



FOR YOUTH DEVELOPMENT®  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

SPONSOR PACKET

# WHISKEY ROW MARATHON

48TH ANNUAL



James Family Prescott YMCA  
750 Whipple St.  
Prescott, AZ. 86301  
928-445-7221  
prescottymca.org  
whiskeyrowmarathon.com  
aimee.blackwood@prescottymca.org



# About Race

On Saturday, October 10, 2026 the James Family Prescott YMCA will be hosting the 48th Annual Whiskey Row Marathon! This is the oldest continuous running marathon in the state of Arizona attracting more than 900 conditioned athletes, runners and walkers as well as 3,000 spectators from around Arizona and the country. It is recognized by national running organizations as a "beautiful yet challenging course." Running and walking events are provided for the whole family, including a Marathon, Half-Marathon, 10K, 5K, and a 0.3 Mile High Fun Run.

The race is hosted by the James Family Prescott YMCA in collaboration with Yavapai County, City of Prescott and the Prescott National Forest. Extensive support from local businesses and more than 150 volunteers make this a successful community event.

## About the YMCA...

As a membership organization, the YMCA is open to everyone regardless of their ability to pay. An extensive scholarship program ensures access to kids and families who otherwise could not afford the benefits of the YMCA.

Each year, this YMCA invests more than \$150,000 back into in the form of scholarships for kids and families including:

- **1,800 Boys and Girls** participating in Youth Basketball, Volleyball and Flag Football leagues. As well as Itty Bitty Sports and Sports Summer Camps.
- **1,211 Kids** participate in swim lessons
- **511 Children** receive after school reading, math, fitness and nutrition education and are able to enjoy a fun and safe summer day camp experience.
- **66 Preschoolers** learn to read, write, learn colors and swim in the pool in our state licensed Preschool.



# WHY SPONSOR

The James Family Prescott YMCA is a non-profit, 501c3 charitable organization. While membership and limited program fees cover the cost of day-to-day operations, the extraordinary services provided to the community by this YMCA sets us apart from other organizations.

## **Where does the money go?**

Proceeds from this race go directly into the scholarship fund at the James Family Prescott YMCA to support families in financial need to access such programs as childcare, swimming lessons, youth sports and gymnastics classes. Your partnership in this event not only promotes personal health and development to over 1,000 participants, but also promotes the overall health and well-being of the Prescott Community.

As a sponsor, you have your name in front of over 6,000 YMCA members and thousands of Whiskey Row Marathon participants and spectators.



*Are You Tough Enough?*

**We hope you will partner with us as a sponsor for the 2026 race.** There are several great reasons for you to consider sponsoring this event:

- Receive maximum exposure for your company at minimal cost
- Gain a winning image as a supporter of health, fitness and wellness
- Help to ensure kids and families can be in a safe and healthy environment
- Build a community sense of togetherness along with other local organizations
- Participate in the continued growth of a nationally known running event
- Create pride in your organization by being known as a race sponsor
- Raise awareness as a Prescott area sponsor

## **Our Mission...**

The YMCA is dedicated to putting Christian principles into practice through programs that build healthy spirit, mind and body for all. At the Y we're for Youth Development, Healthy Living and Social Responsibility.

## PRESENTING SPONSOR

**\$15,000**

- Corporate sponsor name/logo & web site link placed on race website [www.whiskeyrowmarathon.com](http://www.whiskeyrowmarathon.com)
- Prominent logo display on award ribbons
- Prominent logo display 1,000 or more participant t-shirts
- Prominent logo recognition on marathon marketing material (electronic, print)
- Opportunity to distribute company materials and products in 1,000 runner race packets (items must be received by Friday, September 18, 2026)
- Free booth space at Packet Pickup & Expo
- Free booth space at Finish Line Celebration
- Opportunity to man one of nine water stations and display your company banner or tent
- Company sponsorship acknowledgement throughout race day
- Company name printed on participant handout
- Banner with company name/logo displayed in Prescott YMCA gymnasium during 2026-2027
- Company name & logo on Sponsor Banner prominently displayed at the race
- Fifteen (15) complimentary participant race entries

## VILLAGE SPONSOR

**\$10,000**

- Corporate sponsor name/logo & web site link placed on race website [www.whiskeyrowmarathon.com](http://www.whiskeyrowmarathon.com)
- Prominent logo display 1,000 or more participant t-shirts
- Prominent logo recognition on marathon marketing material (electronic, print)
- Opportunity to distribute company materials and products in 1,000 runner race packets (items must be received by Friday, September 18, 2026)
- Free booth space at Packet Pickup & Expo
- Free booth space at Finish Line Celebration
- Opportunity to man one of nine water stations and display your company banner or tent
- Company sponsorship acknowledgement throughout race day
- Company name printed on participant handout
- Banner with company name/logo displayed in Prescott YMCA gymnasium during 2026-2027
- Company name & logo on Sponsor Banner prominently displayed at the race
- Ten (10) complimentary participant race entries

