

Spread the word...

PB&J RUN IS BACK!

Get ready for the
most delicious race
in town this fall!



Presented by 

The PB&J Run presented by Publix will return to St. Pete on Sept. 20, 2025!

We're seeking like-minded organizations who are looking to make our community a better place, promote wellness, and speak to the more than 2,500 people that we're expecting at our event this year.



GREAT RACE FOR A GREAT CAUSE!
PHENOMENAL GROUP OF VOLUNTEERS. AND IF YOU LEAVE THIS RACE HUNGRY, YOU'RE DOING IT WRONG.

-DARLENE



SPONSORSHIP OPPORTUNITIES

We count on sponsors to cover the cost of the event, so 100% of our proceeds benefit Directions for Living.

OUR IN-KIND PARTNER NEEDS

From media sponsors to food donations, we look forward to working with you to see how you can help!

VOLUNTEERS, VENDORS, & MORE

We need FUN and enthusiastic vendors and volunteers to bring the energy for our runners!



~~TITLE SPONSOR \$30,000~~

This sponsorship has been filled

Exclusive Sponsorship

- Business name incorporated in event title
- Exclusive sponsor logo on all advertisements
- Logo on all PB&J finisher medals
- Logo included in all media, press releases, and event emails
- Logo on all printed materials
- Logo on all participant bibs
- Logo on all event signs & banners
- Logo on all shirts
- Logo on registration page
- 20 complimentary runners submitted by August 31
- Logo on virtual run program
- Logo on event website
- Social media recognition
- Business name included in all event day announcements
- Vendor booth at event

5K SPONSOR \$20,000

Exclusive Sponsorship

- Business name included in all 5K course-related messaging and signage
- Logo on all printed materials
- Logo on all participant bibs
- Logo on all course signage & 5 park signs
- Logo on all shirts
- Logo on registration page
- 18 complimentary runners submitted by August 31
- Logo on virtual run program
- Logo on event website
- Social media recognition
- Business name included in event day announcements
- Vendor booth at event



10K SPONSOR

\$15,000

Exclusive Sponsorship

- Business name included in all 10K course-related messaging and signage
- Logo on all participant bibs
- Logo on all course signage & 3 park signs
- Logo on all shirts
- Logo on registration page
- Logo on virtual run program
- 15 complimentary runners submitted by August 31
- Logo on event website
- Social media recognition
- Business name included in event day announcements
- Vendor booth at event

SPREAD THE LOVE SPONSOR

\$10,000

- Business name included in all charity-related messaging and signage
- Logo on all course signage & 3 park signs
- Logo on all shirts
- Logo on registration page
- 12 complimentary runners submitted by August 31
- Logo on virtual run program
- Logo on event website
- Social media recognition
- Business name included in event day announcements
- Vendor booth at event

PEANUT BUTTER & JELLY SPONSOR

\$5,000

- Logo on 5 course signs & 3 park signs
- Logo on all shirts
- Logo on registration page
- 8 complimentary runners submitted by August 31
- Logo on virtual run program
- Logo on event website
- Social media recognition
- Business name included in event day announcements
- Vendor booth at event

COURSE SPONSOR

\$2,500

- Logo on all shirts
- Logo on 3 park signs
- Logo on registration page
- 5 complimentary runners submitted by August 31
- Logo on virtual run program
- Logo on event website
- Social media recognition
- Business name included in event day announcements
- Vendor booth at event

EXCLUSIVE SPONSOR OPPORTUNITIES

EVENT PHOTO SPONSOR

Logo on all photos captured at the event
Photos are taken by Joe Photo Tampa with Click & Share face recognition technology. Participants receive their photos directly on their cell phones throughout the event.

\$2,500



SANDWICH SLEEVE SPONSOR

Logo on all PB&J sandwiches that are served to runners at the event.
Volunteers are expected to make around 4,000 sandwiches on race day! Your logo will be on every one of them.

\$2,500



AWARD SPONSOR

Logo on all race awards given out at the event.
We give awards to male / female overall winners 1st - 3rd place, as well as age group awards for both the 5K and 10K.

\$1,000



BAG CHECK SPONSOR

Business name included in all messaging regarding event day bag check, as well as logo on bag check sign at the event.
The bag check station is located right next to check-in and every single participant is expected to walk by it.

