

Anniston Runners Club

2027 Sponsorship Opportunities

www.annistonrunners.com

Club History: The Anniston Runners Club was founded in 1980 when a group of Anniston businessmen, who ran together each Sunday afternoon for fitness, decided to form a running club. After a Sunday run, they met at one of their homes and drafted the bylaws. One of their first member meetings was at Golden Springs Community Center with Dr. Charles Veale speaking on health and fitness. Over the following three years, the club began to grow to a diverse group of members that consisted of doctors, lawyers, bankers, insurance agents, Mayor Norwood Hodges, teachers, and others. The name Anniston Runners Club (ARC) was chosen.

At the time the ARC was formed, the *Anniston Star* sponsored the largest local foot race held in Anniston, the Midsummer Morn 5K. This race was held in conjunction with the Alabama Shakespeare Festival and the ARC helped with the coordination of the event. When the Shakespeare Festival moved to Montgomery in 1986, the ARC and the Star agreed that the ARC would adopt the race. Since the race was held on Woodstock Avenue, it was renamed the Woodstock 5K. The event attracts around a thousand runners to Anniston each year, including local participants, as well as tourists from other states and countries, with many more individuals on-site as spectators and volunteers.

The Woodstock 5K was designated by the Calhoun County Historic Preservation Committee and the City of Anniston in 2013. The city funded the production and erection of two beautiful historic markers for the start and finish of our largest race. While our club is named “Anniston” Runners Club, it is by no means exclusively an Anniston club, or even just a Calhoun County entity.

The Club hosts a total of four annual races and when runners compete in all four, they are eligible for the Fab Four Series. Other races include the Half-Naked ½ and ¼ Marathon in January around the beautiful Ft. McClellan, the Canyon Climb 8K/5K with scenic views of Anniston, and the Plucked Turkey 10K in the Golden Springs neighborhood.

Mission Statement: The Anniston Runners Club (ARC) is committed to promoting, encouraging, and fostering the love of running. We strive to promote the healthy benefits of running and mentor new runners.

Non-Profit Status: Anniston Runners Club is granted 501(c)(3) status through our membership in the Road Runners Club of America. Donations, contributions, and sponsorship of our club are tax deductible.

Note: The full 2027 board and coordinators will be decided in November 2026. The current list of club officials from 2026 is provided here as a placeholder until club elections are held. AJ Long has been confirmed as the 2027 sponsorship coordinator, and further inquiries can be forwarded to him.

2026 Executive Board of Officers

President	Hayley D. Wood
Vice-President	Jennifer Watwood
Treasurer	Vacant (managed by bookkeeper)
Secretary	Karla McCaffrey
Woodstock Race Director	Landon Delozier
Member-at-Large	Chase Garrard
Past-President	Ashley Kemp (Nash)

2026 Administrative Coordinators

Calendar Coordinator	Dennis Dunn
Sponsorship Coordinator	AJ Long
Website Coordinator	AJ Long
Membership Coordinator	Vacant
Newsletter Coordinator	Hayley D. Wood

2026 Program Coordinators

Group Run Coordinator	Vacant
Equipment Manager	Becki Jones
Running Mileage Coordinator	Becki Jones
Fab Four Series Coordinator	Karla McCaffrey
Trail Running Coordinator	Patrick Bussey & Chase Garrard
Volunteer Coordinator	Vacant
Youth Running Coordinator	Allison Miles & Hayley H. Long

Events: Anniston Runners Club (ARC) hosts six running events and supports The Fab Four Challenge Series.

Meetings: ARC holds monthly officer meetings to organize upcoming events and member meetings and social events. ARC hosts an Annual Banquet to celebrate a successful year, to honor winners of the Challenge Series, Mile-a-Day Club (MAD), and the 1200 Mile Club and other mileage awards, to recognize other accomplishments, and to announce the election of officers for the year.

Divisions: To serve the needs of our membership, the club has a variety of divisions including (all of which are free):

Group Running Division – These free group runs coordinated by the Anniston Runners Club are held in locations throughout Calhoun County and are welcome to runners, joggers, and walkers of all experience levels.

Trail Running Division – We hold a variety of trail-training options, and support and volunteer for local trail events, such as the Pinhoti 100 and Chief Ladiga 100.

Youth Running Division – We offer an exciting program geared to elementary-age children designed to motivate them to enjoy the physical benefits of running and walking.

EVENTS

January Half Naked Marathon: ARC hosts an annual half/quarter marathon at Fort McClellan adjacent to our Annual Banquet in January.

January Annual Banquet: ARC's annual banquet is in January each year. Club awards are presented and elected officers are installed.

March Canyon Climb: The Canyon Climb 8K/5K is held in March, partnered with Regional Medical Center, to host a challenging hill race in scenic Anniston neighborhoods.

Remembrance Run: The Saturday before our Woodstock 5K, we hold a training run designed to remember and honor those whom we love and/or have lost.

August Woodstock 5K and Kidstock 1K: The Woodstock 5K is ARC's signature race, hosted since 1981. The course starts at Anniston High School and winds its way through the Woodstock Ave. neighborhood. It has been a Championship Race of the Road Runners Club of America 19 times. Title sponsorship was held by Publix in 2026, making it the "Publix Woodstock 5K." The amount of runners averages around 1000 per year, with many more individuals on-site as spectators and volunteers.

