



5K RUN/WALK

PARTNERSHIP DECK

SUPPORTING ACADEMIC DREAMS



2026

**SUNDAY
SEP 06**

*Together, we Run, Walk, and Give—
shaping a brighter tomorrow for the
next generation.*

Mission & Impact

The MBJ Foundation Team Sangster Charity Run/Walk is committed to empowering futures, one step at a time. Through this annual event, every stride is transformed into opportunity — funding educational grants and delivering essential resources that uplift students and strengthen communities.

Since its inception, the event has provided critical financial support for education to more than 3,320 students, made possible by the steadfast commitment of our valued partners and the thousands of participants who show up year after year.

As we mark our 6th anniversary in 2026, we are focused on expanding our reach and deepening our impact.

With your continued participation and support, we are committed to ensuring that students at all levels have access to the resources they need — including individuals with special needs, at-risk youth, and those engaged in STEM programmes.





Year Over Year Impact



YEAR	\$ RAISED	BENEFICIARIES
2019	\$ 3.5 MIL	40 STUDENTS
2022	\$ 4.5 MIL	100 STUDENTS
2023	\$ 11 MIL	180 STUDENTS
2024	\$ 22 MIL	1,000 STUDENTS
2025	\$ 30 MIL	2,000 STUDENTS
TOTAL	\$ 71 MIL	3,320 STUDENTS

Every Step Matters



Partnership Benefits

Maximize Brand Visibility and Impact!

When you sponsor the MBJ/Team Sangster Charity Run/Walk, your brand steps into the spotlight. With over 3,000 passionate participants and a growing network of supporters, your company will be prominently featured across all marketing platforms, ensuring maximum visibility at every touchpoint of the event experience. But this is far more than a marketing opportunity, it is a powerful declaration that your brand stands for something greater: **equal access to education, youth empowerment, and meaningful community change**. Aligning with the MBJ/Team Sangster Charity Run/Walk places your company among forward-thinking organizations that understand true success is measured not only in business performance, but in the lives you help transform.

Catalyst for Change

Join us in making a lasting impact! The Team Sangster Charity Run/Walk has a proven track record of transforming lives through education. Over the 5 years we raised an impressive **\$71 million, supporting over 3,320 students**.

Your partnership fuels this mission—empowering young minds, strengthening communities, and creating brighter futures.

Partner with us and be a catalyst for change!

Community Development

The impact of this event extends far beyond the classroom. Funds raised support not only individual students but also community organizations — fostering collective growth, strengthening local networks, and driving meaningful development at every level.

Join us in supporting collective growth and development!

“Partner with us and let your brand stand out while making a real difference!”



Diamond Partnership

\$10,000 USD

- **Elite Sponsor:** Access limited number of spaces and exclusive offers with elite status
- **Highest priority promotional status:** Highest priority promotional status at the event and in promotional materials.
- **Complimentary 10-Second Advertising:** Your brand will be showcased on a digital monitor in Arrivals, Departures or Landside for a two-month period, visible to 100% of arriving passengers valued at **US\$6,00.00**.
- **Logo Placement:** Enjoy the highest priority placement of your logo on all digital and printed materials associated with the event.
- **Prominent Acknowledgment:** Your brand will receive prominent acknowledgment on signage placed in key locations on race day and across all media platforms for the eight weeks leading up to the event.
- **Social Media and Publicity:** Ongoing mentions in our social media and publicity campaigns both prior to and on race day.
- **Opportunity for Presentation:** Address event audience with a five-minute presentation on race day, maximizing your brand's visibility and engagement.
- **Feather Banners/Bunting:** Eight (8) feather banners/bunting will be strategically placed at prominent locations on race day, ensuring maximum exposure for your brand.
- **Corporate Team Entry:** Enjoy complimentary entry of up to 60 persons from your corporate team, encouraging team building and participation.
- **Branded Apparel:** Receive up to 60 complimentary branded MBJ/Team Sangster Run/Walk shirts for your team.
- **Team Tent:** Receive a 20x10 team tent provided and located in a prominent position, serving as an assembly space for your team and branding opportunity.
- **Promotional Items and Awards:** Opportunity to distribute sponsor-supplied promotional items and present awards on race day, strengthening brand engagement.
- **Grant Awards Ceremony:** Participate in the Annual Grant Awards Ceremony by handing over funds to recipients, showcasing your commitment to community development.
- **Newsletter Advertisement:** Full-page advertisement feature in our Grant Award Ceremony newsletter, shared with stakeholders and participants, and published on the MBJ website.
- **Snacks & Hydration:** Ensure your team's comfort and energy with included snacks and hydration fluid.



