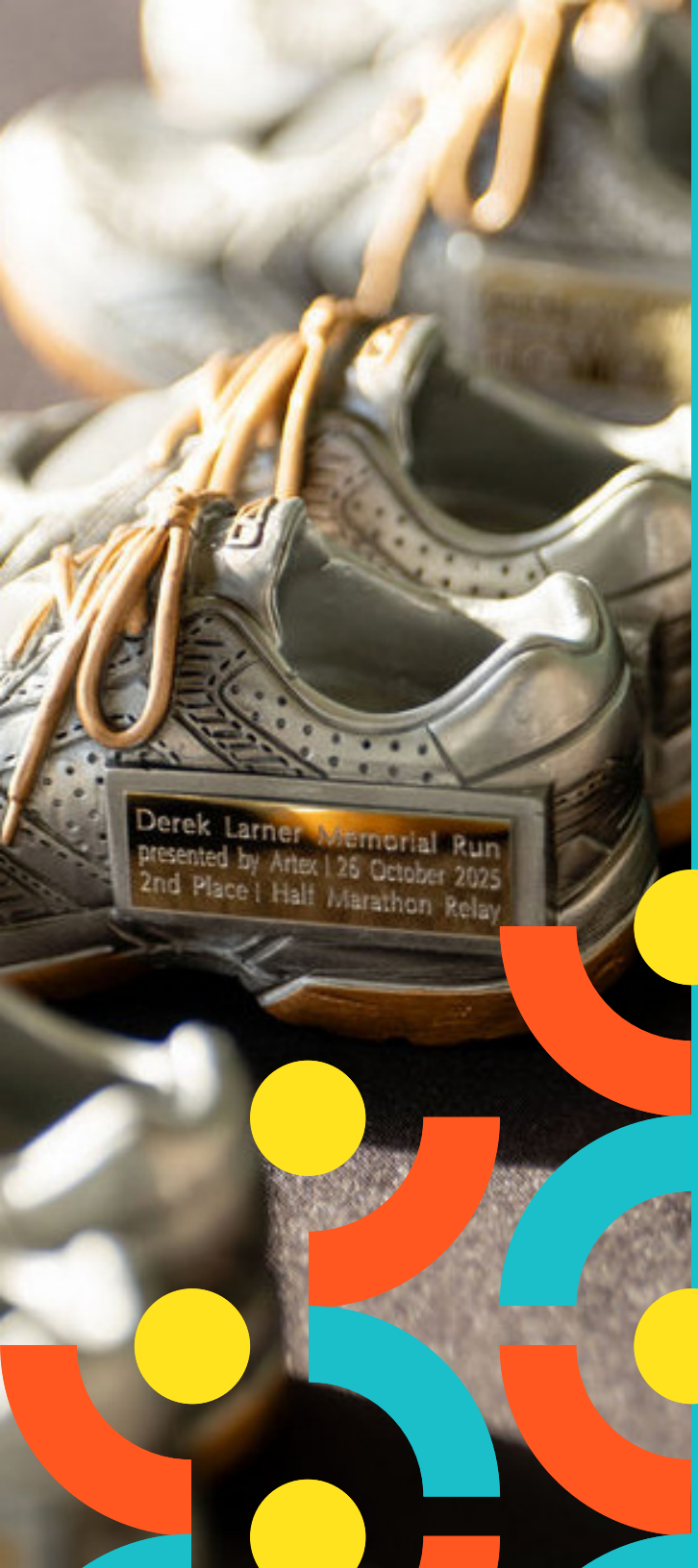


DEREK LARNER MEMORIAL RUN

Sponsorship Opportunities

25th October 2026

The Derek Larner Memorial Run Returns for Its Third Edition in 2026, bringing the community together through sport to honour the life and legacy of Derek Larner.

Now firmly established on the Cayman Islands running calendar, the event continues to grow in participation and purpose, welcoming runners, walkers, families, and supporters of all abilities. It features 5K, 10K, and Half Marathon distances across the Cayman Islands backdrop. The first edition in 2025 welcomed over 600 participants and 14 sponsors, with the second growing to more than 700 participants and 21 sponsors, reflecting strong community and commercial support. Proceeds support Jasmine Palliative and Hospice Care and the Cayman Islands Cancer Society. The 2026 edition builds on this momentum and impact.





About
Derek Larner

Derek Larner was a beloved figure in the Cayman Islands' running community and the Cayman community as a whole. Known for his passion for running and dedication to promoting health and fitness, Derek was not only an accomplished athlete but also a mentor and inspiration to many, and particularly to the young people in the Cayman Islands. His commitment to the sport and his encouragement of others to lead active lifestyles left a lasting impact on everyone who knew him. The Derek Larner Memorial Run is a tribute to his legacy, aiming to bring the community together to celebrate fitness, camaraderie, and the beautiful environment of the Cayman Islands.



