



PARTNERSHIP GUIDE 2025

FOUNDING EDITION

Why Run in a Speedo and a Santa Hat?

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**Serious
impact.
Seriously
fun.**



More than a run. More than a cause.

Let’s be honest.

Running through Historic Ybor City wearing a Santa hat and a Speedo sounds a little ridiculous.

That’s exactly the point.

Santa Speedo Run was created to bring people together through an experience that’s unexpected, unforgettable, and just the right amount of outrageous.

It’s one mile of laughter.

One mile of holiday spirit.

One mile where strangers become teammates, coworkers become Santas, and the community comes together to celebrate something bigger than themselves.

If you’ve been around Tampa for a while, chances are you’ve heard stories about Santa Speedo Run, or maybe you were lucky enough to experience it yourself.

People don’t remember their finish time.

They remember laughing with friends, taking photos they’ll keep forever, and sharing an experience unlike anything else during the holiday season.

That’s the feeling we’re bringing back.

Now, under the ICG Foundation, Santa Speedo Run enters its next chapter with renewed energy, stronger community partnerships, and a clear purpose.

Every laugh, every costume, every partnership, and every registration helps support programs that expand healthcare access, strengthen HIV prevention efforts, and improve the health of our community.

Because we believe doing good should be just as memorable as having fun.

After all...

The best holiday traditions are the ones people can’t wait to experience again.

Why your brand belongs here

Because great brands don't just advertise. They become part of the moments people remember.

Santa Speedo Run isn't simply another sponsorship opportunity. It's an opportunity to become part of an experience that people will remember, photograph, share, and talk about long after the finish line. Every partnership is designed to create value for your organization while helping us build one of Tampa's most memorable holiday traditions.

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Great partnerships aren't measured by logo placement.

They're measured by impressions.

Every partnership begins with the right fit.

Built for community.

Santa Speedo Run has always been about bringing people together. Under the leadership of the ICG Foundation, we're building on that tradition while creating something even bigger, an event that celebrates community, supports local businesses, and raises awareness for programs that improve lives throughout Tampa Bay. Your investment doesn't simply support an event. It helps create meaningful impact long after the holiday season ends.



The finish line isn't where the story ends.

More than a logo.

Today's audiences don't connect with advertising. They connect with experiences. Whether you're welcoming runners at registration, creating an interactive activation inside Santa's Village, celebrating finishers, or surprising participants with something unforgettable, your brand becomes part of the story people take home. Because the best partnerships aren't remembered for where the logo was placed. They're remembered for how they made people feel.

Built for visibility.

Your partnership begins long before race day. From social media and digital marketing to website recognition, email campaigns, event signage, photography, and community storytelling, Santa Speedo Run creates multiple opportunities for your organization to be seen throughout the participant journey. This isn't one day of exposure. It's months of engagement leading up to one unforgettable celebration.

What your partnership creates.

The strongest brands don't simply advertise. They become part of the moments people remember. Santa Speedo Run gives your organization the opportunity to do exactly that. Every laugh shared between friends, every finish line celebration, every photo posted online, and every holiday memory created becomes another opportunity for your brand to connect with people in a way traditional advertising simply can't.

This isn't about placing a logo on a banner. It's about becoming part of an experience. An experience that celebrates community, brings people together, and leaves a lasting impression long after the decorations come down. And while your brand is creating those memories, every partnership also helps the ICG Foundation expand healthcare access, strengthen HIV prevention, and support outreach programs throughout Tampa Bay.

It's marketing with meaning. Community with purpose. And an investment people will remember.



Great partnerships don't begin at the starting line.

They begin long before race day.



**Every
community
has its
pillars.**

**Every
tradition
has its
founders.**

Founding Partners

Every successful event begins with organizations willing to believe in its potential. The inaugural Santa Speedo Run presented by the ICG Foundation represents a new chapter for this community event in Tampa Bay.

Founding Partners are the organizations that help shape that chapter from the very beginning. Their support establishes the event’s identity, strengthens its community impact, and creates the foundation for future growth.

Founding Partner recognition will only be offered for the inaugural event. Qualifying partnership investment of \$10,000 or more. Limited to seven organizations

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Every tradition begins with those willing to beleive first.

Some partnerships last a season. Others become part of history.

The event experience

Santa Speedo Run is designed as a complete holiday experience. Participants will enjoy festive entertainment, themed photo opportunities, holiday music, sponsor activations, community engagement, and a post-run celebration.

Every detail is intentionally designed to create memorable moments that participants will want to relive and share.





So... who's on your team?

How would you like to help build the tradition?

Partnership opportunities.

Every organization supports its community differently, and every partnership tells a different story. Whether you're looking to lead the tradition, create unforgettable experiences, or simply show your support, we've created opportunities that allow your brand to become part of something people will remember.

There's still time to become a Founding Partner.

The inaugural Founding Partner designation is reserved exclusively for the organizations that help launch Santa Speedo Run in its very first year. Once the inaugural event takes place, this opportunity is gone forever.

Interested? Let's talk before selecting a partnership level.



