



In 2019, four well-established 5K races in Brevard County came together to accomplish one goal: raise greater funds and awareness for organizations that benefit children and their families in the county, and beyond. Due to the popularity of the individual 5K races -- Tooth Trot, Brevard PALS, Brianna Marie Foundation and Downtown Melbourne -- promotional materials reached 10,000+ local runners.

The inaugural Run for the Kids events were featured in several local publications, including Florida Today, Everything Brevard, Viera Voice, WFIT Radio, Brevard Business News and Suntime Living. A dedicated Facebook page promoted, and continues to promote, the challenge, the individual races and the sponsors.



In its second year, Run for the Kids Challenge marketing materials will reach 15,000+ people through print, online media and individual race items, like T-shirts. A volunteer marketing director and social media manager is already promoting registration and early sponsors.

Your business can be part of the momentum that is already building for the second year of this popular four-race challenge. Sponsorship aligns your business name with the causes that are positively impacting local children and families.

Get on board early to maximize your exposure in race marketing. To confirm your spot, contact RFTK Challenge Director David Scholl at [dscholl222@gmail.com](mailto:dscholl222@gmail.com).