## PREMIER SPONSOR/AWARDS

**\$12,500**

- Corporate sponsor name/logo & web site link placed on race website [www.whiskeyrowmarathon.com](http://www.whiskeyrowmarathon.com)
- Logo display on award plaques
- Prominent logo display 1,000 or more participant t-shirts
- Prominent logo recognition on marathon marketing material (electronic, print)
- Opportunity to distribute company materials and products in 1,000 runner race packets (items must be received by Friday, September 18, 2026)
- Free booth space at Packet Pickup & Expo
- Free booth space at Finish Line Celebration
- Opportunity to man one of nine water stations and display your company banner or tent
- Company sponsorship acknowledgement throughout race day
- Company name printed on participant handout
- Banner with company name/logo displayed in Prescott YMCA gymnasium during 2026-2027
- Company name & logo Sponsor Banner prominently displayed at the race
- Twelve (12) complimentary participant race entries

## COMMUNITY SPONSOR

**\$7,500**

- Corporate sponsor name/logo & web site link placed on race website [www.whiskeyrowmarathon.com](http://www.whiskeyrowmarathon.com)
- Prominent logo display 1,000 or more participant t-shirts
- Prominent logo recognition on marathon marketing material (electronic, print)
- Opportunity to distribute company materials and products in 1,000 runner race packets (items must be received by Friday, September 18, 2026)
- Free booth space at Packet Pickup & Expo
- Free booth space at Finish Line Celebration
- Opportunity to man one of nine water stations and display your company banner or tent
- Company sponsorship acknowledgement throughout race day
- Company name printed on participant handout
- Banner with company name/logo displayed in Prescott YMCA gymnasium during 2026-2027
- Company name & logo on Sponsor Banner prominently displayed at the race
- Eight (8) complimentary participant race entries

## FAMILY SPONSOR

**\$5,000**

- Corporate sponsor name/logo & web site link placed on race website  
[www.whiskeyrowmarathon.com](http://www.whiskeyrowmarathon.com)
- Prominent logo display 1,000 or more participant t-shirts
- Prominent logo recognition on marathon marketing material (electronic, print)
- Opportunity to distribute company materials and products in 1,000 runner race packets (items must be received by Friday, September 18, 2026)
- Free booth space at Packet Pickup & Expo
- Free booth space at Finish Line Celebration
- Opportunity to man one of nine water stations and display your company banner or tent
- Company sponsorship acknowledgement throughout race day
- Company name printed on participant handout
- Banner with company name/logo displayed in Prescott YMCA gymnasium during 2026-2027
- Company name on Sponsor Banner prominently displayed at the race
- Six (6) complimentary participant race entries

## HERO SPONSOR

**\$1,500**

- Corporate sponsor name/logo & web site link placed on race website  
[www.whiskeyrowmarathon.com](http://www.whiskeyrowmarathon.com)
- Prominent logo display 1,000 or more participant t-shirts
- Prominent logo recognition on marathon marketing material (electronic, print)
- Opportunity to distribute company materials and products in 1,000 runner race packets (items must be received by Friday, September 18, 2026)
- Free booth space at Packet Pickup & Expo
- Free booth space at Finish Line Celebration
- Opportunity to man one of nine water stations and display your company banner or tent
- Company sponsorship acknowledgement throughout race day
- Company name printed on participant handout
- Banner with company name/logo displayed in Prescott YMCA gymnasium during 2026-2027
- Company name on Sponsor Banner prominently displayed at the race
- One (1) complimentary participant race entry

## NEIGHBOR SPONSOR

**\$3,500**

- Corporate sponsor name/logo & web site link placed on race website [www.whiskeyrowmarathon.com](http://www.whiskeyrowmarathon.com)
- Prominent logo display 1,000 or more participant t-shirts
- Prominent logo recognition on marathon marketing material (electronic, print)
- Opportunity to distribute company materials and products in 1,000 runner race packets (items must be received by Friday, September 18, 2026)
- Free booth space at Packet Pickup & Expo
- Free booth space at Finish Line Celebration
- Opportunity to man one of nine water stations and display your company banner or tent
- Company sponsorship acknowledgement throughout race day
- Company name printed on participant handout
- Banner with company name/logo displayed in Prescott YMCA gymnasium during 2026-2027
- Company name on Sponsor Banner prominently displayed at the race
- Four (4) complimentary participant race entries

