

16th Annual Steps of Success 5K Run/Walk

September 12th, 2026

Music City Center - 201 Rep. John Lewis Way

Theme: "From Shelby to the Music City Skyline"

8:00 AM - 5K Start - Award Ceremony - Family Friendly



Charity Beneficiary

TRANSFORMATION LIFE CENTER
»»» IGNITE . INSPIRE . TRANSFORM .

2026

Sponsorship Opportunities



Every Step Counts — Because Every Future Leader Matters

The Steps of Success 5K was born from the real-life journey of Transformation Life Center Founder & CEO Demetrius Short. As a Fisk University student, Demetrius faced the obstacles that derail far too many young people — limited resources, no scholarship, no car, food insecurity, and uncertainty about the future. Yet every day, dressed in a suit and carrying a briefcase, he walked 3.1 miles from campus to his downtown internship, determined to keep moving toward purpose.

Years later, while reflecting on that same path, Demetrius realized that every difficult step had been preparing him to create a pathway for others. What began as one student's walk of perseverance became the Steps of Success 5K — a movement that transforms footsteps into futures.

Today, the 16th Annual Steps of Success 5K is more than a race. It is a community-powered leadership experience built around Music, Movement, and Mentorship. This historic move from Shelby Park to Downtown Nashville represents more than a new course — it represents a bigger platform, a bigger mission, and a bigger opportunity to connect students, families, mentors, companies, and community leaders in one shared movement.

Through race registration, sponsorship, and community investment, the Steps of Success 5K helps fuel Transformation Life Center's year-round work, including the Pathway to Success Leadership Academy, youth leadership development, mentorship experiences, college and career readiness, literacy and wellness initiatives, and the Leadership Summit. These programs are designed to help underserved youth and collegiate students build confidence, develop leadership skills, access mentors, and prepare for success in school, career, and life.

Your sponsorship is not simply logo placement. It is an investment in access, exposure, and opportunity. It helps young people see what is possible, walk beside mentors who believe in them, and step into rooms, relationships, and experiences that can change the direction of their lives.

When you partner with the Steps of Success 5K, you are helping build more than a race day. You are helping build a pathway — from potential to purpose, from movement to mentorship, and from one powerful step to a lifetime of success.



EVENT DETAILS

EVENT TIMELINE

Theme: From Shelby to the Music City Skyline

Music, Movement & Mentorship (New Event Experience)

"Bridge to Success"

"Soundtrack to Success"

"Mentorship on the Move"

Saturday, September 12th, 2026

Downtown Nashville - Music City Center

201 Rep. John Lewis Way

6:30 AM - Race Day Registration

7:30 AM - Pre-Race Warmup

8:00 AM - 5K Start

8:10 AM - 1 Mile Fun Run/Walk Start

9:15 AM - Awards & Post Race Festival



Your sponsorship investment creates a "Pathway To Success" for hundreds of youth and future leaders to participate in our life changing programs - FREE!





OUR GOALS

5K FUNDRAISING GOAL -2026

\$100,000

TO SUPPORT OUR NON-PROFIT
CHARITY

TRANSFORMATION LIFE CENTER
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\$25,000+ - TITLE SPONSOR

EXCLUSIVE NAMING RIGHTS “[YOUR COMPANY] STEPS OF SUCCESS 5K RUN/WALK

- Premier race-day and year-round leadership partner.
- Top-tier naming recognition as a signature partner of the 16th Annual Steps of Success 5K including branding on all Steps of Success 5K and TLC signage
- Most prominent logo placement on race T-shirt, start/finish area, main event signage, race-day stage, event emails, and dedicated social media features
- Linked logo placement on event website
- Company logo featured on the Steps of Success 5K scholarship checks presented to students
- Race-day speaking opportunity from the stage and leadership lounges
- Premium vendor booth / activation space in the vendor pavilion
- 20 complimentary race entries for the company team and guests
- Includes deeper post-race activation through Pathway to Success Leadership Academy, leadership/career exposure opportunities, and Leadership Summit recognition/access.

Designed for visionary investors who want premier race-day visibility while helping build a year-round pathway of leadership, mentorship, career exposure, and future workforce development through Transformation Life Center.

