



# 2026 Chile Pepper Sponsorship Levels

Race Weekend is October 2-3. Sponsorship Deadline is August 31.

Our Publicity Plan utilizes radio, television, print advertising, our website, poster distribution, race flyers, email blasts, a press conference, and race day mention of your commitment. Top four financial donors on 5000+ race bibs! Limit of 4 sponsor expo/displays during event, pending Board approval.

\$10,000+

## Ghost Pepper

- Inclusion in all printed media and website
- Expo space in prime finish line festival location
- Logo on volunteer t-shirt
- VIP Tent entries for 10
- 5 tickets to the post race celebration
- Tent provided if requested
  - 10X10 or 20X20
- Mention during TV and Radio ads
- Recognition at race day and post race commentary

\$5,000-\$9,999

## Habanero

- Inclusion in some printed media and website
- Logo on volunteer t-shirt
- 10 complimentary race entries
- 10 complimentary race t-shirts
- 5 tickets to the post race celebration
- Tent provided if requested
  - 10X10 or 20X20
- Mention during TV and Radio ads
- Recognition at race day and post race commentary

\$2,500-\$4,999

## Cayenne

- Logo inclusion on volunteer t-shirt; some marketing materials
- 6 complimentary race entries
- 6 complimentary race t-shirts
- 3 tickets to the post race celebration
- Onsite Expo space available
- Recognition during race day commentary

\$1,000-\$2,499

## Serrano

- Logo Inclusion on volunteer t-shirt, some marketing materials
- 4 complimentary race entries
- 4 complimentary race t-shirts
- 2 tickets to the post race celebration
- Recognition during race day commentary

\$500-\$999

## Jalapeno

- Logo inclusion on volunteer t-shirt, some marketing materials
- 2 complimentary race entries
- 2 complimentary race t-shirts
- 2 tickets to the post race celebration
- Recognition during race day commentary

\$250-\$499

## Poblano

- Name on volunteer t-shirt, some marketing materials
- 2 complimentary race entries
- 2 complimentary race t-shirts
- Recognition during race day commentary

Sponsor Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone, Email: \_\_\_\_\_

Sponsor Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Pepper Level, Pledge: \_\_\_\_\_

Contact Tiffany Hoover, Board President

# Chile Pepper Festival, Fayetteville, Arkansas

*Race Date: October 2-3, 2026*



One day in 1988, Joe Fennel, Randy Rhine, and Kelly O'Meara, the Fayetteville High School cross-country coach, went for a run. Kelly mentioned that his cross-country budget was only \$100 dollars.

In the days before development programs, there wasn't money for sports other than football and basketball. Joe and Randy were shocked and decided to do something about it. They created the Chile Pepper Running Club and from there, the Chile Pepper Run. The race was originally held in May and contained only an open 10K run.

Then in 1992, the Chile Pepper Cross Country Festival was formed. It brought together three Northwest Arkansas cross-country races into a single event, including, the Chile Pepper Run; the Arkansas Invitational (the annual Lady'Back and Razorback home collegiate meet); and the Fayetteville High School's Purple Dog Invitational. Over the subsequent years, the Chile Pepper Cross Country Festival, grew to become one of America's premier running events and one of the largest cross country festivals in the nation.

This year, the Chile Pepper will celebrate its 38th anniversary and expects the festival to be the biggest event to date! Projections estimate participation to supersede 6,500 runners and 5,000 spectators. The most exciting element of the event is that proceeds go to fund local youth running programs to continue building and supporting running in the Northwest Arkansas area. Since the Festivals inception more than \$1,083,525 has been given to area cross-country programs.