



SPONSORSHIP OPPORTUNITY

Franklin Sherman Elementary PTA + Potomac River Running

Monster Mash Dash 5K & 1-Mile Fun Run

SUNDAY, OCT 25, 2026 • 8:00 AM • MCLEAN, VA • 13TH YEAR

The Monster Mash Dash isn't just another 5K, it's **McLean's signature fall family fitness event.**

Costumes, community spirit, and high visibility for your business come together in a can't-miss morning of fun. Our audience is made up of highly engaged Mclean families in the heart of the neighborhoods you most want to reach: a community known for its strong support of education, wellness, and local businesses.

Hundreds

RUNNERS & SPECTATORS
AT THIS BELOVED EVENT

6,900+

VIEWS / 90 DAYS ACROSS
ONLINE CHANNELS

550+

NEWSLETTER
SUBSCRIBERS

Months

ONGOING VISIBILITY
AFTER EVENT

Why Sponsor?

- Proven turnout. An established event drawing hundreds of families, neighbors, and avid runners
- Digital & event reach. Cross-promotion on social media, the weekly newsletter, website, and race-day visibility
- Professionally managed event. Potomac River Running delivers a certified course, chip timing, and smooth logistics
- Logo visibility. Your logo on the official dri-fit race shirt, worn around town long after race day
- Community goodwill. Associate your brand with education, wellness, and family fun
- 100% tax-deductible sponsorship
- Hundreds of local families will be following, connecting your business with the people you want to reach most

Event Highlights

- Certified 5K course through downtown Mclean
- Chip-timed race with immediate results
- Family-friendly 1-mile fun run
- Commemorative dri-fit shirt for every runner, carrying sponsor logos
- Hundreds of runners in festive Halloween costumes
- Post-race awards with music, food, and prizes

Who We Reach

- Local parents, teachers, neighbors, and their families
- Community-minded households supporting education & local business
- Prime household decision-makers, ages 35-54



SPONSORSHIP LEVELS

Monster Mash Dash 5K & 1-Mile Fun Run

Choose Your Level

Every level supports Franklin Sherman students and puts your business in front of an engaged McLean audience. Higher levels add race-day presence, shirt placement, and complimentary registrations.

Platinum \$3,000

- Named as Platinum Sponsor on all race materials
- 6' display table on race day for your exhibit
- Provide volunteers (in company shirts) at course locations
- Present awards to the Masters race winners
- Logo prominently placed on back of race shirts and race website
- Complimentary FSES Friend membership for the year
- Podium recognition throughout pre- and post-race
- 6 complimentary race registrations

Gold \$2,000

- Named as Gold Sponsor on all race materials
- 6' display table on race day
- Provide volunteers (in company shirts) along the course
- Present up to 5 awards from the podium
- Logo placed on back of all race shirts and race website
- Complimentary FSES Friend membership for the year
- Podium recognition throughout pre- and post-race
- 4 complimentary race registrations

Silver \$1,000

- Logo placed on back of all race shirts and race website
- 6' display table on race day
- 2 complimentary race registrations
- Complimentary FSES Friend membership for the year
- Podium recognition on race day

Bronze \$500

- Company name/logo on back of race shirts and on race website
- Podium recognition on race day

Have another idea? Race management welcomes additional sponsorship concepts. If your organization would like to support the race in a way not described here, reach out and we'll build something that works for you.



SPONSORSHIP FORM
Monster Mash Dash 5K & 1-Mile Fun Run

Sponsorship Agreement Form

The Monster Mash Dash 5K is scheduled for Sunday, October 25, 2026 at 8:00 AM, rain or shine. Your commitment to sponsorship is final, no refunds or credits will be issued. Please complete the form below to confirm your sponsorship.

- | | | | |
|--|----------------|--|----------------|
| ☐ Platinum Sponsor | \$3,000 | ☐ Gold Sponsor | \$2,000 |
| ☐ Silver Sponsor | \$1,000 | ☐ Bronze Sponsor | \$500 |
| ☐ Other: | | | |

COMPANY NAME

CONTACT NAME

ADDRESS

PHONE

EMAIL

FB/IG/SOCIAL MEDIA HANDLE

AUTHORIZED SIGNATURE

Method of payment: check enclosed, payable to **FSES PTA**

To confirm your sponsorship:

Scan & email this signed form to the contacts below. Please also include your company's logo before **10/1** for inclusion on the back of the race shirt. Mail the original with your check made payable to FSES PTA to: Franklin Sherman PTA, ATTN: Monster Mash Dash, 6633 Brawner Street, McLean, VA 22101.

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Thank you for supporting McLean's Franklin Sherman Elementary families • www.fsespta.org