## FRIEND SPONSOR

**\$500 - \$1,499**

- Opportunity to distribute company materials and products in 1,000 runner race packets (items must be received by Friday, September 18, 2026)
- Company acknowledgement throughout race day
- Name listed on participant handout



# SPONSORSHIP COMPARISONS



<b>SPONSORSHIP LEVEL</b>	<b>PRESENTING</b>	<b>PREMIER/AWARDS</b>	<b>VILLAGE</b>	<b>COMMUNITY</b>
<b>AMOUNT</b>	<b>\$15,000</b>	<b>\$12,500</b>	<b>\$10,000</b>	<b>\$7,500</b>
<b>SPONSOR BENEFITS</b>				
Logo on Shirt Front	X	X		
Logo on Shirt Back	X	X		
Name on Shirt Back			X	X
Logo on Race Numbers	X	X		
Logo on Website	X	X	X	X
Link on Website	X	X	X	X
Name on Website	X	X	X	X
Logo on Registration Materials	X	X		
Names Listed in Emails	X	X	X	X
Banner at Packet Pick-up/Expo	X	X		
Booth at Packet Pick-up/Expo	X	X	X	X
Banner at Finish Line/Expo	X	X	X	X
Booth at Finish Line/Expo	X	X	X	X
Banner in Gymnasium for 1 Year	X	X	X	X
Name on Sponsor Banner	X	X	X	X
Banner at Water Station	X	X	X	X
Man a Water Station	X	X	X	X
Materials in Race Bag	X	X	X	X
Complimentary Race Entries	15	12	10	8
Name on Participant Handout	X	X	X	X
Name Mentioned by Race Announcer	X	X	X	X

QUESTIONS? CONTACT AIMEE BLACKWOOD, 928 - 445 - 7221 EXT. 219 ,  
 AIMEE.BLACKWOOD@PRESCOTTYMCA.ORG

**THANKS FOR SUPPORTING YOUR JAMES FAMILY PRESCOTT YMCA!**



# SPONSORSHIP COMPARISONS



<b>SPONSORSHIP LEVEL</b>	<b>FAMILY</b>	<b>NEIGHBOR</b>	<b>HERO</b>	<b>FRIEND</b>
<b>AMOUNT</b>	<b>\$5,000</b>	<b>\$3,500</b>	<b>\$1,500</b>	<b>\$500 - \$1,499</b>
<b>SPONSOR BENEFITS</b>				
Logo on Shirt Front				
Logo on Shirt Back	X	X	X	
Name on Shirt Back				
Logo on Race Numbers				
Logo on Website	X	X		
Link on Website	X	X		
Name on Website	X	X	X	
Logo on Registration Materials				
Names Listed in Emails	X	X	X	
Banner at Packet Pick-up/Expo				
Booth at Packet Pick-up/Expo				
Banner at Finish Line/Expo	X	X	X	X
Booth at Finish Line/Expo	X	X	X	X
Banner in Gymnasium for 1 Year	X	X		
Name on Sponsor Banner	X	X	X	
Banner at Water Station	X	X	X	X
Man a Water Station	X	X	X	X
Materials in Race Bag	X	X	X	
Complimentary Race Entries	6	4	1	
Name on Participant Handout	X	X	X	X
Name Mentioned by Race Announcer	X	X	X	X

QUESTIONS? CONTACT AIMEE BLACKWOOD, 928 - 445 - 7221 EXT. 219 ,  
 AIMEE.BLACKWOOD@PRESCOTTYMCA.ORG

**THANKS FOR SUPPORTING YOUR JAMES FAMILY PRESCOTT YMCA!**

# INVESTING IN OUR KIDS, OUR HEALTH AND OUR NEIGHBORS

**The James Family - Prescott YMCA** is a leading non-profit partner throughout the county. the Y has the track record and on-the-ground presence to move communities forward, just as we have done for 48 years in the Prescott and surrounding communities. As a 501c3 charitable organization, we work every day to address community needs and ensure that all are welcome and that no one is turned away for an inability to pay.

At the Y, strengthening community is our cause. Strong communities don't just happen; they're the result of steady leadership and stewardship of strong values. That's the Y. We make a difference by focusing on three key areas: youth development, healthy living and social responsibility. By investing in our kids, our health and our neighbors, the Prescott YMCA of Yavapai County ensures that everyone, regardless of age, income or background, has the opportunity to thrive.