\$1,000



PARK SPONSOR **\$1,000**

- Logo on 1 park sign
- Logo on registration page
- 2 complimentary runners submitted by August 31
- Logo on virtual run program
- Logo on event website
- Social media recognition
- Business name included in event day announcements
- Vendor booth at event

REGISTRATION SPONSOR **\$500**

- Logo on virtual run program
- Logo on event website
- Social media recognition
- Business name included in event day announcements

WEB SPONSOR **\$250**

- Logo on event website
- Vendor booth at event
- Business name included in event day announcements

IN-KIND SPONSOR

In order to maximize the amount of money we raise for vulnerable families in need, we are looking for in-kind donations! What is your expertise? We would love to work with you!

IN-KIND NEEDS

- Media / Advertising
- Photography
- Event DJ
- Massage therapists
- Hotel block
- & more!

DONATION NEEDS

- Water
- Healthy snacks
- Beverages
- Volunteer breakfast
- Goody bag swag
- & more!





MORE WAYS TO GET INVOLVED

The perfect opportunity to connect your brand with more than 2,500 athletes and give back in a big way!



CORPORATE CHALLENGE

Register 10 or more people for the PB&J Run and get perks (along with a morale boost!)



VENDOR BOOTH

Join us for the packet pick-up or our post-race JAMboree to promote your business.



VOLUNTEERS FOR RACE DAY

We need about 150 volunteers to run our race smoothly. Can you help?



PRIZE OR GOODY BAG CONTRIBUTION

Promote your business by adding to our runner goody bags or providing a special prize.

RACE WEEKEND VENDOR

Our PB&J Run JAMboree is held on race day and offers a great opportunity to interact with active individuals and families of all ages from across Tampa Bay and beyond. An estimated 2,500 people will be in attendance at Albert Whitted Park that morning, including all race participants and other spectators who are enjoying the events of race day.



SUCH A GREAT RUN! ITS MY SECOND YEAR AND EVEN THOUGH IT WAS HARD, I ENJOYED IT AND WILL DO IT AGAIN! VERY WELL ORGANIZED, THE COURSE IS BEAUTIFUL, AND I LOVE MY PB&J MEDAL!

-JEANNE
2019 PARTICIPANT





THANK YOU FOR SPREADING THE LOVE

Your support means that 100% of proceeds from this race will help families in our community

The PB&J Run presented by Publix is a fundraiser for Directions for Living and raising money to financially support the life-saving mental health, substance abuse, and homeless prevention services for more than 37,000 Tampa Bay residents each year is the sole purpose of this event.

Directions for Living is a local 501(c)(3) non-profit with incredible staff that are doing important work in our community.

Learn more about the organization at www.directionsforliving.org.





**THANK YOU FOR SPONSORING
THE PB&J RUN PRESENTED BY PUBLIX!**

Please complete the form below and send,
along with your payment, to:

Directions for Living Attn: Marketing
1437 S Belcher Rd, Clearwater, FL 33764

Fax: (727) 524-4474 tel: (727) 524-4464 ext 1723
Email: Team@PBjRun.com

- | | | |
|---|--|---|
| <input type="checkbox"/> TITLE \$30,000 | <input type="checkbox"/> COURSE \$2,500 | <input type="checkbox"/> PARK \$1,000 |
| <input type="checkbox"/> 5K \$20,000 | <input type="checkbox"/> EVENT PHOTO \$2,500 | <input type="checkbox"/> REGISTRATION \$500 |
| <input type="checkbox"/> 10K \$15,000 | <input type="checkbox"/> SANDWICH SLEEVE \$2,500 | <input type="checkbox"/> WEB \$250 |
| <input type="checkbox"/> SPREAD THE LOVE \$10,000 | <input type="checkbox"/> AWARD \$1,000 | <input type="checkbox"/> OTHER AMOUNT |
| <input type="checkbox"/> PEANUT BUTTER & JELLY \$5,000 | <input type="checkbox"/> BAG CHECK \$1,000 | \$ _____ |

COMPANY: _____

CONTACT NAME: _____

ADDRESS: _____

PHONE: _____

EMAIL: _____

SIGNATURE: _____

Payment

Checks may be made payable to Directions for Living and sent to Attn: Marketing, 1437 S Belcher Rd, Clearwater FL, 33764. You may also pay via credit card below or by phone: (727) 524-4464, ext. 1408.

Card type: ___ Visa ___ Mastercard ___ Discover

Credit card number: _____

Expiration date: _____ Security Code: _____ Amount to be charged: _____

Address: _____

City: _____ State: _____ Zip: _____

Name on card: _____

Authorized signature: _____