October Halloween Scavenger Hunt: The week before Halloween, we hold a free event, open to the public: our scavenger hunt where runners solve clues and run from location to location.

November Plucked Turkey 10K:

On Thanksgiving morning, runners participate in a 10K race in the Golden Springs neighborhood. Awards of smoked turkeys and pies are presented. This event is partnered with the YMCA of Calhoun County, and its proceeds benefit that organization.

December Christmas Tree Run:

On the Saturday before Christmas Eve, the club hosts a free event running through Fort McClellan on a route that resembles the shape of a Christmas tree. Attendance is free, with no registrations, and is an open community event.

Challenge Series Events:

ARC supports a Challenge Series, the Fab Four. The series consists of four ARC premier races. After the season is completed, ARC honors the overall top 3 winning male and female competitors at the ARC banquet, with additional awards for anyone who completed the series.

2027 Sponsorship Opportunities

Sponsors are invited to choose a level for funding commitment from the following packages.

Silver Sponsor

\$1,000-\$2,499

1. Sponsor receives two free club memberships.
2. Logo and link on Anniston Runners Club website: (www.annistonrunners.com).
3. Logo on select Anniston Runners Club apparel and other promotional materials.
4. Logo on event shirts, including the Woodstock 5K/Kidstock 1K.
5. Logo on banners, posters, signs, and other promotional materials.
6. Individualized feather banner featuring company logo, displayed at all ARC running events.
7. Sponsor highlights on the Anniston Runners Club and Woodstock Facebook, Instagram, and other social media pages.
8. Sponsor can host a booth at Woodstock 5K/Kidstock 1K.
9. Major promotion in conjunction with the Woodstock 5K's "The Bird" sponsorship level, including a promotional visit, signs, posters, appearances on race banners, etc. See Woodstock sponsorship for more details.

Gold Sponsor

\$2,500-\$4,999

1. Sponsor receives three free club memberships.
2. Logo and link on Anniston Runners Club website: (www.annistonrunners.com).
3. Predominant logo on select Anniston Runners Club apparel and other promotional materials.
4. Logo on event shirts, including the Woodstock 5K/Kidstock 1K.
5. Logo on banners, posters, signs, or other promotional materials.
6. Sponsor highlights on the Anniston Runners Club and Woodstock Facebook pages.
7. Sponsor can host a booth at Woodstock 5K/Kidstock 1K.
8. Sponsor name recognized in promotions and given more prominent appearances.
9. Major promotion in conjunction with the Woodstock 5K's "The Flock" sponsorship level, including a promotional visit, signs, posters, appearances on race banners, etc. See Woodstock sponsorship for more details.
10. Ability to rent Anniston Runners Club/NEABA headquarters in Anniston for one day per quarter (\$250 per day/\$125 for 3 hrs.).

Platinum Sponsors: **\$5,000.00+**

In addition to all of the benefits for the \$2,500 Gold Sponsor, you will receive:

- Logo/link on home page of Anniston Runners Club website
- Logo will be a predominant logo on shirts for Anniston Runners Club events
- Logo will be a predominant logo on the finishing banners at the Woodstock 5K
- Promotion in conjunction with the Woodstock 5K's "The Nest" sponsorship level, including a promotional visit, signs, posters, prominent appearances on race banners, etc. See Woodstock sponsorship for more details.
- Ability to rent Anniston Runners Club/NEABA headquarters in Anniston *without charge* (free) for one day per quarter

Woodstock Title/Headline Sponsor: Only one available **\$10,000.00+**

In addition to all of the benefits for the \$5,000 Platinum Sponsor, you will receive:

- Name listed in Woodstock 5K race title
- Primary sponsor logo in overhead finish banner at the Woodstock 5K
- Logo and name on finishing medals given to every participant
- Name featured in all advertising (radio ads, RunSignUp, social media, etc.)
- Promotion in conjunction with the Woodstock 5K's "Title" sponsorship level, including a promotional visit, signs, posters, headline appearances on race banners, etc. See Woodstock sponsorship for more details.
- **Contribution must be made in conjunction with other sponsorship level (\$10,000 contribution for Woodstock race partnership is separate from other sponsorship levels)**



2027 Contract

____ Yes, I would like to sponsor the Anniston Runners Club at the level below.

Check one:

- ____ Woodstock Title/Headline Sponsor \$10,000+
- ____ Platinum Sponsor \$5,000+
- ____ Gold Sponsor \$2,500-\$4,999
- ____ Silver Sponsor \$1,000-\$2,499

Check one:

- ____ Full payment is included.
- ____ Partial payment (at least 50%) is included (full amount due June 1, 2027).

Check one: Company Logo

Logo Format: PDF/other vector file

- ____ Logo emailed to ARC Sponsorship Coordinator
- ____ Contact for Logo (email) _____

Company Information:

Contact Name _____ Email _____

Company _____ Phone _____

Address _____ ZIP _____

Mail to: AJ Long, Sponsorship Coordinator

c/o Anniston Runners Club

PO Box 2022 – Anniston AL 36202

Thank you!