



# HCU Husky Hustle

## October 5, 2024

2025: February  
(date TBA)

The HCU Alumni Association will host its 23rd Annual Husky Hustle 5K Fun Run & Walk. Students, faculty, staff, alumni, and members of the community are welcome to participate in the event.



### Top Dawg | \$8,000 for both races or \$5,000 each

Listed as Presenting Sponsor - Logo / Name on Shirts	10 Complimentary game day tickets (Oct.: football Feb.: basketball) + recognition at the game
10 Complimentary Race Entries (includes t-shirts)	Recognition on social media, website and in weekly e-newsletter
	Table for Promotion at Post-Race Party (upon request)

### Big Dawg | \$4,000 for both races or \$2,500 each

Prominent Sponsor Logo Placement on Shirts	5 Complimentary game day tickets (Oct.: football Feb.: basketball) + recognition at the game
5 Complimentary Race Entries	Recognition on social media, website and in weekly e-newsletter
5 Tickets to 10/5 6 pm Family Weekend Football Game	Table for Promotion at Post-Race Party (upon request)

### Blue Sponsor | \$1,600 for both races or \$1,000 each

Sponsor logo / Name on Shirts	Recognition on social media, website, in weekly e-newsletter, and at the game on race day (included in script)
4 Complimentary Race Entries (includes t-shirts)	Table for Promotion at Post-Race Party (upon request)

### Bright White Sponsor | \$800 for both races or \$500 each

Sponsor logo / Name on Shirts	Recognition on social media, website and in weekly e-newsletter
3 Complimentary Race Entries (includes t-shirts)	Table for Promotion at Post-Race Party (upon request)

### Orange Sponsor | \$480 for both races or \$300 each

Sponsor logo / Name on Shirts	Recognition on website and in weekly e-newsletter
2 Complimentary Race Entries (includes t-shirts)	Table for Promotion at Post-Race Party (upon request)

# Thank You For Your Support

Proceeds from the Husky Hustle Sponsorship fund the **HCU Alumni Student Success Scholarship**. All sponsors are welcome to set up a **sponsor-provided** table at the post-race party.

*Contributions to Houston Christian University are tax-deductible.*

Company/Individual Name: \_\_\_\_\_

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

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

Level of Sponsorship

\_\_\_\_\_ Top Dawg \_\_\_\_\_ Big Dawg \_\_\_\_\_ Blue Sponsor

\_\_\_\_\_ Bright White Sponsor \_\_\_\_\_ Orange Sponsor

Method of Payment

\_\_\_\_\_ Master Card \_\_\_\_\_ Visa \_\_\_\_\_ AMEX \_\_\_\_\_ Check Enclosed

Name as it appears on credit card: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_

CSV \_\_\_\_\_

Please make check payable to: Houston Christian University Alumni Association  
7502 Fondren Rd, Houston TX 77074

Memo Line: 2024 Husky Hustle



Dear Friend of HCU,

Houston Christian University has been committed to providing an excellent education rooted in the Christian faith, since our founding in 1960. Our steadfast dedication to *The Pillars* and our university mission remains constant to this day.

Each year, the **HCU Alumni Association** works tirelessly to raise money that goes directly to students on the HCU campus who need it most. We know without scholarship assistance that a higher education would not be possible for so many of our students. **One of the most impactful fundraisers we have is the annual Husky Hustle 5K Fun Run & Walk.** The Husky Hustle is one of the longest running 5Ks in Houston, and we love the tradition it holds of bringing faculty, staff, students, alumni and the community together!

We always want to find the best time to hold the race when we can include as many as possible. In making a move from holding the race in February to the fall, we have found while sponsorship has grown, our attendance has decreased. We are doing one last push for 2024 during **Family Weekend on October 5 and then moving the race to a weekend in February of 2025.** (We are awaiting the basketball schedule to align the Hustle with the always popular Throwback Basketball game.) Given this short timeframe between events, we want to offer an incentive for participation for our sponsors ... a discount to be part of both! (See attached for levels.) Our next race will not be until February 2026.

In order to make the event a success, we depend on our community. Please consider sponsoring part of this exciting event! Our Alumni Association Advisory Board will ensure that your sponsorship is celebrated and that you are appropriately thanked for giving to HCU. As a business owner, this is an exceptional opportunity for you to advertise your company to the broader HCU community.

Our **deadline for accepting sponsorships is September 16, 2024** as we will need to provide our print shop with sponsor logos for our t-shirts and event signage. If your company is interested in providing any promotional items to be distributed to our participants, we will need them prior to September 25 so we may include them in the participants' gift bag they receive at check-in. **Five levels of patronage have been established to help make this an opportunity that is financially viable for varying budgets.** For more information regarding these patronage levels and the associated benefits, please review our website at [hc.edu/huskyhustle](https://hc.edu/huskyhustle). We look forward to seeing you on October 5th ... and again in February 2025!

In Husky Pride,

J.J. Worthen | Chair, Alumni Association Advisory Board