Event Details

Date
Sunday 25th October 2026

Participants
Expected 500+ runners and numerous supporters

Courses
Certified scenic routes for 5K, 10K, Half Marathon, and Half Relay

Organisers
Race Caribbean, with support from Tower Marketing

Charities benefiting
Jasmine and the Cayman Islands Cancer Society

Sponsorship Categories

- Title Sponsor
- Gold Sponsor
- Water Stop Sponsor
- Race Bag Sponsor
- Supporting Sponsor

Sponsorship Opportunities

	Title	Gold	Water Stop Sponsor	Race Bag Sponsor	Supporting Sponsor
	1 available		3 available	1 available	
Value CI$	$10,000	$5,000	$3,500	$3,500	$2,500
Brand Visibility					
Logo Placement: Your logo featured on all promotional materials, including race bibs, and event signage (tiered)	All	Selected			
Placement of logo on the event social media platforms (tiered)	✓	✓			
Race T-shirts: Your company logo on the official race T-shirts distributed to all participants (tiered) – Deadline for inclusion 1st September 2026	✓	✓	✓	✓	✓
Opportunity to use race branding on own marketing material	✓	✓	✓	✓	✓
Company name on post-race thank you email to participants	✓	✓	✓	✓	✓
Logo on event website	✓	✓	✓	✓	✓
Media Exposure					
Press Releases: Mention in all event press releases and local media coverage (tiered)	✓	✓	Mention in press release	Mention in press release	Mention in press release
Advertising: Inclusion in local digital and social media advertisements (tiered)	✓	✓	Social media post	Social media post	Social media post

Sponsorship Opportunities

	Title	Gold	Water Stop Sponsor	Race Bag Sponsor	Supporting Sponsor
On-site Activation					
Presence at pre-race pick-ups: Logo placement on step and repeat (tiered)	✓	✓	✓	✓	✓
Presence at Start and Finish Area: feather flags at the start and finish area (provided by sponsor)	4	2	1	1	1
Water Stop Branding: Your company signage and promotional material at designated water stops along the race course (provided by and set up by sponsor)			Yes at 1 water stop		
Finish Area Photo Opportunity for all participants - Logo placement on step and repeat (tiered)	✓	✓	✓	✓	✓
Option to include branded merchandise in the bag given to all participants	✓	✓	✓	✓	✓
Right to present awards	✓				
Race Announcements: Recognition in all race announcements and PA systems during the event	✓	✓	✓	✓	✓
Complimentary race entries	10	5	4	4	3

Title Sponsorship



$10,000

This package ensures maximum brand exposure and community engagement, positioning your bran d as a leader in promoting health, wellness, and active lifestyles in the Cayman Islands. As the Title Sponsor, you will also receive the first right of refusal to continue as the Title Sponsor for future years, at this same level – even if value of sponsorship packages increase over time, securing your brand's ongoing association with this prestigious event.

- Logo Placement: Your logo featured on all promotional materials, including race bibs, and event signage (tiered)
- Placement of logo on the event social media platforms (tiered)
- Logo on event website
- Race T-shirts: Your company logo on the official race T-shirts distributed to all participants (tiered) – Deadline for inclusion 1st September 2026
- Opportunity to use race branding on own marketing material
- Company name on post-race thank you email to participants
- Press Releases: Mention in all event press releases and local media coverage (tiered)
- Advertising: Inclusion in local digital and social media advertisements (tiered)
- Presence at pre-race pick-ups: Logo placement on step and repeat (tiered)
- Presence at Start and Finish Area: feather flags at the start and finish area (provided by sponsor) (4)
- Finish Area Photo Opportunity for all participants - Logo placement on step and repeat (tiered) and finish lines (provided by sponsor)
- Option to include branded merchandise in the bag given to all participants
- Right to present awards
- Race Announcements: Recognition in all race announcements and PA systems during the event
- 10 Complimentary race entries

Gold Sponsorship



$5,000

The Gold Sponsor package provides significant brand exposure and community engagement.

- Logo Placement: Your logo featured on selected promotional materials, including race bibs, and event signage (tiered)
- Placement of logo on the event social media platforms (tiered)
- Logo on event website
- Race T-shirts: Your company logo on the official race T-shirts distributed to all participants (tiered) – Deadline for inclusion 1st September 2026
- Opportunity to use race branding on own marketing material
- Company name on post-race thank you email to participants
- Press Releases: Mention in all event press releases and local media coverage (tiered)
- Advertising: Inclusion in local digital and social media advertisements (tiered)
- Presence at pre-race pick-ups: Logo placement on step and repeat (tiered)
- Presence at Start and Finish Area: feather flags at the start and finish area (provided by sponsor) (2)
- Finish Area Photo Opportunity for all participants - Logo placement on step and repeat (tiered)
- Option to include branded merchandise in the bag given to all participants
- Race Announcements: Recognition in all race announcements and PA systems during the event
- 5 Complimentary race entries

Water Stop Sponsorship



$3,500

This package includes the opportunity to brand one of the three water stops on the course along with a host of other benefits listed below.

