

SAND TO SERENGETI



2026 SPONSORSHIP INFORMATION

Sunday, May 17, 2026
Located at Green Lakes State Park



Lauren Burdick, Owner

Jared Burdick, Owner

milesandmacros@gmail.com

About Miles & Macros, LLC

Miles & Macros, is a husband and wife owned small business located in Fayetteville, NY. We provide running coaching, half marathon and full marathon group training, nutrition packages, and put on local races for the community. Lauren and Jared Burdick are both certified running coaches and Lauren is a certified nutritionist.

Jared is a certified USA Track & Field level one running coach. Over the years he has also participated in different races ranging from 50k to upwards of 100k in distance. In 2016 he was the first American to finish in the IAU World Trail Championship.

Lauren holds multiple certifications from the International Sports Sciences Association related to both nutrition and dieting. She is a certified sports nutritionist and certified running coach – running for over 17 years.

Partnering

(Donations received go to)



Safe Space Organization is a community safe space that strives to change the conversation around mental health by educating, connecting and supporting others through a peer-to-peer network. Safe Space is a community hub with therapeutic alternatives and prevention methodology that empowers the process of healing by providing individuals with the resources to self-manage their mental health.

	Presenting Sponsor \$1050	Nutrition Sponsor \$450	Route Sponsor \$250	Enthusiast Sponsor \$150	Custom Sponsor TBD
Race Entries	3	2	1	Discounted Entry	TBD
Pre-Event Recognition					
Social media promotion (Facebook, Instagram, LinkedIn)	X	X	X	X	X
Option to put business swag in packets at pick up bags	X	X	X	X	X
Your business logo on the RunSignUp and Miles & Macros website	X	X	X	X	X
On-Site Recognition					
Sign placement on course route with your business name (2 signs)			X		
Sign placement at 1-2 Aid Stations with your business name (1-2 signs)		X			
Feather Banner with business logo at the Start/Finish	X				
Option to place business banners/materials at the Start/Finish	X	X	X	X	X
Option to set up a booth at the start/finish	X	X	X	X	X
Post-Event Recognition					
Your logo on each participant's downloadable photograph	X				
Thank you email blast to participants	X	X	X	X	X
Social media thank you with recognition	X	X	X	X	X

RACE INFORMATION

RACE WEBSITE:

<https://www.milesandmacros.net/sand-to-serengeti-race-info.html>

RUNSIGNUP:

<https://runsignup.com/Race/NY/Fayetteville/SandtoSerengeti>

DATE / TIME:

Sunday, May 17th, 2026 at 8:00am

PACKET PICK UP:

Fleet Feet East Syracuse : TBD Saturday, May 16th, 2026

Green Lakes State Park : 7:00 – 7:45am, Sunday, May 17th, 2026

SPONSORSHIP SIGN INFORMATION

AID STATION, COURSE SIGNS :

Signs are approximately 24” x 18” corrugated plastic yard signs with stakes. One color, one sided, business name only

FEATHER BANNER :

Roughly 9 feet, full color, one sided

SAND TO SERENGETI SPONSORSHIP FORM

Organization _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

SPONSORSHIP LEVEL

_____ Presenting Sponsor \$1050

_____ Nutrition Sponsor \$450

_____ Route Sponsor \$250

_____ Enthusiast Sponsor \$150

_____ Custom Sponsor TBD

PAYMENT INFORMATION

_____ Check payable to Miles & Macros LLC

Please return the completed form to Miles & Macros by March 20, 2026.

All questions, logos and advertisements should be emailed to:

milesandmacros@gmail.com