



DOUBLE PEAK CHALLENGE SPONSORSHIP OVERVIEW

September 26, 2026

#REACHTHEPEAK

www.DoublePeakChallenge.com



Double Peak Challenge has it all:

- 10K Competitive race
- 5K Untimed fun run/walk
- 200 Meter kids trot
- Finisher's Village features a wide variety of vendors and fun for all ages

DOUBLE PEAK CHALLENGE is an outdoor recreation experience like no other. It brings together San Marcos and neighboring running communities for an amazing challenge amid the panoramic views of North County's highest point. Racers set out from San Elijo Park and begin their 1,176 foot elevation gain to reach Double Peak's Summit at 1,558 feet above sea level.

GIVING BACK

Event proceeds benefit the **Friends of San Marcos Parks and Recreation** and the **Boys & Girls Club of San Marcos**

The **Boys & Girls Club of San Marcos** inspires and enables all young people to realize their full potential.

For more information, please contact:

Jacob Rocha

jrocha@sanmarcosca.gov

Friends of San Marcos Parks and Recreation enhances City parks and recreation by connecting and coordinating resources, partnerships, and expertise.





DOUBLE PEAK CHALLENGE

SPONSORSHIP LEVELS & BENEFITS

Sponsors of the **Double Peak Challenge** enjoy a variety of benefits and gain increased exposure to their products, services and brands within their target audiences. *Benefits are subject to print and ordering deadlines.*

To pledge your support and for more information, please contact:

Jacob Rocha
jrocha@sanmarcosca.gov

	Title Sponsor \$10,000 Limit 1	Trail Blazer \$5,000 Limit 2	Champion \$2,500 Limit 3	Advocate \$1,000	Supporter \$500
Exclusive naming rights (Name included in Race Name)	✓				
Company logo on event shirts	PROMINENT				
Company category exclusivity	✓	✓			
Inclusion in Thank You Video	✓	✓			
Company logo displayed on all event materials	✓	✓	✓		
Company ads on e-blasts	✓	✓	✓	✓	
Logo on event banners	PROMINENT	LARGE	LARGE	SMALL	
Company logo on race website	PROMINENT	LARGE	LARGE	SMALL	SMALL
Social media posts	10	6	4	2	1
Free race entries	8	6	4	2	1
Goodie bag insert at event	✓	✓	✓	✓	✓
Booth at event (10'x10')	✓	✓	✓	✓	✓





Sponsorship Application

Friends of San Marcos Parks & Recreation
Double Peak Challenge
Saturday, Sept. 26 • 7-11 a.m.
760-744-9000 ext. 3502



Sponsor Information

Business Name: _____
Contact Name: _____
Address: _____
City, State, Zip: _____
Email: _____
Phone: _____
Describe what information your booth will have; items to be sold or giveaways to be offered: _____

Sponsorship Level

Please pick one of the sponsorship levels below and whether you would like a booth at the event.

- ☐ **Title Sponsor \$10,000**
☐ **Trail Blazer \$5,000**
☐ **Champion \$2,500**
☐ **Advocate \$1,000**
☐ **Supporter \$500**

Booth at the event: Yes ☐ / No ☐

Payment/Mail/Email & Agreement

- ☐ **Check enclosed**
Payable to: Friends of San Marcos Parks & Recreation
- ☐ **Credit/Debit**
A payment link will be emailed to you.
There are no refunds due to inclement weather.

I, the undersigned, do hereby agree individually and collectively, to unconditionally waive, release and discharge any and all rights that the undersigned and/or heirs, assigns, agents or other representatives may have or which hereafter may accrue from participation in the aforementioned activity(ies), to file any claim lawsuit and/or any other cause of action against the City of San Marcos, Friends of San Marcos Parks and Recreation, San Marcos Boys & Girls Club, City of San Marcos as Successor Agency to the San Marcos Redevelopment Agency and its elected and appointed boards, officers, agents and employees. I understand the Friends nor the City of San Marcos has insurance for the participant's benefit.

Signature: _____

Event Information

Friends of San Marcos Parks & Recreation
Double Peak Challenge
1105 Elfin Forest Rd, San Marcos 92078

- The race will start in San Elijo Park near the dog park
- 10K Double Peak Challenge timed run starts @ 7:30 a.m.
- 5K non-timed run/walk starts @ 8 a.m.
- Kids Trail Trot starts @ 9:30 a.m.
- Expo will be located on the lower baseball field and will be open from 7-11 a.m. Beer Garden hours are 8 a.m.-11 a.m.
- Do not mail anything to this address-event location only!

Booth Space

Reserved spaces on the baseball field for Sponsors are 10' by 10' unless otherwise indicated. Bring your own table, chairs, supplies and canopy, if desired. There is no electricity available.

Parking is available in adjacent lot and map will be provided in confirmation packet email.

Application Instructions

- Mail application with payment/deposit to Friends of San Marcos, 3 Civic Center Drive, San Marcos, 92069 or email jrocha@sanmarcosca.gov
- Email business logo to jrocha@sanmarcosca.gov
- Deadline to submit: 9/14/26 (or until all booths are sold)
- Confirmation packets with set-up details will be emailed no later than 09/21/26.

Detailed set-up information will be included in confirmation packet. Set up will begin at 6:30 am and break-down must start no earlier than 11 a.m.

The Friends of San Marcos Parks & Recreation reserves the right to limit the number and/or type of items to be offered. Sponsors may be asked to remove items not listed on sponsors application.

www.doublepeakchallenge.com

Office Use Only

Payment Amount: _____ Date: _____ Check # _____ Credit/Debit: _____ Staff: _____