



THE AMAZING RACE

Saturday, November 7, 2026

AMAZING RACE SPONSORSHIP LEVELS

SPONSORSHIP DEADLINE: SEPTEMBER 15

BENEFITS	\$10,000 ULTIMATE EXPLORER (LIMIT 4, FMV \$675)	\$5,000 ADVENTURE ARCHITECT (FMV \$350)	\$2,500 EXPEDITION ENTHUSIAST (FMV \$250)	\$1,000 TRAILBLAZER (FMV \$175)	\$500 CHALLENGE SPONSOR
TEAMS INCLUDED	2 teams (16 participants)	1 team (8 participants)	1 team (6 participants)	1 team (4 participants)	—
EVENT ACCESS	Race + After-Party Access	Race + After-Party Access	Race + After-Party Access	Race + After-Party Access	—
FOOD & DRINK VOUCHERS	16 food/32 drink	8 food/8 drink	6 food/6 drink	4 food/4 drink	—
PARKING	All participants	All participants	All participants	All participants	—
EVENTZEE APP RECOGNITION	Premium logo placement + push notifications	Challenge logo placement	—	—	Name listed within challenge description
MARKETING RECOGNITION	High-visibility logo on all pre- & post-event marketing + tagged social media	Standard logo on all pre- & post-event marketing + tagged social media	Name inclusion on select pre- and post-event marketing	Name inclusion on select pre- and post-event marketing	—
EVENT SIGNAGE (UNION STATION)	Premium logo placement on sponsor & directional signage	Standard logo placement on sponsor and on directional signage	Name inclusion on sponsor signage	Name inclusion on select signage	—
RACE SHIRT RECOGNITION	Premium logo placement	Standard logo placement	Name inclusion	—	—
CHALLENGE OPPORTUNITY*	Sponsor and/or host two premium challenges (higher point value)	Sponsor and/or host one branded challenge (moderate point value)	—	—	Host one challenge (lower point value)
PARTICIPANT SWAG	Co-branded drawstring bag + additional branded item	Opportunity to contribute branded item	—	—	—
ON-STAGE RECOGNITION	Verbal recognition during Girl Award Ceremony & After Party	—	—	—	—

*CHALLENGE OPPORTUNITY

Sponsor a Challenge: Support one of the Amazing Race challenges to gain high visibility brand recognition and deeper participant engagement. Sponsored challenges receive enhanced point value, driving increased traffic and interaction with your brand throughout the race.

Host a Challenge: Take engagement a step further by designing and hosting a custom challenge with guidance from our team. Host sponsors provide and manage the challenge experience, creating a hands-on brand connection. Hosted challenges earn slightly higher point values, incentivizing participation and maximizing exposure.

QUICK HIT DETAILS

Union Station + KC Streetcar

Saturday, Nov. 7, 2026

1,000+ Attendees

Citywide Scavenger Hunt

QUESTIONS?

For more information, please contact
Juliana Tran-Castillo at
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SECURE YOUR SPONSORSHIP



ADDITIONAL SPONSORSHIP OPPORTUNITIES

À la carte sponsorships opportunities for flexible, high-visibility touchpoints beyond standard levels.

\$5,000 - AWARD CEREMONY AND STAGE SPONSOR (*EXCLUSIVE*)

Sponsor the Awards Ceremony, where 1,000+ Girl Scouts celebrate the culmination of Amazing Race.



- **Stage Sponsor Recognition:** Prominent logo recognition as the official Awards Stage Sponsor on all event materials.
- **Stage Signage:** Prominent logo placement featured on the Awards Stage.
- **On-Stage Role and Recognition:** Verbal recognition during the awards presentation and opportunity to present awards during the ceremony.
- **Prize Contribution:** Opportunity to contribute prizes to Girl award winners.
- **Marketing Recognition:** Name inclusion on select pre- and post-event marketing.
- **Event Signage:** Name inclusion on sponsor signage at Union Station.
- **Race Shirt Recognition:** Name inclusion listed on official race shirts.

\$3,000 AFTER-PARTY SPONSOR (*LIMIT 3*)

Sponsor the After-Party, the celebratory finale for adult participants featuring food trucks and drinks.

- **After-Party Sponsor Recognition:** Logo recognition as the official After-Party Sponsor on all event materials.
- **Prominent Event Signage:** Logo recognition on After-Party signage.
- **Branded Experience:** Opportunity to feature a branded After-Party item (e.g., napkins, koozies, coasters, cocktail signage).
- **Verbal Recognition and Speaking Opportunity:** Verbal acknowledgment and opportunity to speak during the After-Party program.
- **Marketing Recognition:** Name inclusion on select pre- and post-event marketing.
- **Event Signage:** Name inclusion on sponsor signage at Union Station.
- **Race Shirt Recognition:** Name inclusion listed on official race shirts.

**QUESTIONS? FOR MORE INFORMATION, PLEASE CONTACT
JULIANA TRAN-CASTILLO AT JTRAN-CASTILLO@GSKSMO.ORG**