- Logo on event website
- Race T-shirts: Your company logo on the official race T-shirts distributed to all participants (tiered) – Deadline for inclusion 1st September 2026
- Opportunity to use race branding on own marketing material
- Company name on post-race thank you email to participants
- Press Releases: Mention in all event press releases and local media coverage (tiered) - Mention in press release
- Advertising: Inclusion in local digital and social media advertisements (tiered) - Social media post
- Presence at pre-race pick-ups: Logo placement on step and repeat (tiered)
- Presence at Start and Finish Area: feather flags at the start and finish area (provided by sponsor) (1)
- Water Stop Branding: Your company signage and promotional material at a designated water stop along the race course (provided by sponsor)
- Finish Area Photo Opportunity for all participants - Logo placement on step and repeat (tiered)
- Option to include branded merchandise in the bag given to all participants
- Race Announcements: Recognition in all race announcements and PA systems during the event
- 4 Complimentary race entries

Race Bag Sponsorship



$3,500

This package allows you to brand the official race bag given to all competitors, as well as many other benefits listed below.

- Logo on event website
- Race T-shirts: Your company logo on the official race T-shirts distributed to all participants (tiered) – Deadline for inclusion 1st September 2026
- Opportunity to use race branding on own marketing material
- Company name on post-race thank you email to participants
- Press Releases: Mention in all event press releases and local media coverage (tiered) - Mention in press release
- Advertising: Inclusion in local digital and social media advertisements (tiered) - Social media post
- Presence at pre-race pick-ups: Logo placement on step and repeat (tiered)
- Presence at Start and Finish Area: feather flags at the start and finish area (provided by sponsor) (1)
- Finish Area Photo Opportunity for all participants - Logo placement on step and repeat (tiered)
- Option to include branded merchandise in the bag given to all participants
- Race Announcements: Recognition in all race announcements and PA systems during the event
- 4 Complimentary race entries

Supporting Sponsorship



$2,500

The Supporting Sponsor package provides a variety of opportunities for brand exposure and community engagement.

- Logo on event website
- Race T-shirts: Your company logo on the official race T-shirts distributed to all participants (tiered) – Deadline for inclusion 1st September 2026
- Opportunity to use race branding on own marketing material
- Company name on post-race thank you email to participants
- Press Releases: Mention in all event press releases and local media coverage (tiered) - Mention in press release
- Advertising: Inclusion in local digital and social media advertisements (tiered) - Social media post
- Presence at pre-race pick-ups: Logo placement on step and repeat (tiered)
- Presence at Start and Finish Area: feather flags at the start and finish area (provided by sponsor) (1)
- Finish Area Photo Opportunity for all participants - Logo placement on step and repeat (tiered)
- Option to include branded merchandise in the bag given to all participants
- Race Announcements: Recognition in all race announcements and PA systems during the event
- 3 Complimentary race entries



Race Partners

Race Caribbean

Race Caribbean was formed by Derek 13 years ago and is the leading race management company in the Cayman Islands, renowned for organizing seamless and successful events that cater to runners of all levels. With extensive experience in race planning and execution, Race Caribbean ensures that every aspect of the Derek Larner Memorial Run is professionally managed, from course design to timing and results.

Tower

Tower Marketing is a premier marketing communications agency in the Cayman Islands, specializing in strategic branding, promotional campaigns and event management. With a strong focus on community engagement and effective communication, Tower Marketing will leverage their expertise to maximize the visibility and impact of the Derek Larner Memorial Run, ensuring extensive media coverage and social media presence.



Benefiting Charities

Jasmine

Jasmine provides compassionate care to individuals in the Cayman Islands facing life-limiting illnesses. Their services include hospice care, palliative care, and support for families, ensuring patients receive dignified and respectful care in their final stages of life.

Cayman Islands Cancer Society

The Cayman Islands Cancer Society is dedicated to improving the quality of life for those affected by cancer through education, prevention programs, financial assistance, and support services. They work tirelessly to promote cancer awareness and provide crucial support to cancer patients and their families.

Both of these charities helped Derek and were of great support when he needed them most.



Join us

Partner with us to create an unforgettable event that not only promotes a healthy lifestyle but also honors the memory of Derek Larner, while supporting vital charity organisations. Your support will leave a lasting impact on the community and provide your brand with extensive visibility and positive association.

For more information and to secure your Sponsorship, please contact:

Andy Hutchinson
Andy@tower.com.ky
1 345 525 6157

Together, let's make the Derek Larner Memorial Run a resounding success!