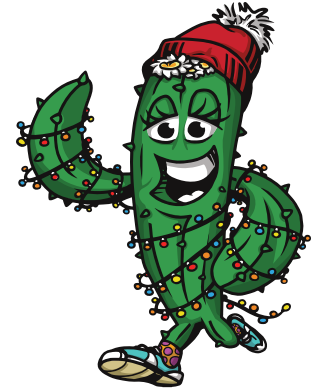
NEW IN 2025:

- Kid's fun run
- Live music
- Pizza food truck
- Local vendors
- Kid's zone with cookie decorating & coloring
- More lights!

EVENT BENEFICIARY:

Foothills Community Association

2024 will be the fifth year that the Foothills Community Association HOA will be managing all aspects of the holiday lights display along Chandler Boulevard. Please consider donating to keep the lights as spectacular as ever!



Event Info

WEBSITE:

www.millionlights5k.com

FACEBOOK:

www.facebook.com/millionlights5k

INSTAGRAM:

www.instagram.com/millionlights5k

PARTICIPATION:

2022 - 1st year event - sold out at 500 participants

2023 - 2nd year event - sold out at just over 500 participants

2024 - 3rd year event - 450 participants

2024 DEMOGRAPHICS:

266 – Female

190 – Male

12 & Under 38

13 - 17 33

18 - 24 18

25 - 34 71

35 - 44 87

45 - 54 95

55 - 64 90

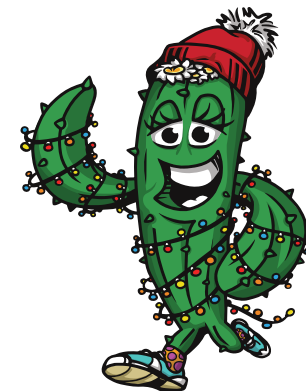
65 & Older 25

Runners from 11 states including IL, CO, AR, PA, WA, AL, TX, UT, CA, FL & AZ

AZ Runner count = 412

WHAT WILL REGISTERED ATHLETES RECEIVE?

- Chip Timing by Mangled Momentum with live results posted online
- Event Bib Number
- Event Coffee Mug
- Jingle Bracelet
- Cookies, Hot Chocolate & Chocolates at the finish
- 2 aid stations on the run course
- Additional Swag (available for purchase)



2025 Million Lights Run Sponsorship Opportunities



Kid's Zone

\$500



Gather your team of 5–10 and be part of the fun in the Kid's Zone, where you'll get valuable face-to-face interaction with families and young participants as they color festive pictures and decorate cookies before/after the run. Sponsors are encouraged to decorate their booth, engage with kids and parents, and share info. Sponsorship dollars help provide coloring supplies and cookie decorating materials.

BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

Chocolate

\$500



Grab your team of 10-15 to feed those hungry runners and walkers with chocolate following the run. Sponsor is encouraged to decorate their booth area, interact with the runners and spectators and have business information available. Costumes are a bonus! Sponsor dollars are used to purchase the chocolate and supplies needed at the station.

BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

Peppermint

\$250



Grab your team of 10-15 and to pass out peppermints to the runners while they run. The second stop of the run is the peppermint station. Sponsor is encouraged to decorate their area to be festive and interact with the runners. The more fun you have, the more fun they have. Sponsor dollars are used to purchase the peppermints and supplies needed at the station.

BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

Hot Chocolate

\$500



Grab your team of 10-15 to feed those thirsty runners and walkers with hot chocolate and water following the run. Sponsor is encouraged to decorate their booth area, interact with the runners and spectators and have business information available. Costumes are a bonus! Sponsor dollars are used to purchase the hot chocolate, water and supplies needed at the station.

BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

Run Course Photos

\$1500



Give the participants a gift they won't forget. With your support a photographer will be hired to take unique and fun photos of all the runners while they are on the run course. The sponsor logo will be placed on each photo that will be made available for the participants to download for free and share wide and far.