North Pole Partner \$25,000

Naming Rights

- Only One spot available
- Event presented as “Santa Speedo Run presented by [Company]”
- Logo lockup on all official branding
- Naming rights in all media and press materials
- Recognition during opening and closing ceremonies

Brand Visibility

- Largest logo placement on event signage
- Start line branding
- Finish line branding
- Santa Village branding
- Registration area branding
- Step & Repeat backdrop
- Race shirts
- Staff credentials
- Event map
- Wayfinding signage
- Participant wristbands
- Race bib branding
- Website homepage
- Sponsorship page
- Registration page
- Email newsletters
- Event confirmation emails
- Social media graphics
- Digital advertising
- Printed marketing materials

Digital Marketing

- Dedicated partner webpage
- Featured partner spotlight
- Logo on homepage throughout campaign
- Dedicated email feature
- Social media launch announcement
- Social media countdown features
- Social media thank you post
- Story mentions
- Website blog feature
- Featured in recap blog

Storytelling & Content

- Executive spotlight interview
- “Why We Partnered” story
- Professional lifestyle photos
- Team photos on race day
- Branded video interview
- Holiday campaign feature
- Community impact story
- Featured in event recap video

On-Site Experience

- Premium activation space
- Largest booth location
- Product sampling
- Interactive activation
- Giveaway opportunities
- Branded photo opportunity
- Opportunity to welcome participants
- Opportunity to speak before the race
- VIP hospitality area
- Reserved guest seating (if applicable)



Team Engagement

- 30 Team race entries
- Company team registration
- VIP /Early check-in
- Volunteer opportunities
- Reserved team gathering area
- Team photo session
- Recognition of participating employees

Media & PR

- Included in press releases
- Mentioned during media interviews
- Included in television opportunities
- Included in radio promotions
- Included in podcast interviews
- Included in event announcements

Photography & Video

- Professional event photography
- Drone footage featuring activation
- Professional photos of booth
- Professional team photos
- Licensed event photos for marketing
- Highlight reel featuring sponsor
- Short social media video

Community Recognition

- Recognition as a Founding Partner
- Permanent Founding Partner recognition on website
- Recognition at Foundation events
- Included in annual impact report
- Community partner spotlight

Exclusivity

- Category exclusivity
- First right of refusal for 2027
- Priority renewal
- First access to future Santa Speedo Run opportunities

VIP Experiences

- VIP hospitality access
- Meet event organizers
- Invitation to sponsor reception
- Invitation to post-event celebration
- Invitation to Founding Partners dinner

Data & Reporting

- Event impact report
- Estimated impressions report
- Social media analytics
- Website traffic summary
- Professional event photography gallery
- Post-event sponsorship recap

Workshop Partner \$15,000

Brand Visibility

- Premium event branding
- Major on-site activation
- Santa Village presence
- Community stage recognition
- High-visibility course signage

Storytelling & Content

- Featured website placement
- Dedicated social media features
- Email campaign inclusion
- Blog feature
- Event recap recognition

Race Day Presence

- Large activation footprint
- VIP registrations
- Team participation
- Professional photography
- Brand integration throughout race day

Team Engagement

- 20 Team race entries
- Reserved gathering space
- Team photo
- Hospitality access



Community Recognition

- Recognition as a Founding Partner
- Community spotlight
- Impact report
- Foundation recognition

Data & Reporting

- Event recap
- Estimated impressions
- Professional photography

Reindeer Partner \$10,000

Brand Visibility

- Course signage
- Finish Festival signage
- Santa Village presence
- Website recognition
- Event program
- Digital graphics

Storytelling & Content

- Social media features
- Email inclusion
- Blog recognition
- Event recap

Race Day Presence

- Activation space
- Product sampling
- Giveaways
- Interactive engagement

Team Engagement

- 15 Team Entries
- Team photo opportunity
- Shared gathering space
- Volunteer opportunities

Community Recognition

- Gold Partner recognition
- Community recognition
- Foundation website recognition

Data & Reporting

- Event recap
- Estimated impressions
- Professional photography

Turns out...
magic has
horsepower.



**Mrs. Claus
Partner
\$5,000**

- Premium event visibility
- Santa Village presence
- Social media recognition
- Website recognition
- 10 Team Entries
- Community recognition

**Elf Partner
\$2,500**

- Event signage
- Website recognition
- Social media recognition
- 8 Team Entries
- Community recognition

**Sleigh
Partner
\$1,000**

- Finish Festival signage
- Santa Village presence
- Website recognition
- Event program
- Digital graphics

**Toymaker
Partner
\$500**

- Website recognition
- Community thank you
- Social media recognition
- 2 Team Entries

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**The first
year only
happens
once.**

Santa Speedo Run is more than a one mile holiday run. It's an invitation to build something that belongs to Tampa Bay for generations to come. Years from now, when people gather to celebrate this tradition, they'll remember the event. We'll remember the organizations that believed in it before anyone else did. Let's build this tradition. Together.

Produced by the ICG Foundation, Inc.
501(c)(3) Public Charity
EIN: 99-2498000

**The best
traditions
are
remembered
because
someone
believed
in them first.**

SEE YOU AT THE STARTING LINE

SANTASPEEDORUN.COM

