



# CHARLOTTE NEW YEAR'S DAY 5K



**university**City

PARTNERS



Join us as a sponsor for the exciting Charlotte New Year's Day 5K! This annual event is a fantastic way to ring in the New Year with a focus on health and community spirit and support local food pantries while we lace up our shoes and hit the pavement in University City!



**January 1, 2026**  
10:00 AM - 12:00 PM



**UNC Charlotte Campus**  
9041 Robert D. Snyder Road, Charlotte, NC 28262



**Inclusive Health & Wellness, Music, Entertainment,  
Community, Photos, Libations, Food, After Party, & More**

# CHARLOTTE NEW YEAR'S DAY 5K

The Charlotte New Year's Day 5k is more than just a race—it's a celebration of community and giving back. Proudly supporting the University City Foundation, a nonprofit dedicated to enhancing community development and fostering strong bonds within the University City market area.

**Target Audience:** An event for all, with hundreds of attendees traveling from surrounding cities and states to participate! Whether you're a seasoned runner or taking your first steps towards a healthier lifestyle, this event welcomes everyone. Bring loved ones along for the post-race festivities and join us in ringing in the New Year with joy and camaraderie, family and friends, and the University City community.

**Post-Race Celebration:** After crossing the finish line, participants will immerse themselves in the joyful spirit of the New Year with a lively street party. Grooving to the beats of an on-site DJ, indulging in delicious food trucks, sipping on cozy beverages, and raising a toast to their accomplishments with a refreshing beer.

Kick off the year on a high note and mark your calendar for a New Year's Day filled with purpose, fun, and unity at the Charlotte New Year's Day 5k!

## *5K Race Details*

- **Date:** January 1st, 2025
- **Start/Finish Line:** UNC Charlotte campus near Robert Snyder Drive, 9041 Robert D. Snyder Road, Charlotte, NC 28262
- **Registration Opens:** 8:30 AM
- **5K Start Time:** 10:00 AM
- **Kid's Dash:** 11:00 AM
- **Awards and Prizes Ceremony:** 11:00 AM
- **Post-Race Party:** After crossing the finish line.
- **Location Perks:** Explore the picturesque Greenways of University City.

<b>Sponsorship Opportunities</b>	1 AVAILABLE	3 AVAILABLE			
	<i>Title Sponsor</i>	<i>Cold Sponsor</i>	<i>Silver Sponsor</i>	<i>Digital Sponsor</i>	<i>Support Sponsor</i>
	\$4,000	\$2,500	\$1,000	\$500	\$250
<b>• Elevate Your Brand</b>					
Priority Renewal: Secure first dibs for next year					
Naming Rights: Title Sponsor on all event collateral					
Award Ceremony Speaker and Podium Time					
<b>• Maximize Your Reach</b>					
Specialized Social Media Promotion					
Your Logo on All Digital and Print Assets					
<b>• Connect with Community</b>					
Display Your Company Banner on Race Day					
Complimentary Race Entries	10	5	3		
<b>• Lasting Engagement Opportunities</b>					
Your Logo on Race Shirts and Website	Priority	Prominent			
Race Day Announcement Recognition					
<b>• Onsite Activation</b>					
Booth Space at Event					



**CHARLOTTE  
NEW YEAR'S  
DAY 5K** 

Hundreds of customer leads for each sponsor with over **400** event attendees.

Highly visible marketing in a celebratory event for **positive brand** feelings.

Fresh social media content & **engagement** for a lasting impact in the new year.

**Deadline for Logo on T-Shirt:**  
December 4, 2024

**universityCity**

PARTNERS



**Community Impact Powered By You**



**704-688-2484**



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***@UnivCityCLT***

**[CLTNewYearsDay5k.org](http://CLTNewYearsDay5k.org)**