

26TH
KATY

DTX **5K** 9.5.24

PRESENTED BY

Michelob
ULTRA



BENEFITING



PICNIC PACKET

26TH ANNUAL KATY 5K

For 26 years, the Katy 5K has been a highly anticipated Dallas event, and each year Friends of the Katy Trail strives to make the event a better experience for our participants and sponsors. We are “Dallas’ Most Fun 5K” because of our legendary afterparty, the Katy Picnic. The Katy 5K Picnic treats our participants to live entertainment, food from favorite local restaurants, and a variety of beverages - both alcoholic and non! All the benefits of the Katy Picnic are included with participant race entries.

The Katy Trail is an immensely popular greenspace, with over 2 million visits annually, and the Katy 5K matches that popularity and can accommodate up to 5,000 participants. By sponsoring this event, you have access to diverse, active Dallas area Trail fans, and you help support one of Dallas’ most beloved assets. Help keep the Trail running and get involved in the Katy 5K!



The mission of Friends of the Katy Trail is to maintain, enhance and advocate for the Katy Trail as the premier trail for recreation, wellness, and alternative transportation in the City of Dallas. Your participation helps to support the amenities that those who walk, run, cycle, commute, and gather on the Trail enjoy, including landscape maintenance, signage, security patrols, water for people and pets and more. By sponsoring the Katy 5K, you keep the Katy Trail running!

Event Details

26TH ANNUAL KATY 5K

PRESENTED BY

MICHELOB ULTRA

Thursday, September 5, 2024

Katy 5K – 7:30 PM - 10 PM

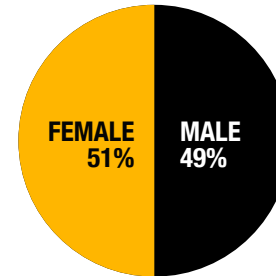
Katy Picnic – 7:45 PM



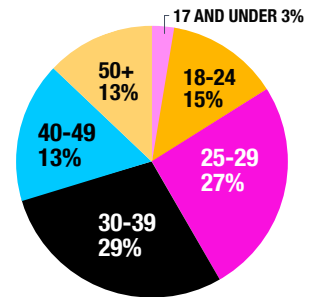


EVENT STATS

GENDER



AGE



70%

OF PARTICIPANTS LIVE IN DALLAS

UP TO
5,000
PARTICIPANTS

28%

LIVE IN SURROUNDING AREAS

FRIENDS OF THE
KATY TRAIL
HAS OVER
60,000

2%

LIVE OUT OF STATE

SOCIAL MEDIA FOLLOWERS AND EMAIL SUBSCRIBERS



RESTAURANT INFO

WILL RUN FOR FOOD!

What keeps Katy 5K participants coming back year after year is our legendary afterparty - the Katy Picnic! After the 5K, runners are treated to live music, Michelob ULTRA and food from their local favorites.

Join the party and make it known to our Katy Trail community that your restaurant is a proud supporter of Friends of the Katy Trail. This event is our largest event of the year and keeps the Trail running in peak condition.



KATY PICNIC PARTNERS RECEIVE

- One 10'x10' tent at the Katy Picnic
- Two 8' tables with picnic covers and chairs
- Hand-washing stations in your tent to comply with the health department
- Refrigeration truck to store food safely
- Temporary health permit for the event
- Exposure to our active, urban crowd of up to 5,000
- Your name on our race poster and website
- Mentions in our e-news and social media with more than 60K followers

WHAT TO BRING

- Picnic-friendly food bites for a minimum of 2,250
- Utensils, plates, bowls needed for serving
- Staff to serve race participants (limit: 4 staff)
- Promotional banners, flyers, menus to decorate your tent, and make it your own!

If you need help staffing your tent, we can provide volunteers to serve your food!

PREVIOUS PICNIC PARTNERS

- | | |
|------------------------|----------------------|
| 3E | iFratelli |
| Advocare | JD's Chippery |
| Amino Energy | JuiceLand |
| Ascension Coffee | Katy Trail Ice House |
| Bandito's | Knox Bistro |
| Bella Bars | Leaning R Salsa |
| Ben's Cookies | Mendocino Farms |
| Bisous Bisous | MIXT |
| Breadwinners | Nothing Bundt Cakes |
| CForce | OWYN Protein Shakes |
| Chelsea Corner | Pickle Juice |
| Chiloso Mexican Bistro | Plomo |
| Crisp & Green | Quarter Bar |
| Elephant East | Raising Canes |
| Good Graces | Reign Storm |
| Good Sport Nutrition | San Martin Bakery |
| Guayaki Yerba Mate | Smart Water |
| Half Shells | Snap Pastries |
| Harwood Arms | Sweetgreen |
| Hook Line & Sinker | The Rustic |
| If the Tap Fits | Tiff's Treats |

**No sales allowed at the event **Restaurants must be in place and ready to serve by 5 pm.



2024 KATY 5K

PICNIC PARTNER SIGN UP

DEADLINE TO PARTICIPATE IS **AUGUST 2ND**. ALONG WITH YOUR COMPLETED REGISTRATION FORM, PLEASE SUBMIT YOUR FOOD ESTABLISHMENT PERMIT AND YOUR MOST RECENT HEALTH INSPECTION.

BUSINESS NAME (To Appear in Print)

ADDRESS

CONTACT NAME

PHONE

EMAIL ADDRESS

PICNIC ITEM TO DONATE

Please be specific with ingredient items – we'll need this to pull your Temporary Food Permit. Example Tacos: Flour tortilla, chicken, lettuce, tomato

We suggest bringing extra lighting such as string lights or battery lanterns to brighten up your tent

I WOULD LIKE TO REQUEST:

POWER REFRIGERATION WARMING CABINET

**These items are NOT provided unless requested here.*



Contact

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THANK YOU FOR SUPPORTING THE KATY TRAIL!

Friends of the Katy Trail, Inc. is a 501(c)(3) nonprofit. Your gift is tax deductible to the extent allowable by law.

