

**RUN
WHITE
LAKE**

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2026 SPONSORSHIP OPPORTUNITIES

RUN WHITE LAKE 5K - COLOR RUN

DONATE TODAY



BRIDGE & BLOOM PROJECT 501 (C)(3)
bridgeandbloomproject.org

ABOUT US

Bridge & Bloom Project grew out of a community that cared deeply — one that came together in the face of loss and chose hope.

Bridge & Bloom Project began with a simple question:

What would it look like if our community truly showed up for our kids?

It started on the ground — with conversations, with listening, and with one local event that reminded us how powerful connection can be. Through **Run White Lake 5K**, we saw people come together, walls come down, and a shared desire emerge to care for students not just in moments of crisis, but in everyday life.

We're still at the beginning. There are no finished programs or polished systems yet — just a clear vision and a deep belief that students thrive when they are seen, supported, and surrounded by people who care. We believe wellness is more than one thing. It's mentorship. It's nourishment. It's leadership. It's belonging.

Bridge & Bloom exists to build those connections — slowly, thoughtfully, and together. Being part of the White Lake Maritime Festival is one of our first steps forward. We're here to share the heart behind this vision, to listen, and to invite our community to help shape what comes next.

This is the ground floor. The roots are being planted. And with the right care, something meaningful can grow.

Mission Statement

Bridge and Bloom Project builds connections that help students thrive. We partner with schools and communities to provide mentorship, mental health awareness, nutrition resources, and leadership development—empowering young people to grow strong in every area of life. By bridging gaps in access, care, and belonging, we create environments where students can grow, connect, and discover their full potential.

Vision Statement

We envision a community where every student feels seen, supported, and strengthened—body, mind, and spirit. We exist to be the bridge between struggle and strength, between isolation and belonging, between who they are and who they're becoming.

Through mentorship, mental health awareness, nutrition, and wellness, we help students find solid ground—and from that place, we help them bloom. Our vision is a generation that grows with confidence, connection, and courage.



COMMUNITY IMPACT

The Run White Lake 5K is more than a race — it's a community tradition built around connection, support, and hope.

Over the past four years, families, students, volunteers, and local businesses have come together through this event to support mental health awareness and student well-being across the White Lake area. What began as a single race has grown into a meaningful platform for impact.

OUR IMPACT SO FAR

- **Over \$65,000 raised through community support**
- Direct funding for Hope Squad programs in Whitehall, Montague, and North Muskegon
- Support for student-led mental health awareness, peer connection, and early intervention
- Hundreds of runners and families engaged each year in a positive, family-friendly event

WHY THIS MATTERS

Students today face increasing pressures, isolation, and mental health challenges. When communities show up — visibly and consistently — it sends a powerful message: *you are seen, you are supported, and you are not alone.*

The Run White Lake 5K creates space for open conversation, connection, and action, while providing real resources that help schools and students respond to need.

Looking Ahead

In 2026 and beyond, proceeds from the race will continue to support Hope Squad while also expanding into broader student wellness efforts, including mentorship, leadership development, fitness, nutrition, and mental health support through Bridge & Bloom Project.

This impact is only possible because of community partners who believe in investing locally — in students, families, and the future of our community.



EVENT SPONSORSHIPS

PLATINUM SPONSOR - \$1,500

- Arch Banner as Platinum Sponsor
- Trail sign with company logo
- Logo featured on race shirts
- 30 second commercial during race
- Minimum of two (2) email marketing mentions
- Minimum of two (2) social media mentions
- Recognition on all promotional materials
- Optional item in race bags
- Four (4) race entries (includes shirts)
- 25% off race for all employees and family members

SILVER SPONSOR - \$500

- Trail sign with company logo
- Recognition on promotional materials
- Optional item in race bags
- 1 race entry (includes shirt)

BRONZE SPONSOR - \$150

- Trail sign with company logo
- Recognition on social media

COMMUNITY PARTNERS

Community partners are essential to the Run White Lake 5K. In-kind support helps create a great race experience while reducing event costs. Partnerships are flexible and customized, and we'd love to explore creative ways to work together.

- T-shirt Partner
- Water/Hydration Partner
- Recovery Drink Partner
- Fruit/Snack Partner
- Medal Partner
- Race Bag Partner
- Volunteer Partner
- Mental Health Support Partner

GOLD SPONSOR - \$1,000

- Trail sign with company logo
- Logo on race shirts
- Recognition on promotional materials
- Optional item in race bags
- 2 race entries (includes shirts)



If you would like more information regarding any of these marketing and sponsorship opportunities, or would like to customize a package that meets the needs of your business, contact Rob at:

Phone: 231.894.0455

email: rob@bridgeandbloomproject.org

3311 E. Colby St Whitehall Michigan 49461

GET INVOLVED/CONTACT US

Thank you for your interest in supporting the Run White Lake 5K Color Run. Community partners and sponsors make this event possible, and we would be honored to work together.

Whether you're interested in a sponsorship level, an in-kind partnership, or a creative way to get involved, we're happy to connect and find the right fit for your business.

HOW TO PARTNER

- Review the sponsorship and community partner opportunities
- Reach out to discuss a partnership that aligns with your goals
- Finalize details at a pace that works for your business

Contact Information

Rob & Jenna Sorensen

Race Directors – Run White Lake 5K Color Run

231.894.0455

rob@bridgeandbloomproject.org

bridgeandbloomproject.org

Scan the QR code below to learn more, make a charitable contribution, or start a conversation.

About Bridge & Bloom Project

Bridge & Bloom Project is a registered 501(c)(3) nonprofit organization dedicated to strengthening student mental health and well-being through mentorship, wellness, and community connection.

EIN: 39-4762816

All contributions are tax-deductible as allowed by law.