## YOUTH DEVELOPMENT

**NURTURING THE POTENTIAL OF EVERY CHILD AND TEEN**

## HEALTHY LIVING

**IMPROVING THE NATION'S HEALTH & WELL-BEING**

## SOCIAL RESPONSIBILITY

**GIVING BACK AND PROVIDING SUPPORT TO OUR NEIGHBORS**

**EVERYONE IS WELCOME.** We provide activities open to everyone in our community including free health and wellness screenings, group exercise classes, Girls & Sports Day, wellness talks, youth sports programs, nutrition advice and more each year.



**FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY**



# SPONSORS REGISTRATION



**YES, I WOULD LIKE TO BECOME A WHISKEY ROW MARATHON SPONSOR!  
THANKS FOR SUPPORTING YOUR JAMES FAMILY PRESCOTT YMCA!**

**2026**

- PRESENTING (\$15,000 INVESTMENT)**
- FAMILY (\$5,000 INVESTMENT)**
- PREMIER (\$12,500 INVESTMENT)**
- NEIGHBOR (\$3,500 INVESTMENT)**
- VILLAGE (\$10,000 INVESTMENT)**
- HERO (\$500-\$1,400 INVESTMENT)**
- COMMUNITY (\$7,500 INVESTMENT)**
- FRIEND (\$1,500 INVESTMENT)**

**COMPANY NAME:** \_\_\_\_\_

**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**TELEPHONE NUMBER:** \_\_\_\_\_

**EMAIL ADDRESS:** \_\_\_\_\_

**COMPANY WEBSITE:** \_\_\_\_\_

**CASH CONTRIBUTION:** \_\_\_\_\_

**TRANSACTION PRIVILEGE TAX LICENSE (TPT #):** \_\_\_\_\_

**MERCHANDISE/SERVICES CONTRIBUTED:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**ESTIMATED IN-KIND VALUE:** \_\_\_\_\_

**SPONSOR SIGNATURE:** \_\_\_\_\_

**PLEASE MAKE CHECKS PAYABLE TO:  
JAMES FAMILY PRESCOTT YMCA**

**PLEASE INVOICE ME FOR MY SPONSORSHIP**

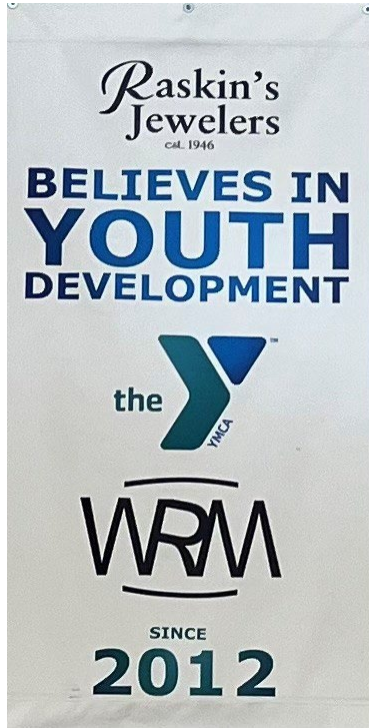
RETURN COMPLETED FORM AND PAYMENT TO:  
JAMES FAMILY PRESCOTT YMCA, ATTN:  
AIMEE.BLACKWOOD@PRESCOTTYMCA.ORG  
750 WHIPPLE STREET, PRESCOTT, AZ 86301



**JAMES FAMILY PRESCOTT YMCA  
2026 BANNER SPONSOR FORM**



**Thank you for your \$1,500.00+ James Family Prescott YMCA Banner Pledge! Your banner will hang in our gymnasium for one full year or as long as the pledge commitment is fulfilled annually. Banners are 76" high and 36" wide.**



**Your banner will be a constant reminder to our community that you believe in the YMCA's three Areas of Focus:**

**YOUTH DEVELOPMENT**

**NURTURING THE POTENTIAL OF EVERY CHILD AND TEEN**

**HEALTHY LIVING**

**IMPROVING THE NATION'S HEALTH & WELL-BEING**

**SOCIAL RESPONSIBILITY**

**GIVING BACK AND PROVIDING SUPPORT TO OUR NEIGHBORS**

**Choose the Area of Focus you would like to have printed on your banner:**

- YOUTH DEVELOPMENT**
- HEALTHY LIVING**
- SOCIAL RESPONSIBILITY**

**Name or provide the logo to appear on banner:** \_\_\_\_\_

**YES, I WOULD LIKE TO USE YOUR Y LOGO TO SHOW OUR COMMUNITY SUPPORT IN OUR BUSINESS MARKETING.**