\$15,000 - “MENTORSHIP ON THE MOVE” PRESENTING SPONSOR

EXCLUSIVE NAMING RIGHTS “1 MILE FAMILY FUN RUN/WALK PRESENTED BY [YOUR COMPANY]”

- Presenting sponsor of the race’s most mission-centered experience.
- Prominent recognition as the sponsor powering “Mentorship on the Move”, where mentors, professionals, and community leaders walk or run with youth and emerging leaders
- Strong logo placement on race T-shirt, Mentorship on the Move signage, race-day stage, event emails, and dedicated social media recognition
- “Mentorship on the Move” recognition during race-day program
- Opportunity for company leaders to participate as featured mentors
- Premium vendor booth / activation space in the vendor pavilion
- 15 complimentary race entries.
- Includes one exclusive post-race “Mentorship on the Move” networking mixer designed to connect company leaders with Pathway to Success Leadership Academy emerging leaders through mentorship, career exposure, and relationship building

Best suited for organizations that want to be known for investing in people as champions of mentorship and leadership development

\$10,000 - "BRIDGE TO SUCCESS" SPONSOR

NAMING RIGHTS "BRIDGE TO SUCCESS" SPONSOR PRESENTED BY [YOUR COMPANY]

- Sponsor the "Bridge to Success" experience on the Demonbreun Street course of the race capturing the amazing skyline and symbolic bridge from potential to purpose.
- Signature recognition tied to the Bridge to Success experience, representing students crossing from barriers into opportunity
- logo placement on race T-shirt, bridge/route signage, sponsor banner, event email mention, and selected social media recognition
- linked logo placement on event website; race-day verbal recognition;
- activation space;
- 10 complimentary race entries.
- Includes post-race exposure through Pathway to Success Leadership Academy and Leadership Summit recognition/access.

This level positions your organization as a bridge-builder — helping young leaders move beyond obstacles, step into confidence, and access the mentorship, relationships, and leadership experiences that can change their future.

\$6,000 - \$8,000 - OFFICIAL FINISHER MEDAL SPONSOR

EXCLUSIVE NAMING RIGHTS "FINISHER MEDAL" PRESENTED BY [YOUR COMPANY]

- Put your brand in every finisher's hands. Exclusive recognition as the Finisher Medal Sponsor
- Sponsor name/logo connected to the official medal presentation experience
- Logo placement on custom finisher medal, sponsor banner, and event website sponsor section
- Grouped social media recognition
- Race-day verbal recognition as participants cross the finish line
- Vendor booth activation space
- 5 complimentary race entries.

This level connects the sponsor to achievement, endurance, celebration, and the powerful message that every step leads to success.

\$5,000 - T-SHIRT SPONSOR

EXCLUSIVE NAMING RIGHTS FOR T-SHIRT SPONSOR PRESENTED BY [YOUR COMPANY]

- Sponsor recognition tied to the official "T-Suit" race shirt worn by all participants
- Premier Logo placement on the race T-shirt (exclusively on the sleeve)
- Vendor booth activation space
- 5 complimentary race entries.

This is a strong brand visibility level connecting your company to one of the most iconic symbols of the Steps of Success 5K

\$2,500 - "IGNITE" PRE-RACE+ WARM-UP SPONSOR

PRE-RACE EVENT + WARM-UP SPONSOR [YOUR COMPANY]

- Start the movement before the race begins.
- Sponsor recognition connected specifically to the pre-race warm-up stage and opening energy experience
- Signage at or near the warm-up area
- Verbal mention during the warm-up segment; sponsor name included on the event sponsor board; grouped post-event thank-you recognition;
- Vendor booth activation space in the vendor pavilion
- 2 complimentary race entries

This level provides targeted race-day exposure and high energy engagement during the, but does not include race T-shirt logo placement, dedicated social media, website link, email promotion, or post-race academy access.

\$2,000 - "INSPIRE" WATER STATION SPONSOR (2 AVAIL.)

WATER STATION PRESENTED BY [YOUR COMPANY]

- Fuel the steps that fuel the mission – Course and Finish Line Water Station
- Branded signage at the hydration station
- Logo on sponsor banner and social media thank you recognition
- Volunteer activation opportunity to hand out water to runners and walkers
- 2 complimentary race entries

This is a meaningful race-day engagement opportunity and direct connection to more than 1000 participants.

\$1,000 - "IGNITE" MILE MARKER SPONSOR (6 AVAIL.)

MILE MARKER 1, 2 AND/OR 3 PRESENTED BY [YOUR COMPANY]

- Encourage every runner and walker along the pathway to success.
- Company logo branded on Mile 1, Mile 2, or Mile 3 mile marker signage.
- Logo on sponsor banner and social media thank-you recognition.
- 2 complimentary race entry

This investment places your brand directly along the race route, where it will be seen by more than 1,000 runners, walkers, families, mentors, students, and community supporters

SPONSOR A YOUTH COMMUNITY PARTNER TEAM

\$1,000 - PROVIDES 25 FREE ENTRIES TO YOUTH SPONSORED BY [YOUR COMPANY]

- Helps provide race access for youth from official community partner organizations
- Supports participation in the Steps of Success 5K or 1 Mile Family Fun Run/Walk
- Connects youth to a positive leadership, wellness, and mentorship experience
- Demonstrates your organization's commitment to access, opportunity, and future leaders

This sponsorship is ideal for partners who want to make a direct and immediate impact by ensuring more young people can experience the Steps of Success 5K, walk alongside mentors, and feel the power of a community moving with them toward success.





THANK YOU!

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