

RUN WITH THE GREATS

GREAT BOOKS TOUR 5K FUN RUN

2026 Sponsorship Opportunities

October 11, 2026 + Eugene, Oregon

Partner with Gutenberg College to bring a uniquely literary Eugene event to life. The Great Books Tour Fun Run is a family-friendly, visually distinctive community 5K inspired by the enduring ideas, stories, and conversations found in great literature. Sponsors help create a playful, memorable experience for runners and non-runners alike —while directly supporting Gutenberg College's mission to provide an outstanding liberal arts education and encourage students to become mature, independent thinkers.

Your partnership helps support:

- + Great Books education and thoughtful conversation
- + A vibrant, family-friendly Eugene community event
- + Creativity, connection, and lifelong learning
- + A one-of-a-kind literary race experience

SPONSORSHIP LEVELS

TITLE SPONSOR	\$5,000	"Presented By" naming, largest logo, shirts, booth, 10 team entries
PRESENTING SPONSOR	\$2,500	Prominent logo, shirts, booth, awards recognition, 6 team entries
AID STATION SPONSOR	\$1,000	Name a themed aid station, signage, activation, 4 team entries
COSTUME & COMMUNITY	\$500	Costume contest support, signage, social recognition, 2 team entries
QUOTE SIGN SPONSOR	\$250	Logo on literary quote signage along the course
IN-KIND SPONSOR	Custom	Recognition based on donated goods or services

Be part of a race worth talking about.

Sponsor the story. Support the runners. Strengthen the community.

Gutenberg College

1883 University St. • Eugene, OR 97403

gutenberg.edu

funrun@gutenberg.edu



GREAT BOOKS TOUR FUN RUN

2026 Sponsorship Agreement

Thank you for partnering with Gutenberg College for The Great Books Tour 5K—a one-of-a-kind Eugene community event celebrating literature, learning, creativity, and community.

SPONSOR INFORMATION

Business/Organization Name: _____

Primary Contact Name: _____

Phone: _____

Email: _____

Website/Social Media: _____

Mailing Address: _____

City/State/Zip: _____

SELECT SPONSORSHIP LEVEL

TITLE SPONSOR — \$5,000

PRESENTING SPONSOR — \$2,500

AID STATION SPONSOR — \$1,000

COSTUME & COMMUNITY SPONSOR — \$500

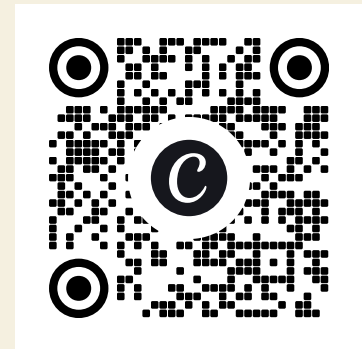
QUOTE SIGN SPONSOR — \$250

IN-KIND SPONSOR (water, prizes, equipment, snacks, photography)

Donation description: _____

Estimated value: \$_____

ON-LINE AGREEMENT FORM



DEADLINES

Logo deadline: September 21, 2026

Payment deadline: Within 15 days of signed agreement or at agreed upon date

Submit high-resolution PNG or vector logos to: Amy Dent Beebe; funrun@gutenberg.edu

PAYMENT INFORMATION

Total Sponsorship Amount: \$_____

Payment Method:

Check Online Payment In-Kind Donation

Make checks payable to: Gutenberg College

Mailing Address: 1883 University St., Eugene, OR 97403

Online payments made at <https://gutenberg.app.neoncrm.com/forms/donate-to-gutenberg>

AGREEMENT

I/We agree to participate as a sponsor for the Great Books Tour Fun Run and understand that sponsorship benefits are contingent upon timely submission of payment, logos, and promotional materials.

Sponsor Representative Name: _____

Signature: _____ Date: _____

Gutenberg College Representative: _____

Signature: _____ Date: _____

Thank you for helping create a joyful, literary, and distinctly Eugene community event.

Run with the Greats