

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](mailto: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)



NAMI Syracuse is a 501(c)(3) organization. NAMI Syracuse strives to better the lives of individuals and families affected by mental illness through advocacy, support, public awareness, and education.

NAMI Syracuse Today: NAMI Syracuse is an affiliate of NAMI-NYS and NAMI, the National Alliance on Mental Illness. Today, NAMI Syracuse is a vital and active non-profit advocacy organization with a membership of over 500 families. In 1998, PROMISE Residential Project, Inc. was established and manages two houses to serve persons with mental illness.

	<b>Presenting Sponsor \$1050</b>	<b>Nutrition Sponsor \$450</b>	<b>Route Sponsor \$250</b>	<b>Enthusiast Sponsor \$150</b>	<b>Custom Sponsor TBD</b>
<b>Race Entries</b>	3	2	1	Discounted Entry	TBD
<b>Pre-Event Recognition</b>					
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
<b>On-Site Recognition</b>					
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
<b>Post-Event Recognition</b>					
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 17<sup>th</sup>, 2026 at 8:00am

## **PACKET PICK UP:**

Fleet Feet East Syracuse : TBD Saturday, May 16<sup>th</sup>, 2026

Green Lakes State Park : 7:00 – 7:45am, Sunday, May 17<sup>th</sup>, 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](mailto:milesandmacros@gmail.com).**