



2024 BWL Hometown Power 5K
Saturday, August 10
9:00 a.m. - Noon
BWL Headquarters

Each year the Lansing Board of Water & Light (BWL) hosts the BWL Hometown Power 5K. This year we'll celebrate our 14th annual event, kicking off at 9 a.m. at our REO Town headquarters. The race winds through the streets and river trail surrounding REO Town. The race finishes with a kids fun run and a medal celebration. The race typically has between 250 – 300 registered racers.

The proceeds from the BWL Hometown Power 5K support the McLaren Greater Lansing Foundation. This year's proceeds will go to directly support the Karmanos Cancer Institute at McLaren which provides unique care and assistance to those suffering from cancer in the Lansing area.

Below are our sponsorship opportunities:

Premier Sponsor: \$3, 000 - 1 sponsorship available

- Advertised as co-sponsor of event
- Logo prominently displayed on participant shirts
- Logo prominently displayed on volunteer shirts
- Logo prominently displayed on event website
- Six (6) complimentary race registrations
- Included on social media posts
- Included in race day announcements
- Signage placed at start/finish line
- Opportunity to place promotional item in race day bag

Refreshment Sponsor: \$2,000 – 1 sponsorship available

This sponsorship opportunity will help us to provide post-race refreshments including food, water and more.

- Logo prominently displayed at food/water stations
- Logo on event website
- Logo on volunteer t-shirt
- Logo on event website
- Four (4) complimentary race registrations
- Opportunity to place promotional item in race day bag

Gold Sponsor: \$1,000 - 5 sponsorships available

- Logo on event website
- Logo on volunteer t-shirt
- Logo on event website
- Two (2) complimentary race registrations
- Opportunity to place promotional item in race day bag

Silver Sponsor: \$750 – Unlimited sponsorships available

- Listed on event website
- Listed on volunteer t-shirt
- Listed on event website
- Opportunity to place promotional item in race day bag

Bronze Sponsor \$500 – Unlimited sponsorship is available

- Listed on event website
- Opportunity to place promotional item in race day bag

Custom sponsorship opportunities are also available upon request. Please reach out to Breina Pugh at breina.pugh@lowl.com or (517) 702-7026 to confirm your selection and lock in your sponsorship package. Thank you in advance for your support!