



**ASTORIA  
COMMUNITY  
FOUNDATION**

**RUN** *On The* **RIVER**



**FORT GEORGE**  
ASTORIA, OREGON



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**SPONSOR PACKET**  
2026 SEASON

# Astoria Community Foundation

We're excited to share some big news: your favorite community race is back — rebranded, refreshed, and ready for its strongest year yet. This year, the event gets a bold new look through the Astoria Community Foundation and welcomes a major new partner we're thrilled to announce.

## **A RACE OWNED BY THE COMMUNITY IT SERVES**

One thing that hasn't changed — and that we want to shout from the rooftops — is that this race is fully owned and operated by the Astoria Community Foundation.

Run on the River is more than a scenic race. While many races donate only a portion of proceeds to charity, 100% of the net revenue from this event goes directly back into Astoria's youth programs, recreation scholarships, and swimming lessons for Astoria School District kids.

Your registration *directly* supports:

- 4th grade swim lessons
- Youth sports scholarships
- After-school programs
- Community recreation access

This is your chance to run *for* our community — not just in it.



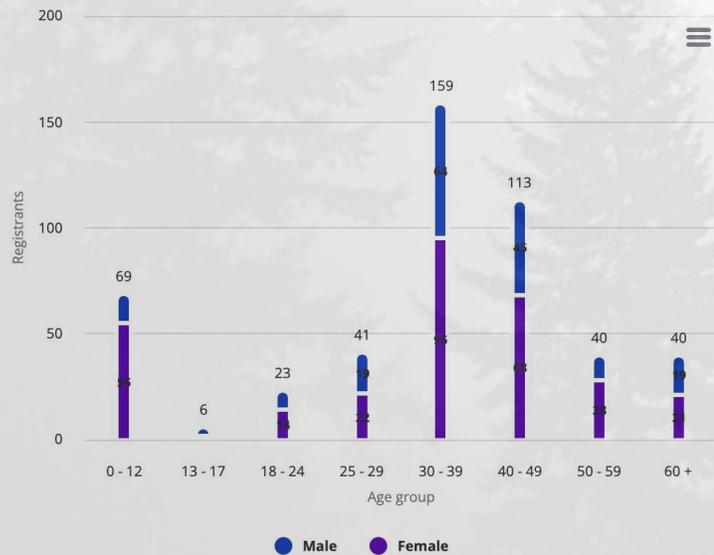
# EVENT DEMOGRAPHICS

## WHO PARTICIPATES IN ASTORIA RUN ON THE RIVER?

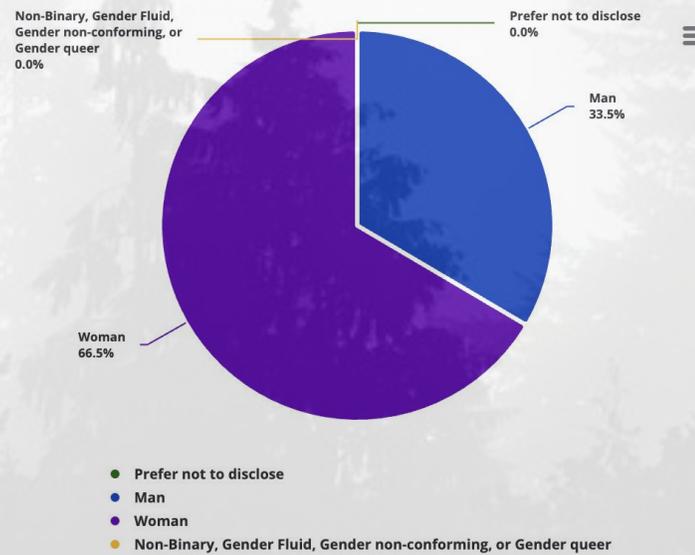
Astoria Run On The River welcomes hundreds of participants each year, drawing runners and walkers of all ages and experience levels who come together to celebrate movement, community, and Astoria's iconic riverfront. With accessible distances and a welcoming atmosphere, the event appeals not only to dedicated runners but also to families, casual participants, and visitors looking to be part of a meaningful local tradition.

