



**THE WORLD'S LARGEST
BANANA RUN!**

MAY 30TH, 2026

DULUTH, MINNESOTA

2026 SPONSORSHIP GUIDE



WHAT IS THE GOING BANANAS RUN?

The Going Bananas Run is the first-of-its-kind fun run where your speed can raise money for charity. Each racer receives their very own banana suit to run in as you make your way through our Lincoln Park course. You'd better split though, because after 2 minutes we release "The Gorilla." The Gorilla is our inside man, and boy does he love chasing bananas. Those who beat The Gorilla to the finish line receive a special prize, and part of their registration will be donated to a local food shelf. Do you have what it takes to beat "The Gorilla"?

HOW IT WORKS:

1

GRAB YOUR COSTUME

All racers arrive in their banana suits ready to take on the race course. Alone they are a lonely banana, but together the group is a mighty bunch! This is a mass start event with all bananas splitting at the gun start.

2

RELEASE THE GORILLA

After two minutes we release "The Gorilla" this person is dressed in their very own gorilla costume and has one objective. Chase and pass the bananas. The Gorilla is a hidden racer chosen by our leadership team.

3

BEAT THE GORILLA

If you have what it takes to beat the Gorilla, \$5 of your entry fee will be donated to a local charity dedicated to improving food security in the Twin Ports. You also get a cool looking pin for beating the gorilla.

4

PARTY!

After the race join us for a celebration! We will have food, drinks, and more for all the bananas that came out to party. Grab yourself some banana froyo, a tasty beer, or enjoy yourself a tasty banana.

IMPORTANT NOTES:



**Largest Banana Run
In the world**



**Goal of \$3,000
Donation**



**First of
it's kind**



**Goal is
1,000+ Bananas**



**Experienced
Event Planners**



ABOUT LAST YEAR'S EVENT

The 2025 Going Bananas Run was a joyful and lighthearted event that brought the Duluth community together for a good cause. Runners in banana suits filled the Lincoln Park Craft District with laughter as they raced from Bent Paddle Brewing, trying to stay ahead of a playful gorilla who started two minutes behind the pack. Those who finished ahead of the gorilla earned a fun keepsake pin and helped unlock donations to Project Joy, a local nonprofit supporting kids in need. After the race, everyone enjoyed free banana frozen yogurt from Chilly Billy's and \$4 beers at Bent Paddle, with over \$1,700 being donated to Project Joy

OUR 2025 NUMBERS

450+
Registrants

40+
Volunteers

\$1,700+
Donated

2+ Million
Impressions

137 Bananas
Captured

300 pints of
beer drunk

1 ruthless
gorilla





LAST YEARS MARKETING

Last year's marketing efforts for the Going Bananas Run focused heavily on grassroots and guerrilla-style promotion to build awareness and test community response. From eye-catching flyers and local partnerships to social media teasers and community outreach, our goal was to create a fun, authentic buzz around the event without relying on large-scale ad spending. The approach proved successful, offering a strong proof of concept that confirmed local excitement and participation potential. With that foundation in place, we plan to invest significantly more in 2026 marketing efforts, expanding into digital advertising, influencer engagement, and larger sponsorship activations to take the event to the next level.

2025 MARKETING SNAPSHOT

**300K+ VIEWS ON
SOCIAL IN 2025**

**40+ NEWS
PUBLICATIONS
FEATURED**

**7K+ WEBSITE
VISITORS**

2026 RACE MAP!





Our Charity Partner



Project Joy

Project Joy is a Duluth-based nonprofit dedicated to spreading happiness and hope to children and families in need across the Northland. Through local partnerships and community fundraising events, Project Joy provides essential items like clothing, toys, and school supplies while also organizing uplifting experiences that remind kids they are cared for and valued. Every donation and volunteer hour helps bring a little more joy into the lives of those facing hardship, creating a stronger, more connected community built on kindness and compassion.





2026 Sponsor Opportunities

Details Showcased Below:



	PRESENTING SPONSOR \$4,000	MAJOR SPONSOR \$2,500	ADVANCED SPONSOR \$1,000	SUPPORTING SPONSOR \$250
Logo Featured on Website	Featured on Every Page	Featured on Every Page	Featured	Featured
Virtual Event Guide Ad Space	Full Page Ad	1/2 Page Ad	1/3 Page Ad	1/4 Page Ad
Social Media Feature	5 Features	3 Features	2 Features	1 Feature
Branded Blog Showcase	✓	✓	✓	✓
Race Packet Items (Approval Needed)	✓	✓	✓	✓
Event Booth	10x20 Booth	10x10 Booth	✗	✗
Race Entries	10 Race Entries	5 Race Entries	3 Race Entries	1 Race Entries
Beer Ticket	10 Beer Tickets	5 Beer Tickets	5 Beer Tickets	2 Beer Tickets
Email Blast Feature	Logo in All Emails (Premier Placement)	Logo in All Emails	Logo in All Emails	Logo in All Emails
Volunteer Shirt Recognition	✓	✓	✓	✗
"Official Industry Partner" Title	✓	✓	✗	✗
Award Presentation	✓	✗	✗	✗
Company Shoutout on all television and radio	✓	✗	✗	✗
Branded Mile Markers	✓	✗	✗	✗
Start & Finish Line Logo	✓	✓	✓	✓
Podium Branding	✓	✗	✗	✗

**GOING BANANAS
FOR A GOOD CAUSE**



THANK YOU!

ANY QUESTIONS PLEASE CONTACT

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