



2026 Sponsorship Form

Event Schedule

December 12th, 2026

Race Starts @ 6pm

Event Location

Sunset Hills, Greensboro, NC

Event Overview

This will be the 14th annual Running of the Balls. Now the largest race in Greensboro, its 6,000 participants annually raise more than \$100,000 for Second Harvest Food Bank of Northwest NC. Recognized by Runners World and Good Morning America, this internationally unique event draws participants from around the world by allowing them to experience the Lighted Christmas Balls of Sunset Hills at night. A start/finish area with 2 main stages, hot chocolate and cookies for each participant, 6 music locations on the course, and a neighborhood filled with homeowners enjoying the event while caroling with friends by campfire all add the to ambiance of the event.

The race field is capped to keep the feel of a cozy community event and is regularly sold out within one month of registration opening. Registration is guaranteed for sponsors and residents after regular event registration has closed.

Event Impact

Anticipated Attendance:

6,000 in 2025. Realized attendance of almost 86,000 since 2012.

Media Coverage:

Covered by various local TV, radio, & print outlets and regionally in the Piedmont of NC. Past international exposure via Runners World Magazine (2014) and Good Morning America (2015).

Social Media:

10,000+ followers on Facebook and/or Instagram.

Event Beneficiary

100% of race sponsorship benefits Second Harvest Food Bank of Northwest NC, which provides millions of meals throughout NWNC by daily moving 40+ tons of food through our warehouses and out to our network of 515+ partner programs, many who rely on Second Harvest for the majority of the food they provide.



Sponsorship Levels

Presenting Sponsor - \$7,500

Branding of Start/Finish stage on Rolling Rd & Madison Ave
Exclusive Parking area for event participants
Up to 75 spots in the race
All benefits included in Stage Sponsor Level

3 Available

Packet Pick-Up Sponsor - \$6,500

Branding of packet pick-up. Lasts 3 nights.
Up to 65 spots in the race.
All benefits included in Stage Sponsor Level

3 Available

Media Sponsor - \$7,500 (in-kind)

Promotion & Use of Talent at Event
Exclusivity Within Media Type
Up to 50 spots in the race
All benefits included in Stage Sponsor Level

Print, Radio, & TV Available

Bib Sponsor - \$5,000

Branding of over 5,000 participant bibs.
Up to 50 spots in the race.
All benefits included in Stage Sponsor Level

3 Available

Stage Sponsor - \$2,500

Branding of stage on course with 3ft x 8ft banner
Logo on Running of the Balls Event t-shirts
Placement on all marketing material. (Web, Print & Signs)
Up to 35 spots in the race

7 Available

Race Sponsor - \$1,000

Logo on Start/Finish Stage Banner
Name on Running of the Balls Event t-shirts
Placement on all online marketing material
Up to 8 spots in the race

No Limit

Click Here to Register as a Sponsor

www.therunningoftheballs.com/sponsorship-form