JACK FEST

SUNDAY, OCTOBER 18, 2026

12 PM - 4 PM | FOXFIELD

Family Fun

WITH A PURPOSE

Join us for kids' races, free family activities, food trucks, local beverages, and community fun — all benefiting Ronald McDonald House Charlottesville.

Ronald McDonald House® Charlottesville

JACK FEST

Sponsorship Opportunities

Benefiting Ronald McDonald House Charlottesville

Presenting Sponsor - $15,000 SOLD OUT. *Thanks to Tiger Fuel!*

- Prominent logo placement on all marketing and media, website and newsletters
- Sponsor recognition during opening ceremony
- Featured individual social media spotlight
- Premium tent placement
- 20 free registrations for kid races

Hero Sponsor - $10,000 (3)

- Prominent logo placement on event materials and website
- Sponsor recognition during opening ceremony
- Featured individual social media spotlight
- Premium tent placement at a signature Sponsored Zone with dedicated signage and enhanced on-site visibility (Tailgate Row, Race Track, Refreshment Row)
- 15 free registrations for kid races

Crusader Sponsor - $5,000 (5)

- Logo included on event materials and website
- Social media recognition as part of a Crusader Sponsor spotlight or grouped sponsor feature
- Branded signage at a Sponsored Zone, offering visibility in a high-traffic family activity area (Bounce Houses, Kid Zone, Food Court, Truck Touch)
- 10 free registrations for kid races

Tailgate Row Sponsor - $2,000

- Website/social logo
- Tent space (must provide kid friendly activity)
- 8 free registrations for kid races
- Day of recognition

Sidekick Sponsor - $1,000

- Name/logo listed online
- Shared sponsor signage
- 5 free registrations for kid races

Community Supporter – $500 or in-kind donation valued at $500+

- Businesses or individuals contributing $500, or providing in-kind goods/services valued at $500 or more, will receive select promotional recognition, such as shared sponsor signage.

**In order to preserve free admission for families and continue expanding the reach and quality of the event, sponsorship levels have been thoughtfully updated for 2026.*

FOR MORE INFORMATION
bsolak@ronaldmcdonaldhousecville.org
845-269-0490 (Mobile)

Ronald McDonald House® Charlottesville