

WGVU SHELLEY IRWIN FUN RUN 5K



2026 SPONSORSHIP OPPORTUNITIES

Saturday, April 25, 2026 9:00am - 12:00pm
Millennium Park, Secchia Meadows
1415 Maynard Ave SW, Walker, MI 49534

WGVU SHELLEY IRWIN FUN RUN 5K

SATURDAY, APRIL 25, 2026
9:00AM - 12:00PM

MILLENNIUM PARK,
SECCHIA MEADOWS, 1415 MAYNARD AVE SW,
WALKER, MI 49534

ABOUT THE EVENT

The Shelley Irwin Fun Run 5K celebrates community, public media, and Shelley Irwin's 25th year with WGVU Public Media. This family-friendly (and dog-friendly!) event promotes health, movement, and meaningful community engagement while raising support for public media programming.

Participants of all ages and abilities gather at the beautiful Millennium Park to run, walk, skip, stroll, or hop their way across the finish line. The event brings together people who value wellness, connection, and investing in the mission of public media.

Shelley shares, "Movement has always been my passion. I love setting goals and chasing them, both in my work at WGVU and in my fitness. I am excited to invite you to join me through sponsorship or participation. Just say yes!"

Funds raised from the Fun Run 5K support WGVU Public Media, the region's trusted source for world-class children's education programming and vital community engagement services.

TARGET AUDIENCE

- Local and regional residents across West and Southwest Michigan
- Average participant age of 36
- 34% Male / 66% Female
- 48% Runners / 52% Walkers
- Individuals and families who value active, healthy lifestyles
- Community-minded residents who are engaged locally
- Working professionals, civic leaders, and supporters of public media

SPONSORSHIP OPPORTUNITIES

SHELLEY IRWIN FUN RUN 5K PARTNER SPONSOR \$500

A welcoming entry point for organizations that want to show support, get involved, and be visible in the community.

Advance Promotion, with Recognition including:
Mention on WGVU's Shelley Irwin Fun Run webpage

Event Benefits:
2 registrations

Option for table or space at event, to engage with guests, provide activities, etc. Tables and chairs provided

SHELLEY IRWIN FUN RUN 5K COMMUNITY COUNTS SPONSOR \$1,000

Celebrates businesses that believe in local storytelling, learning, and community strength.

Includes ALL benefits from the Partner Sponsor level, PLUS:
Advance Promotion, with Recognition including:
Logo with Link on WGVU's Shelley Irwin Fun Run webpage

Inclusion in WGVU e-newsletters and e-blasts

Event Benefits:
4 registrations

SHELLEY IRWIN FUN RUN 5K DOG WALK SPONSOR \$1,000

A themed opportunity perfect for organizations that love pets, families, and creating joyful moments.

Includes ALL benefits from the Community Counts level, PLUS:

Event Benefits:
A dedicated table space near the pet station

SHELLEY IRWIN FUN RUN 5K PRE-RACE FUEL-UP SPONSOR \$2,500

Five Available

Helps set the tone for a day of movement and connection by supporting the gathering space where participants prepare for the Fun Run.

Includes ALL benefits from the Community Counts Sponsor level, PLUS:

Advance Promotion, with Recognition as Fuel Up Sponsor on:

WGVU's social media platforms

(25) congratulatory radio messages for Shelley's 25th year leading up to event

Event Benefits:
6 registrations

Signage placed at the sponsor's designated space

SPONSORSHIP OPPORTUNITIES

SHELLEY IRWIN FUN RUN 5K

HAT SPONSOR

\$5,000

Three Available

Your brand becomes part of the memory, prominently featured on hats worn by runners, walkers, families, and volunteers.

Includes ALL benefits from the Pre-Race Fuel Up Sponsor level, PLUS:

Advance Promotion, with Recognition as Hat Sponsor on:

WGVU PBS TV promotions (logo)

(50) congratulatory radio messages for Shelley's 25th year leading up to event

Event Benefits:

10 registrations plus a 10% discount for additional employees who participate

Prominent logo on race hats (300+) with recognition as Hat Sponsor

Placement of promotional items in race packets (300+)

SHELLEY IRWIN FUN RUN 5K

PRESENTING SPONSOR

\$10,000

Only One Available

*This premier partnership highlights your organization as a champion of community health, learning, and local public media. *All marketing will indicate: "WGVU and [Your Company] Present the 2026 Shelley Irwin Fun Run 5K."*

Includes ALL benefits from the Hat Sponsor level, PLUS:

Advance Promotion, with Recognition as Presenting Sponsor on:

WGVU PBS TV promotions (mention + logo)

WGVU NPR radio promotions

Prominent logo with link on WGVU's Shelley Irwin Fun Run webpage

Audio pre-roll on wgvunews.org

Opportunity for an interview on The Shelley Irwin Show

(100) congratulatory radio messages for Shelley's 25th year leading up to event

Event Benefits:

20 registrations plus a 10% discount for additional employees who participate

Inclusion on race handouts and logo'd items

Placement of logo on all advertising materials and media promotions for event, including yard signs placed in heavily trafficked neighborhoods

Prominent logo on "Thank You to Sponsors" signage with Presenting Sponsor recognition

Name/logo on signage along the racecourse

SPONSORSHIP FORM

- Presenting Sponsor** - \$10,000
- Hat Sponsor** - \$5,000
- Pre-Race Fuel-Up Sponsor** - \$2,500
- Dog Walk Sponsor** - \$1,000
- Community Counts Sponsor** - \$1,000
- Partner Sponsor** - \$500

We are not able to sponsor the Shelley Irwin Fun Run 5K but would like to make a fully tax-deductible contribution of \$_____ to WGUV.

PLEASE MAKE CHECK OUT TO:

WGUV Public Media
P.O. Box 1668
Grand Rapids, MI 49501

For more info or to get involved,
please contact:

NIC VANG
Development Specialist

vangni@gvsu.edu
616.331.6757

KIM SHEFFERLY
**Senior Corporate / Community
Partnerships Officer**

sheffeki@gvsu.edu
616.822.8002

MARNIE MCGUIRE
Director of Development

mcgumarn@gvsu.edu
616.331.6713

Please enter desired name as you would like it to appear on
any printed materials.

Company Name

Contact Person

Title

Street Address

City, State, Zip

Phone Number

Email Address

Total Sponsorship \$

I have read the terms of the sponsorship proposal and agree to them in full.

Company Representative

Date