



# SPONSORSHIP GUIDE

2025





Founded in 1977, the Charleston Running Club promotes, encourages, and organizes activities for sport, recreation, competition and health in the Charleston tri-county area. We welcome runners and walkers at all levels- whether you're a beginner or a competitive athlete.

## Our Events

Each year, we direct and manage the Charlie Post Classic 15K/5K in January, the Floppin' Flounder 5K in June, and the James Island Connector Run 8K/5K in October.

The **Charlie Post Classic 15K and 5K run/walk** is one of the few certified 15Ks in SC and our signature winter event.

The **Floppin' Flounder 5K run/walk** is our signature summer event. We've hosted this event since 2011 with help from the Sullivan's Island Fire and Rescue Department.

The **James Island Connector 8K run and 5K run/walk** is our final race of the year. It's your only chance to legally run or walk the connector, and it raises funds for the Charleston Animal Society.

## Why Sponsor?

Most runners and walkers at our events hail from the tri-county area. Our sponsors receive widespread recognition before, during, and after events. Our participant diversity creates numerous branding opportunities, as our races attract participants of all ages and backgrounds.

Aside from these races, we host a Cooper River Bridge Run post-race breakfast and an annual holiday party. We also sponsor and help coordinate group walk/runs in neighborhoods throughout the tri-county area.

As a sponsor, you help the club finance races and community activities. If your mission includes enhancing citizens' quality of life through recreation, consider partnering with us. If you see an opportunity to support us that is not mentioned in this guide, please do not hesitate to contact us.



Sincerely,  
Pat Welch  
President, Charleston Running Club  
Tony Shuler  
Race Director, Charleston Running Club



# CHARLIE POST CLASSIC 15K & 5K



The Charlie Post Classic 15K and 5K run/walk is our first race of the year and one of the few 15K runs in South Carolina.

The race is named after Dr. Charlie Post, who passed away in October 1983 following complications from a cycling accident he had while training for an Ironman.

Dr. Post was an active member of the Charleston Running Club, served as the head of the College of Charleston's student health services, and was the school's team physician for varsity sports.

As a memorial to Dr. Post, the Charleston Running Club funds an annual scholarship in his memory through the athletic department of the College of Charleston.

For more information about the race, visit [charliepostclassic.com](http://charliepostclassic.com).

## Sponsorship levels for the Charlie Post Classic 15K/5K

	Title	Gold	Silver	Bronze	Endurance	Sprint	In-Kind
	\$4,000	\$2,500	\$1,500	\$750	\$500	\$250	> \$150
Available opportunities	1	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited
Company booth at race finish area on race day	10x10	10x10	10x10	10x10	10x10	10x10	
Company name mentioned on race day	YES	YES	YES	YES	YES	YES	YES
Company logo on race shirt	YES	YES	YES	YES	YES	YES	YES
Company feather flag displayed at premium location	YES	YES	YES				
Complimentary race entries	6	4	3	2	2	1	1
Company logo and link on CRC website	YES	YES	YES	YES	YES	YES	YES
Company logo and link on race website	YES	YES	YES	YES	YES	YES	YES
Social media exposure on Facebook and Instagram	YES	YES	YES	YES	YES	YES	YES
Company logo listed in monthly CRC newsletter	YES	YES	YES	YES	YES	YES	YES

# CHARLIE POST CLASSIC 15K & 5K

## Sponsorship agreement between Charleston Running Club and signatory

By completing and signing this form, you are committing to sponsoring the Charlie Post Classic 15K and 5K run/walk at the chosen level.

You may pay by check or online. If you want to pay online, email CRC Secretary, Amy Lauren Scott, at amy\_lauren\_scott@yahoo.com to receive an invoice. Once payment is received, you will receive the promotional benefits described on the previous page.

Sponsorship commitments must be received as soon as possible to ensure company name placement on the back of the shirts. You may also email this information to CRC President, Pat Welch, at pwelch@welchmgt.com.

Sponsorship level: (please check one)

- ☐ Title \$4,000
- ☐ Gold \$2,500
- ☐ Silver \$1,500
- ☐ Bronze \$750
- ☐ Endurance \$500
- ☐ Sprint \$250
- ☐ In-Kind >\$150 Estimated value: \_\_\_\_\_

Company name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

All checks should be made payable to:  
Charleston Running Club  
1260 Bees Ferry Rd.  
Charleston, SC 29414

The Charleston Running Club is a not-for-profit organization 501c(3) with Tax ID # 57-0878770.





# FLOPPIN' FLOUNDER 5K



The Floppin' Flounder 5K run/walk kicks off the summer running season and is one of Charleston's favorite races.

Hosted by the Charleston Running Club since 2011, this race has had a loyal following for over 30 years.

This race raises funds for the Sullivan's Island Fire and Rescue Department, the Charleston Animal Society, and the Charleston Running Club.

