

Sponsorship Opportunities

April 12, 2025



Every year, Tampa International Airport's 5k on the Runway attracts a sold-out crowd of 2,000 participants along with spectators and media. This loyal and family-friendly audience of fitness enthusiasts loves TPA and presents the perfect opportunity to associate your brand with a winning event.

Since 2012, TPA's 5K on the Runway has raised more than \$1,838,883 for United Way Suncoast. The huge success has been thanks to the participation and support of our community sponsors and airline partners.


We can tailor sponsorship packages to help you accomplish your goals, from signage to tabling activations to sponsored food/beverage items or other giveaways.

Please Note: If your company will be bidding on any Airport business between now and April 2026, we cannot accept your sponsorship.


You'll see our participant demographics detailed below.

For a list of upcoming solicitations, please visit www.TampaAirport.com/current-solicitation-opportunities.


2024 5K Facts



Male
45%



Female
55%




TPA spends \$0 on advertising
Race sells out every year – in 2024, sold out in 8 days!

Top 10 Zip Codes


- 33626
- 33543
- 33629
- 33556
- 33624
- 33647
- 33607
- 33703
- 33615
- 33602

Runners by Age Groups


Under 18	18-29	30-39	40-49	50-64	Over 65
8%	13%	21%	21%	30%	7%



Participants are TPA super fans (affinity for aviation, travel, and community)



41% are past race participants



Engaged audience that returns year after year.

Average Median Household Income **\$109,572**

2025 Registration Fee **\$40**

Sponsorship Levels

Please check one:

- Admiral \$5,000
- Pilot \$2,000
- Flight Crew \$1,000
- Airline Ticket Donation

- Cash Amount \$ _____
- In-Kind Item and Quantity _____
- In-Kind Value \$ _____

Sponsor Contact Information

Contact Name: _____ Phone Number: _____

E-Mail Address: _____

Mailing Address: _____

Company name to be listed as: _____

Signed: _____ Print Name: _____

To have your company logo included on the race shirts and on event signage, payment and the signed "Sponsorship Opportunities" form must be received by **February 28, 2025**. Please make checks payable to Hillsborough County Aviation Authority.

Please mail sponsorship payment to:

Kelly Figley
 Airport Marketing Manager
 Tampa International Airport
 P.O. Box 22287, Tampa, FL 33622
kfigley@TampaAirport.com
 Questions: 813-927-9703

Please email your high-resolution company logo to:

Debbie Stokes at dstokes@TampaAirport.com
 Questions: 813-361-5786
 (JPG, PDF, EPS vector formats only)

2025 Sponsorship at a Glance

Sponsorship Level	Commitment
Admiral	\$5,000
Pilot	\$2,000
Flight Crew	\$1,000
Airline Ticket Donation	2 roundtrip tickets

Sponsor Benefit	Admiral \$5,000	Pilot \$2,000	Flight Crew \$1,000	Airline Ticket Donation < \$1,000
Access to opt-in email list of runners	✓			
Mention at start line	✓			
Logo at finish line	✓			
Logo included in social media post thanking sponsors	✓	✓		
Logo on signage at race bib pick-up	✓	✓		
Item available at race bib pick-up	✓	✓		
Logo on event signage	✓	✓	✓	✓
Logo on race shirt	✓	✓	✓	✓
Expo opportunity @ 5K	✓	✓	✓	✓
Complimentary race registrations	8	6	4	4

Airline partner sponsorship level eligibility is based on the total value of the donation- ticket value and monetary contributions may be combined. Proposed in-kind donations will be evaluated on a case-by-case basis.

Do you plan to exhibit: Y or N Need table: Y or N Need power: Y or N
 Item available at race bib pick up: Y or N

* FAA revenue diversion policies require that in-kind donations be a dollar-for-dollar exchange.
 Tampa International Airport reserves the right to request documentation to validate the cost/value of in-kind donations.
 The 5K on the Runway is sponsored by Tampa International Airport. Proceeds benefit United Way Suncoast.

Future Solicitation Affidavit

Thank you for supporting the Tampa International Airport 5K on the Runway! Your sponsorship will help make this event a huge success.

Proceeds benefit United Way Suncoast, an organization working to create a future of possibilities for everyone in our community.

By signing this form, you are confirming that you/your company do not intend to respond to any solicitations (RFI, RFQ, RFP, ITB, etc.) issued by the Hillsborough County Aviation Authority between now and April 2026.

For a list of current and planned procurement opportunities, please visit www.TampaAirport.com/current-solicitation-opportunities.

Company Name

Date

Representative Name/Title
(please print clearly)

Representative Signature