The majority of participants come from Astoria and surrounding Clatsop County communities, with additional runners traveling from across the Pacific Northwest. This audience reflects a strong local pride, deep community engagement, and an appreciation for organizations that reinvest locally. Sponsors can feel confident knowing their support directly benefits programs and initiatives led by the Astoria Community Foundation—strengthening the region and supporting the people who call it home.

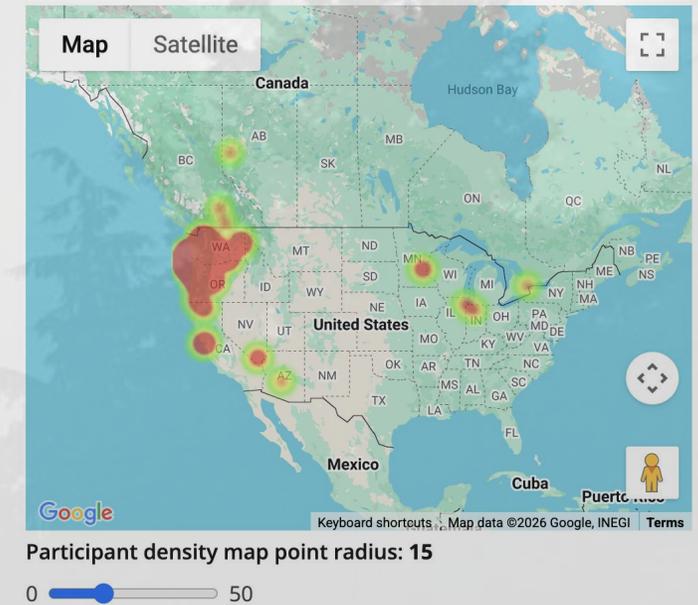
Gender breakdown by age



Gender breakdown



Participant density map

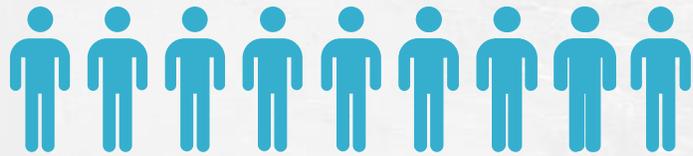


# Presenting Heart-rate, Pacer, and Carbo load Sponsorship levels

## Audience Insights

At our various sponsorship levels, there are the added perks of having visibility on the social media channels and to the email audience, as well as having the option of setting up a physical booth at the pre-race expo and on race day, with your logo prominently displayed on all race promo materials.

See following pages for specific perks broken down by each tier.



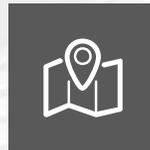
### EMAIL AUDIENCE

With over 7 years of past registrant data. Run on the River has an email list of **over 3,000** participants



### SOCIAL MEDIA

Across Facebook and Instagram, the race has **over 3,000 followers**



### ON SITE ATHLETES

Day of the race, there is an average of **over 700 attendees** and a bit over 500 runners and growing!

# Sponsorship Tiers

**HEART RATE SPONSOR LEVEL: \$3,000**

- **Business logo event page**
- **Social media exposure**
- **Logo on official Run on the River T-shirt**
- **Exhibit booth at race event at the Fort George Beer Pier**
- **Ten free participant entries to the race**

