



BENTONVILLE
SCHOOLS FOUNDATION

Dear Local Business

My name is Cortney Carlson, and I am the president of the Bentonville Schools Foundation. I am writing to present an exciting opportunity for your company to align with a cherished Foundation event that supports health, fitness, and community spirit in our schools – The 15th Annual Gold Rush 5k and Fun Run on Friday, May 2nd, 2025

Event Overview:

- Date: Friday, May 2nd, 2025 Location: Lawrence Plaza
- Participants: 3,000+ runners and spectators from the Bentonville Schools and neighboring communities

Proceeds from the Gold Rush 5k and Fun Run go directly back to our grantmaking budget, which awards funds to teachers, staff, and building leaders that are transforming classrooms and school buildings with innovation in education. As I proudly tell our supporters, "We take our schools and classrooms from adequate to excellent!"

Why Partner with Bentonville Schools Foundation Gold Rush 5k and Fun Run?

- Brand Exposure: Your logo will be prominently featured on event banners, t-shirts, and other promotional materials, ensuring maximum visibility.
- Community Engagement: Engage with a passionate community of runners, families, and residents.
- Alignment with Wellness: Showcase your brand's commitment to health, fitness, and community spirit.
- Exclusive Benefits: As a sponsor, you will enjoy exclusive perks such as complimentary event entries, an optional booth, and more.
- Media Exposure: The event will be covered by local media, providing added exposure for your company.

Thank you for considering this opportunity. Enclosed are our sponsorship details and donation form. Please reach out to me with any questions or additional details.

We are excited about the potential to partner with your company and make the 15th Annual Gold Rush 5k and Fun Run an unforgettable experience!

Warm regards,

Cortney Carlson
President
Bentonville Schools Foundation
foundationbps@bentonvillek12.org



BENTONVILLE
SCHOOLS FOUNDATION

GOLD RUSH FUN RUN & 5K RACE SPONSORSHIP INFORMATION PACKET

IN PARTNERSHIP WITH FIRST FRIDAY
AND DOWNTOWN BENTONVILLE INC.

Date:

Friday, May 2nd

Times:

Fun Run: 6:30pm
5k Race: 7:00pm

Location:

Lawrence Plaza

Registration:

RaceWizard.com or
GoldRush5k.com

ABOUT THE FOUNDATION

It is the mission of the BENTONVILLE SCHOOLS FOUNDATION to:

- ↓ ↓ ↓ **ENRICH** educational opportunities and strengthen student achievement
- ↓ ↓ ↓ **INCREASE** community involvement to promote quality involvement
- ↓ ↓ ↓ **SUPPORT** teaching innovations and initiatives
- ↓ ↓ ↓ **ENCOURAGE** parental participation for students to work at their highest potential
- ↓ ↓ ↓ **RAISE** and provide funding activities and projects which support academic excellence
- ↓ ↓ ↓ **ELEVATE** public awareness of the Bentonville Public Schools Foundation

ABOUT THE RACE

The Gold Rush 5k is Bentonville Schools Foundation's premier fundraising event.

The 2024 race had
over 2,800 registrants

Sponsors are
featured on the race
shirts and banners
around the race
course

Sponsors are listed
in our annual
report and related
marketing

Other recognition
available for top level
donors

GOLD RUSH 5k AND FUN RUN

Bentonville Schools Foundation

Friday, May 2nd, 2025 • 6:30 pm

SPONSORSHIPS



**GOLD RUSH
ELITE
\$10,000**

- Gold Rush Elite sponsors will be mentioned on all advertisements and printed material
- Company name or logo featured prominently on Gold Rush t-shirt & race day banners
- 30 complimentary race registrations
- Social media and website promotion

**TITLE
SPONSORSHIP
\$5,000**

- Will be mentioned on all advertisements and printed material
- Company name or logo featured on Gold Rush t-shirt & race day banners
- 20 Complimentary race registrations
- Social media and website promotion

**DIAMOND
SPONSORSHIP
\$2,500**

- Will be mentioned on advertisements and printed material
- Company name or logo featured on Gold Rush t-shirt & race day banners
- 15 Complimentary race registrations
- Social media and website promotion

**PLATINUM
SPONSORSHIP
\$1,000**

- Will be mentioned on advertisements and printed material
- Company name or logo featured on Gold Rush t-shirt & race day banners
- 10 Complimentary race registrations
- Social media and website promotion

**SILVER
SPONSORSHIP
\$500**

- Will be mentioned on printed material
- Company name or logo featured on Gold Rush t-shirt & race day banners
- 5 Complimentary race registrations
- Social media and website promotion

OTHER MARKETING AROUND RACE

- Promoted in all Bentonville public schools, reaching over 18K households
- Promoted In Celebrate Magazine
- News media coverage of the race
- Promoted in Bentonville businesses



479-367-8033 • 500 Tiger Blvd. • Bentonville, AR 72712

www.bentonvilleschoolfoundation.org • foundationbps@bentonvillek12.org

The Bentonville Schools Foundation is a charitable tax-exempt organization, recognized under 26 U.S.C. § 501(c)(3). Federal Tax Identification Number 71-0714284

GOLD RUSH 5k AND FUN RUN

Bentonville Schools Foundation

Friday, May 2nd, 2025 • 6:30 pm

DONATION FORM



Company name

Company contact name

Phone number

E-mail address

Address

MY SPONSORSHIP:

\$500

\$1000

\$2500

\$5000

\$10,000 or more

Other _____

Table at Race (minimum \$500 sponsorship)

EMAIL COMPANY LOGO TO:

foundationbps@bentonvillek12.org

PLEASE MAIL CHECK TO:

Bentonville Schools Foundation

500 Tiger Blvd

Bentonville, AR 72712

FOR CREDIT CARD PAYMENT AND ANY OTHER QUESTIONS:

foundationbps@bentonvillek12.org



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