



Support Downtown Tyler's Momentum

Join us in bringing the community together on September 26, 2026 for the Oktoberfest Run, a high-energy event celebrating health, culture, and the continued revitalization of downtown Tyler.

Why It Matters

Downtown Tyler is experiencing real growth:

New businesses and revitalized spaces

Increased foot traffic and tourism

Vibrant events attracting thousands

The Oktoberfest Run helps sustain and accelerate this momentum.

Why Sponsor?

Promote your business to a wide local audience

Demonstrate community leadership | Support downtown revitalization

Be part of a signature Tyler event

Reach out to downtown@heartoftyler.org to sponsor!

Sponsor Opportunities:

TITLE SPONSOR – \$5,000 (Multiple Opportunities Available)

Your name featured as an official race title sponsor

Logo/name on all race materials, including:

Participant t-shirts, Race bibs, Event signage and banners

Prominent placement in all marketing and promotions

Social media and Website

EVENT SPONSOR – \$1,000

Logo/name on official race t-shirts

Recognition on event banner signage

Logo placement on the event website

RACE SPONSOR – \$500

Logo/name on event banner signage

Recognition on the event website