Platinum Partnership

\$6,000 USD

- **Prime Promotional Status:** Leading promotional status at the event and in promotional materials.
- **10-Second Advertising:** Showcase your brand with a 10-second advertisement on a digital monitor in the Arrivals/Departures area for a one-month period, visible to 100% of Arriving or Departing passengers valued at **US\$3,000.00**.
- **Prominent Acknowledgment:** Enjoy prominent acknowledgment on signage placed in key locations on race day and across all media platforms for the eight weeks leading up to the event.
- **Logo Placement:** Priority placement of your logo on all digital and printed materials associated with the event, maximizing brand visibility.
- **Social Media and Publicity:** Ongoing mentions in our social media and publicity programs both prior to and on race day, enhancing your brand's reach and engagement.
- **Opportunity for Presentation:** Address event audience with a 2-3-minute presentation on race day, allowing you to connect directly with participants and attendees.
- **Promotional Items:** Optionally, distribute sponsor-supplied promotional items to participants, further increasing brand awareness and appreciation.
- **Feather Banners/Bunting:** Six feather banners/bunting will be strategically placed at prominent locations on race day, providing additional exposure for your brand.
- **Corporate Team Entry:** Enjoy complimentary corporate team entry of up to 40 persons, fostering team building and participation.
- **Branded Apparel:** Receive up to 40 complimentary branded MBJ/Team Sangster Run/Walk shirts for your team.
- **Team Tent:** Receive a 20x10 team tent provided and located in a prominent position, serving as an assembly space for your team and branding opportunity.
- **Fund Handover Opportunity:** Participate in handing over funds to recipients of funds at the awards ceremony, demonstrating your commitment to community support.
- **Newsletter Advertisement:** Half-page advertisement feature in our Grant Award Ceremony newsletter, shared with stakeholders and participants, and published on the MBJ website.



Gold Partnership

\$4,000 USD

- **Brand Visibility:** Recognition of promotional status at the event and in promotional materials.
- **10-Second Advertising:** Feature your brand with a 10-second advertisement on a digital monitor in the Arrivals or Departure area for a two-week period, visible to 100% of arriving/departing passengers valued at **US\$1,800.00**.
- **Logo Placement:** Logo prominently displayed on all digital and printed materials associated with the event, maximizing your brand's visibility.
- **Prominent Acknowledgment:** Enjoy prominent acknowledgment as the Gold Sponsor on signage placed in key locations on race day and across all media platforms for the eight weeks leading up to the event.
- **Social Media and Publicity:** Mentions in our social media and publicity programs both prior to and on race day, enhancing your brand's reach and engagement.
- **Feather Banners/Bunting:** Four (4) feather banners/bunting will be strategically placed at prominent locations on race day, providing additional exposure for your brand.
- **Corporate Team Entry:** Receive complimentary corporate team entry for up to 25 persons, fostering team building and participation.
- **Branded Apparel:** Receive up to 25 complimentary branded MBJ/Team Sangster Run/Walk shirts for your team.
- **Team Tent:** Receive a 10x10 team tent provided and included, offering a branded space for your team to gather and engage with participants.
- **Newsletter Advertisement:** Advertisement feature in our Grant Award Ceremony newsletter, shared with stakeholders and participants, and published on the MBJ website.
- **Fund Handover Opportunity:** Participate in handing over funds to recipients at the awards ceremony, showcasing your commitment to community support.



Silver Partnership

\$2,500 USD

- **Recognition:** Be recognized as a sponsor on all digital and/or printed materials associated with the event.
- **Logo Inclusion:** Your logo will be included on all flyers/posters promoting the event.
- **Social Media and Publicity:** Mentions in our social media and publicity programs, increasing your brand's visibility.
- **Feather Banners/Bunting:** Two (2) feather banners/bunting will be strategically placed at prominent locations on race day, offering exposure for your brand.
- **Corporate Team Entry:** Enjoy complimentary corporate team entry of up to 20 persons, encouraging team participation.
- **Branded Apparel:** Receive up to 20 complimentary branded MBJ/Team Sangster Run/Walkshirts for your team.

Bronze Partnership

\$1,500 USD

- **Corporate Team Entry:** Enjoy complimentary entry for a corporate team, with a limit of 15 persons, fostering team participation.
- **Branded Apparel:** Receive up to 15 complimentary branded MBJ/Team Sangster Run/Walkshirts for your team.
- **Logo Inclusion:** Your logo will be included on all flyers/posters promoting the event.
- **Social Media and Publicity:** Receive mentions in our social media and publicity programs, increasing your brand's visibility.



Thank you for considering our proposal

Your support brings us closer to improving of the educational outcome of the most vulnerable in our community and nurturing the next generation of Jamaica's leaders.

To ensure your company fully maximizes the marketing opportunities available, we kindly request confirmation of your commitment to support this initiative by **JULY 10, 2026**.

We welcome the opportunity to discuss the partnership opportunities further and answer any questions you may have. Please don't hesitate to reach out to:

Sharon Hislop-Holt at 876-564-7713
via email: sangsterrun@mbjairport.com

[Information on Charity Run Walk Charity Run/Walk](#)



SAVE *the* DATE
SEP 06
2026