We also give the Peyton Moore award to the fastest boy or girl 11 years old or under in this race. This is in memory of one of our youngest runners who passed away in 2013.

For more information, visit [floppinflounder.com](http://floppinflounder.com).

## Sponsorship levels for the Floppin' Flounder 5K

	Title	Gold	Silver	Bronze	Endurance	Sprint	In-Kind
	\$4,000	\$2,500	\$1,500	\$750	\$500	\$250	> \$150
Available opportunities	1	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited
Company booth at race finish area on race day	10x10	10x10	10x10	10x10	10x10	10x10	
Company name mentioned on race day	YES	YES	YES	YES	YES	YES	YES
Company logo on race shirt	YES	YES	YES	YES	YES	YES	YES
Company feather flag displayed at premium location	YES	YES	YES				
Complimentary race entries	6	4	3	2	2	1	1
Company logo and link on CRC website	YES	YES	YES	YES	YES	YES	YES
Company logo and link on race website	YES	YES	YES	YES	YES	YES	YES
Social media exposure on Facebook and Instagram	YES	YES	YES	YES	YES	YES	YES
Company logo listed in monthly CRC newsletter	YES	YES	YES	YES	YES	YES	YES

# FLOPPIN' FLOUNDER 5K

## Sponsorship agreement between Charleston Running Club and signatory

By completing and signing this form, you are committing to sponsoring the Floppin' Flounder 5K run/walk at the chosen level.

You may pay by check or online. If you want to pay online, email CRC Secretary, Amy Lauren Scott, at amy\_lauren\_scott@yahoo.com to receive an invoice. Once payment is received, you will receive the promotional benefits described on the previous page.

Sponsorship commitments must be received as soon as possible to ensure company name placement on the back of the shirts. You may also email this information to CRC President, Pat Welch, at pwelch@welchmgt.com.

Sponsorship level: (please check one)

- ☐ Title \$4,000
- ☐ Gold \$2,500
- ☐ Silver \$1,500
- ☐ Bronze \$750
- ☐ Endurance \$500
- ☐ Sprint \$250
- ☐ In-Kind >\$150 Estimated value: \_\_\_\_\_

Company name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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# JAMES ISLAND CONNECTOR RUN

The James Island Connector 8K run and 5K run/walk is your only chance to legally run or walk the James Island Connector and the Charleston Running Club's final race of the year.

Hosted by the Gavalas Kolanko Foundation from 1999 to 2019 when it was handed over to the Charleston Running Club, the James Island Connector Run 10K and 5K run/walk now raises funds for Charleston area animal rescues and other causes.

This out-and-back run/walk begins and ends on James Island and features some of the most beautiful scenery Charleston has to offer.

For more information about the race, see [JICRun.com](http://JICRun.com)





# JAMES ISLAND CONNECTOR RUN

## Sponsorship levels for the James Island Connector Run

	Title	Presenting	Supporting	Gold	Silver	Exhibitor	In-Kind
	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500	\$500	\$100-\$999
Available opportunities	1	1	unlimited	unlimited	unlimited	25	unlimited
Company booth on race day	10X10	10X10	10x10	10x10	10x10	10x10	
Company name mentioned on race day	YES	YES	YES	YES	YES	YES	YES
Company logo on race shirt	YES	YES	YES	YES	YES	YES	YES
Company feather flag at premium location	YES	YES	YES	YES			
Complementary entries for 8K/5K	12	10	8	6	4	1	1
Company logo with link on CRC website	YES	YES	YES	YES	YES	YES	YES
Social media exposure on Facebook and Instagram	YES	YES	YES	YES	YES	YES	YES
Company logo with link on JICR website	YES	YES	YES	YES	YES	YES	YES
Company logo in monthly CRC newsletter	YES	YES	YES	YES	YES	YES	YES



# JAMES ISLAND CONNECTOR RUN

## Sponsorship agreement between Charleston Running Club and signatory

By completing and signing this form, you are committing to sponsoring the James Island Connector Run 8K/5K at the chosen level.

You may pay by check or online. If you want to pay online, email CRC Secretary, Amy Lauren Scott, at amy\_lauren\_scott@yahoo.com to receive an invoice. Once payment is received, you will receive the promotional benefits described on the previous page.

Sponsorship commitments must be received as soon as possible to ensure company name placement on the back of the shirts. You may also email this information to CRC President, Pat Welch, at pwelch@welchmgt.com.

Sponsorship level: (please check one)

- ☐ Title (\$15,000)
- ☐ Presenting (\$10,000)
- ☐ Supporting (\$5,000)
- ☐ Gold Sponsor (\$2,500)
- ☐ Silver Sponsor (\$1,500)
- ☐ Exhibitor (\$500)
- ☐ In-Kind >\$150 Estimated value: \_\_\_\_\_

Company name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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**JAMES ISLAND  
CONNECTOR RUN**

