

Security 5K / 2K

2026

Sponsor Brochure





Become a Security 5K/2K Sponsor Today!

For over a decade, the Mission 500 Security 5K/2K has been a mainstay of ISC West. We are again thrilled to welcome past sponsors, participants, and new supporters who share our commitment to a meaningful cause.

By becoming a sponsor, you not only support a noble cause but also unlock a range of benefits that elevate your brand's presence at America's largest security tradeshow. Our sponsorship packages range from \$250 to \$10,000 and offer a multitude of opportunities to showcase your brand in the best light.

All Sponsorships Include:



Logo on event race bags, banners, and t-shirts*



Logo on Mission 500 website for 1 year



Recognition on Mission 500 social media pages



Recognition at race and post-race awards ceremony



Logo email promos deployed by Mission 500, SSN, & ISC West

We expect over 500+ registrants for this year's race. Don't miss your chance to enhance your brand by aligning with a socially responsible cause recognized throughout the security industry!

**Subject to print deadlines.*

Who is Mission 500? You are Mission 500!

Mission 500 is a 501(c)(3) nonprofit started with the goal of helping 500 children in need. Today, we have helped over 100,000 children since our inception. This is largely due to the 5K/2K, which stands as one of Mission 500's biggest annual fundraising initiatives. It is also a testament to those within the security industry who continue to donate their time, money, and energy to this worthy cause.

Explore Our Sponsorship Opportunities: (Subject to Availability)

Care Pack Sponsor \$10,000

(1 Spot available)

Benefits Include:

Signage in ISC West registration area (Hall G)

Logo on large race banners at ISC West and event (13' x 4')

Option to fill race bags with brochure or promo item

10 Complimentary race registrations

Event Sponsor: \$5,500

(3 Spots available)

Benefits Include:

Logo on large race banners at ISC West and event (13' x 4')

Option to fill race bags with brochure or promo item

10 Complimentary race registrations

Water Bottle Sponsor \$5,000

(1 Spot available)

Benefits Include:

Logo on water bottle

Logo on race banners (7' x 3')

Option to fill race bags with brochure or promo item

5 Complimentary race registrations

T-Shirt Sponsor: \$5,000

(2 Spots or \$7,500 exclusive)

Benefits Include:

Main logo on t-shirts

Logo on race banners (7' x 3')

Option to fill race bags with brochure or promo item

5 Complimentary race registrations

Race Medal Sponsor: \$5,000

(1 Spot available)

Benefits Include:

Company name on the back of race medals

Logo on race banners (7' x 3')

Option to fill race bags with brochure or promo item

5 Complimentary race registrations

Race Bag Sponsor: \$4,000

(1 Spot available)

Benefits Include:

Main logo on race bags

Logo on race banners (7' x 3')

Option to fill race bags with brochure or promo item

4 Complimentary race registrations

Race Bib Sponsor: \$4,000

(1 Spot available)

Benefits Include:

Exclusive logo on race bibs

Logo on race banners (7' x 3')

Option to fill race bags with brochure or promo item

4 Complimentary race registrations

Starting Line Sponsor: \$3,000

(1 Spot available)

Benefits Include:

Logo on starting line banner

Logo on race banners (7' x 3')

Option to fill race bags with brochure or promo item

3 Complimentary race registrations

Shuttle Bus Sponsors: \$3,000

(3 Spots available)

Benefits Include:

Logo on signs in loading area and in individual buses

Logo on race banners (7' x 3')

Option to fill race bags with brochure or promo item

3 Complimentary race registrations

Step & Repeat Photo Opp Sponsor: \$2,500

(1 Spot available)

Benefits Include:

Logo on step & repeat banner

Logo on race banners (7' x 3')

Option to fill race bags with brochure or promo item

2 Complimentary race registrations

Sponsorships (continued)...

Mile Marker Sponsor \$2,000

(1 Spot available)

Benefits Include:

Logo on mile markers

Logo on race banners
(7' x 3')

Option to fill race bags
with brochure or
promo item

2 Complimentary race
registrations

Chalk Sponsor: \$2,000

(2 Spots available)

Benefits Include:

Logo repeated along
race route in chalk
(executed by sponsor)

Logo on race banners
(7' x 3')

Option to fill race bags
with brochure or
promo item

2 Complimentary race
registrations

Refreshment Area Sponsor: \$1,500

(1 Spot available)

Benefits Include:

Logo on sign in coffee,
water, and snack area

Logo on race banners
(7' x 3')

Option to fill race bags
with brochure or
promo item

1 Complimentary race
registration

Timing Sponsor: \$1,500

(1 Spot available)

Benefits Include:

Logo on sign near
timing kiosk

Logo on race banners
(7' x 3')

Option to fill race bags
with brochure or
promo item

1 Complimentary race
registration

National Anthem Sponsor: \$1,000

(1 Spot available)

Benefits Include:

Company name
announced before
National Anthem

Logo on race banners
(7' x 3')

Option to fill race bags
with brochure or
promo item

Get Out of Race Card: \$1,000

(1 Spot available)

Benefits Include:

Logo on
"Get out of race card"

Logo on race banners
(7' x 3')

Option to fill race bags
with brochure or
promo item

Bag Insert Sponsors: \$500

(10 Spots available)

Benefits Include:

Logo on race banners
(7' x 3')

Option to fill race bags
with brochure or
promo item

Banner Sponsors: \$250

(10 Spots available)

Benefits Include:

Logo on race banners
(7' x 3')

Not seeing a sponsorship that speaks to you or have a great idea for a new one?

Contact us directly at
info@mission500.org and we
will work with you to create an
impactful sponsorship that
meets your marketing and
budget needs!

MISSION 500
Helping Children in Need



Register Now to Run/Walk the 5K/2K

Take your place on the course and be part of something that stretches far beyond race day. Your participation fuels Mission 500's year-round work supporting children and families in need. Invite your coworkers, build a team, and turn your morning miles into meaningful impact!

Questions?

Please reach out to
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www.mission500.org