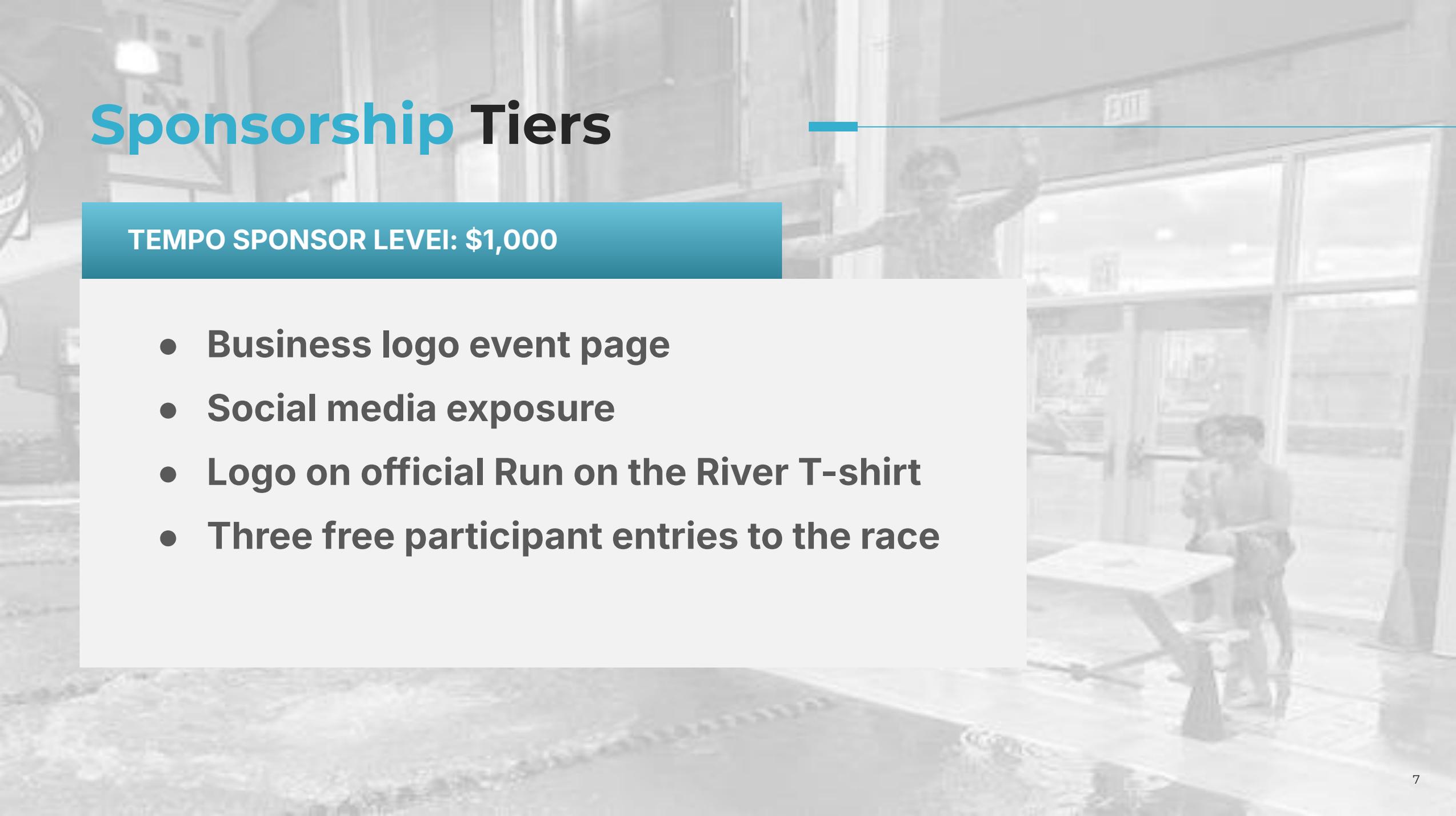
# Sponsorship Tiers

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**PACER RATE SPONSOR LEVEL: \$1,500**

- **Business logo event page**
- **Social media exposure**
- **Logo on official Run on the River T-shirt**
- **Five free participant entries to the race**

