THE HIGHLANDS

REINDEER RUN

SAT, DECEMBER 12

Benefitting New Caney ISD Education Foundation



Join us as we bring the community together for fun family fun run run for a cause at The Highlands on Saturday, December 12th from 8am to 11am!

- Expected Attendance: 600 – 1,000 attendees
- Activities: 5K family fun run, family-friendly games, activations, and festive experiences
- Entertainment: DJ, live reindeer, photos with Santa, roaming chanracters
- Dining: Food Trucks, Hot Chocolate & Coffee
- Exposure: High-visibility sponsorship opportunities with event signage, promotional materials, and social media coverage

BECOME A 2026 REINDEER RUN SPONSOR!

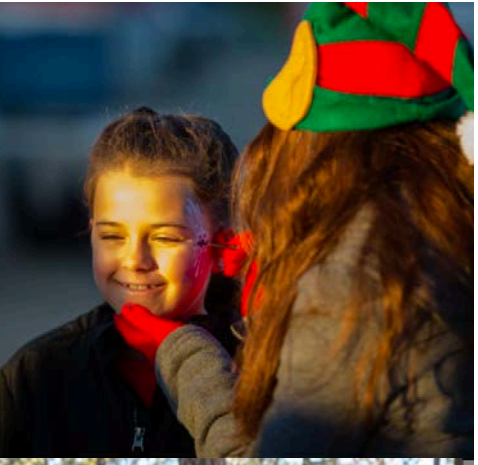
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SPONSORSHIP PACKAGES

	DEDICATED SOCIAL POST	GROUPED SOCIAL MENTION	WEBSITE	POST EVENT EBLAST	FINISHING LINE BANNER	LOGO ON BILLBOARD	COMPLIMENTARY REGISTRATIONS	DJ MENTION	ONSITE TABLE *Distribute Marketing + Festive Activity*	ONSITE SIGNAGE
PRESENTING $10,000	✓		Presenting Sponsor Logo & Link	Presenting Sponsor Logo	✓	✓	TWENTY RACE REGISTRATIONS	FOUR DJ MENTIONS	✓	✓
TINSEL & SELFIES $4,000 (2 available)	✓		Large Logo & Link	Large Logo			EIGHT RACE REGISTRATIONS	TWO DJ MENTIONS	✓	✓
NORTH POLE $4,000	✓		Large Logo & Link	Large Logo			EIGHT RACE REGISTRATIONS	TWO DJ MENTIONS	✓	✓
JINGLE BELL ROCK $3,000	✓		Medium Logo & Link	Medium Logo			SIX RACE REGISTRATIONS	ONE DJ MENTION	✓	✓
RUDOLPH & FRIEND $3,000	✓		Medium Logo & Link	Medium Logo			SIX RACE REGISTRATIONS	ONE DJ MENTION	✓	✓
FESTIVITY LANE $2,000 (2 available)	✓		Small Logo & Link	Small Logo			FOUR RACE REGISTRATIONS		✓	✓
REINDEER FUEL $1,500		✓	Small Logo & Link	Small Logo			THREE RACE REGISTRATIONS		✓	✓
REINDEER CHOW ROW $1,000 (3 available)		✓	Company Name & Link	Small Logo			TWO RACE REGISTRATIONS		✓	✓
REINDEER ROUTE $500 (20 Available)		✓	Company Name	Company Name			ONE RACE REGISTRATION			✓

SOLD: Caldwell Companies







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SPONSORSHIP FORM

BUSINESS NAME: _____ **DATE**_____

CONTACT PERSON: _____

CONTACT PHONE:_____ **EMAIL:**_____

WEBSITE URL: _____

FACEBOOK PROFILE: _____ **INSTAGRAM HANDLE:** _____

ADDRESS: _____ **CITY, STATE, ZIP:** _____

CHOOSE SPONSORSHIP

- ☐ Presenting.....$10,000
- ☐ Tinsel & Selfies Characters.....$4,000
- ☐ North Pole Photos with Santa $4,000
- ☐ Jingle Bell Rock DJ.....$3,000
- ☐ Rudolph & Friends Reindeer.....$3,000
- ☐ Festivity Lane Kids Zone.....$2,000
- ☐ Reindeer Fuel Hydration Station....$1,500
- ☐ Reindeer Chow Row Food Trucks..$1,000
- ☐ Reindeer Route Signage.....$500

PAYMENT INFO

PLEASE MAKE ALL CHECKS PAYABLE TO:
CC SCOA III, LP
C/O Caldwell Companies
Note on Memo:
Reindeer Run Sponsorship

MAIL COMPLETED FORM & CHECK TO:
The Highlands
C/O Caldwell Companies
Attn: Sandra Ferguson
9955 Barker Cypress Rd Ste 250
Cypress, TX 77433

GRAPHICS

Send a high-resolution
JPEG file of your logo
with a transparent background to:
marketing@caldwellcos.com

QUESTIONS?

Contact Sandra Ferguson
at 713.823.7801
or
marketing@caldwellcos.com

DEADLINE TO RESERVE: FRIDAY, NOV 13TH