



PRESENTED BY

KT|BLACK
FITNESS

★ Get Fit 

2026 SPONSOR INFORMATION

**Saturday, June 13, 2026 | 7:00 AM | 920 SW 7TH
RACE | 5K | 10K | WALK | VIP AFTER PARTY
Runner Swag Bags, Live Music, Food & Drinks**

Celebrate fitness, fun, and community! The RT 66 Road Race returns for its third year as part of the Texas Route 66 Festival Finale. Runners, walkers, and families will come together to support Transformation Park, helping provide housing and essential services for those in need.

Sponsoring the event gives your brand direct community impact, high visibility through event signage, shirts, website, and social media, and engagement opportunities with participants via demos, samples, or giveaways.

**RACE FOR
A REASON!**

Event Benefitting



Event Sponsorship Levels

The Mother Road Run - \$1000

- 10 complimentary event entries & 10 VIP After Party entries (Up to a \$650 value).
- Two private strength or stretch sessions for two (\$150 value) with a personal trainer.
- Organization logo featured prominently on the event website and event banners.
- Special shoutouts and recognition on our social media channels (Facebook, Instagram, etc.).
- Organization logo on event shirt.
- Acknowledgment during event announcements.
- Opportunity to set up a vendor booth at the race afterparty to promote your organization.
- Include a branded item or gift in the race participant swag bag.



The Classic Cruise - \$750

- 5 complimentary event entries & 5 VIP After Party entries (Up to a \$400 value).
- One private strength or stretch session for two (\$75 value) with a personal trainer.
- Organization logo displayed on the event website and event banners.
- Recognition on our social media channels.
- Organization name listed on event shirt.
- Opportunity to set up a vendor booth at the race afterparty.
- Include a branded item or gift in the race participant swag bag.



The Scenic Route - \$500

- 2 complimentary event entries & 2 VIP After Party entries (Up to a \$300 value).
- Organization logo listed on the event website and event banners.
- Recognition on our social media channels.
- Include a branded item or gift in the race participant swag bag.





Swag Sponsors

Your brand, front and center on race-day essentials! Swag sponsors get prime logo placement on must-have race gear that runners will use during and after the event, keeping your brand in the spotlight for years to come.

Swag Sponsorships - \$1000 *1 Sponsorship per item*

- **Runner Belt** (100 qty) – Logo on a runner belt pouch.
 - **Drawstring Bag** (250 qty) – Logo on the official event bag.
 - **Cooling Towel** (250 qty) – Branded cooling towel for participants.
 - **Cup Sponsor** (500 qty) – Custom event cups with your logo.
 - **Koozie Sponsor** (500 qty) – Branded koozies for post-race drinks.
- *Sponsor logos will be co-branded with event logo.*

*Swag Sponsors will include:

- 2 complimentary event entries & 2 VIP After Party entries (Up to a \$300 value).
- Two private strength or stretch sessions for two (\$150 value) with a personal trainer.
- Organization logo featured prominently on the event website and event banners.
- Special shoutouts and recognition on our social media channels (Facebook, Instagram, etc.).
- Organization logo on event shirt.
- Opportunity to set up a vendor booth at the race afterparty to promote your organization.
- May include a branded item or gift in the race participant swag bag.





Contact & Sponsor Details

Sponsor Checks

Please make sponsor checks payable to **KT Black Fitness** and deliver/mail to:
920 SW 7th, Amarillo, Texas 79101

Logo Submissions

The deadline to include your organization's logo for event shirts is **Friday, May 22nd by 5:00 PM.**

Logos must be submitted as a vector file or a high-resolution PNG to **Route66Run@ktblack.com.**

Branded Items/Gift Deadline

Please deliver any branded items or gifts for participant bags by **Friday, June 5th by 5:00 PM.**

For sponsorship inquiries or general questions, please contact us at:

 **(806) 672-4913 or (806) 433-6947**

 **Route66Run@ktblack.com**

**PART OF THE
2026 TEXAS ROUTE
66 FESTIVAL FINALE**



**15,000 ATTENDEES IN
2025**

**Visitors from
Houston, Lubbock,
Oklahoma City,
San Antonio**



RT66ROADRACE.COM