BENEFITS

- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo on every photo
- PA Announcements
- Athlete communications

2024 Million Lights Run Sponsorship Opportunities



Festival Lights

\$1000



Bring extra sparkle to the festival with added twinkle lights and festive ambiance. Create a magical atmosphere for runners to enjoy and capture memorable photos. Sponsors can decorate their booth, engage with attendees, and share business info. Sponsorship helps fund lighting and décor throughout the event.

BENEFITS

- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- PA Announcements
- Athlete communications

Photo Backdrop

\$1500



A custom backdrop design will be commissioned by a fabulous artist. Participants can interact with the backdrop and take photos to commemorate the event and the holiday season. Sponsor is encouraged to interact with the runners and spectators and have business information available. Sponsor dollars are used to create and print backdrop.

BENEFITS

- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo on backdrop
- PA Announcements
- Athlete communications

Bathrooms

\$1200



The most valuable items at a race are the bathrooms! A participant won't forget if there aren't enough or if they are a mess. Sponsor dollars are used for the rental of the portable bathrooms and hand washing stations for all participants and spectators.

BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on each bathroom
- Logo on washing station
- PA Announcements
- Athlete communications

Finisher Mugs

\$3000



Grab your team of 5-10 to hand out the finisher mugs to all athletes following the run. Sponsor is encouraged to interact with the runners and spectators and have business information available. Costumes are a bonus! Sponsor dollars are used to purchase the finisher mugs.

BENEFITS

- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- Logo on finisher mug
- PA Announcements
- Athlete communications

Cookies

\$750



Grab your team of 5-10 to feed those hungry runners and walkers with delicious cookies following the run. Sponsor is encouraged to interact with the runners and spectators and have business information available. Costumes are a bonus! Sponsor dollars are used to purchase the cookies and needed supplies.

BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

2024 Million Lights Run Sponsorship Opportunities



Signage

\$750



Additional signage can elevate any event and is also necessary for smooth event operations. Sponsor dollars are used to purchase additional signage needed for the event.

BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on race numbers
- PA Announcements
- Athlete communications

T-shirts

\$10,000



Large events bring a large number of t-shirts. Currently the participants will pay an additional fee in order to receive a t-shirt with their registration. Sponsor dollars are used to purchase a shirt for each individual for the event.

BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Largest logo on every t-shirt
- PA Announcements
- Athlete communications

Inflatable

\$750



Everyone wants a selfie and we want to deliver them multiple options for unique photos to help the runners commemorate the event and the holiday season. Sponsor is encouraged to interact with the runners and spectators and have business information available. Sponsor dollars are used to purchase a new large inflatable perfect for photos.

BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo sign near inflatable
- PA Announcements
- Athlete communications

Timing

\$2500



It's great to have goals and getting a finish time gives each runner and walker a benchmark of their personal progress. The race doesn't give out awards because everyone has achieved something by finishing but the event is elevated when chip timing is offered to participants.

BENEFITS

- Community Involvement
- Logo on event t-shirt
- Logo on race website
- Logo on sponsor banner
- Info on back of numbers next to timing chip
- PA Announcements
- Athlete communications

Goody Bags

\$1000



Runners like to receive something additional that is useful at a race and a reusable goody bag is something that is perfect for that. Sponsor dollars are used to purchase the reusable goody bags for the event.

BENEFITS

- Community Involvement
- Logo on race website
- Logo on sponsor banner
- Logo on goody bags
- PA Announcements
- Athlete communications

Booth Space



10 X 10

\$200

10 X 20

\$300

Volunteer Opportunities

ON COURSE - WATER STATION #1 & #2

REGISTRATION/CHECK-IN/PACKET PICK-UP

POST RACE FOOD

COURSE MARSHALL

VENUE SET-UP

VENUE TEAR-DOWN

POST RACE FINISHER MUG HAND OUT

PARKING ATTENDANT

Contact Info

Breanna Bissell

Race Director / Founder

breanna@mangledmomentum.com

480-734-0558

www.millionlights5k.com



Have another suggestion for a sponsorship category, please do not hesitate to contact us. We are always open to additional ideas.