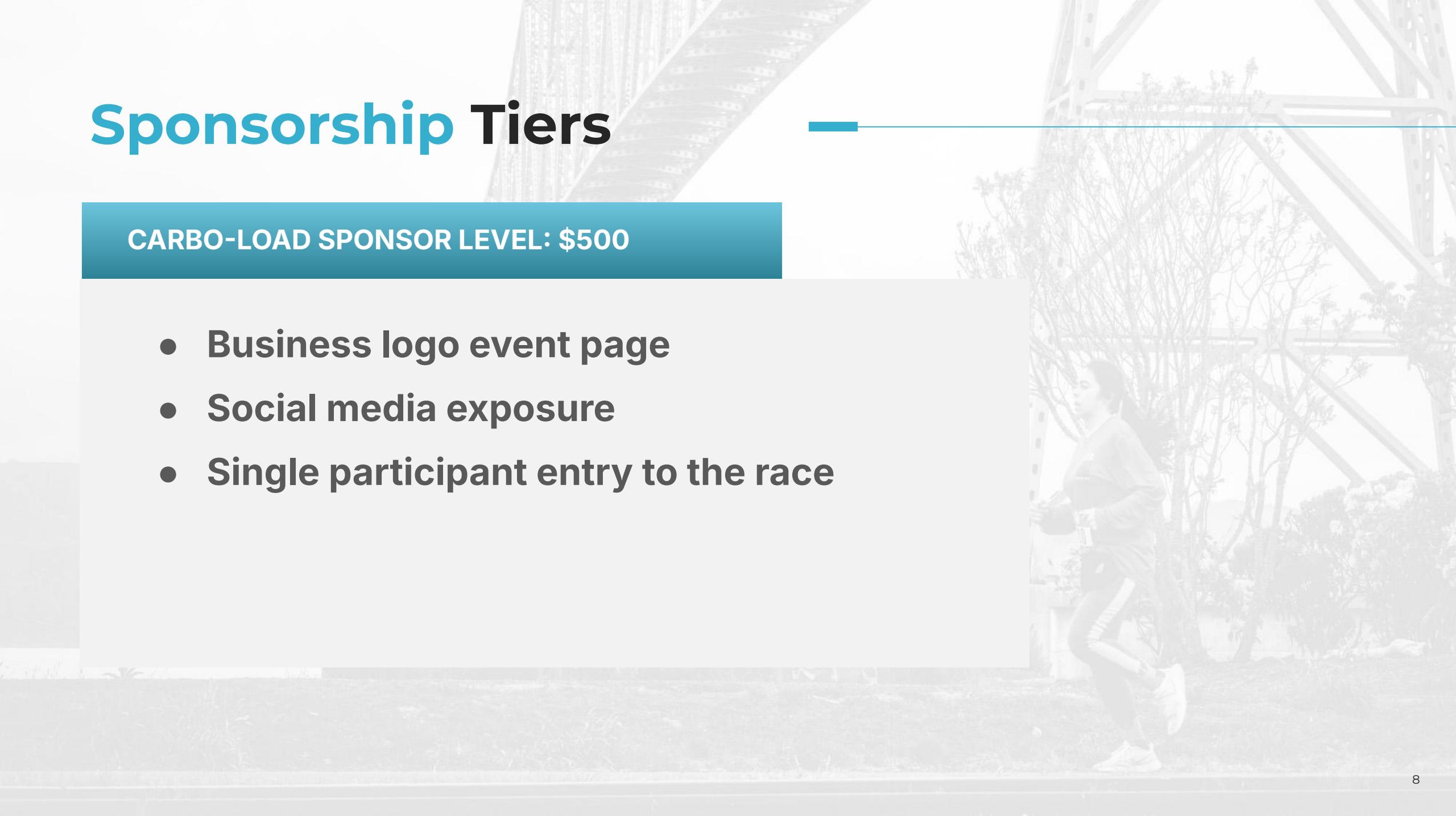
# Sponsorship Tiers

The background of the slide is a grayscale photograph of a building's entrance. A person is standing in the doorway with their arms raised. In the foreground, another person is sitting at a table. The scene is brightly lit, possibly from an overcast day or indoor lighting.

**TEMPO SPONSOR LEVEL: \$1,000**

- **Business logo event page**
- **Social media exposure**
- **Logo on official Run on the River T-shirt**
- **Three free participant entries to the race**

# Sponsorship Tiers

A woman in athletic wear is running on a paved path. In the background, there is a large steel truss bridge structure. The scene is outdoors with some trees and a clear sky.

## CARBO-LOAD SPONSOR LEVEL: \$500

- **Business logo event page**
- **Social media exposure**
- **Single participant entry to the race**

# WE'D LOVE TO PARTNER WITH YOU

For further details on sponsorship opportunities or to secure your spot,

PLEASE EMAIL US AT:

[astoriaparksfoundation@gmail.com](mailto:astoriaparksfoundation@gmail.com)

or submit your sponsorship payment using the code below.



## Thank you to our past sponsors!





# We depend on volunteers to make this race happen!

Please consider promoting ROTR as a volunteer opportunity!

Sign up at the QR code below:

