



2025 Redbud Classic

Sponsorship Proposal

FUN | FITNESS | PHILANTHROPY

2025

REDBUD CLASSIC

THE REDBUD CLASSIC IS AN OKLAHOMA CITY TRADITION INVOLVING THE COMMUNITY THROUGH FUN, FITNESS, AND PHILANTHROPY.

Since 1983, the Redbud Classic, a 501(c)(3) non-profit charitable organization, has welcomed the entire community to its exciting fitness activities. The Redbud Classic is committed to safely providing fun events for all ages, abilities, and fitness levels.

REDBUD HISTORY

- The Inaugural Redbud Classic was held in the spring of 1983. It drew 1,100 participants and consisted of a 10k and 2-mile running events.
- Since 1983, the Redbud Classic has attracted more than 300,000 participants and is currently the second-largest fitness event in Oklahoma City.
- Each year, the Redbud partners with a different local non-profit from the previous year to serve as beneficiary and provide volunteers. The Redbud has partnered with over 30 local charitable organizations, including Infant Crisis Services, Safe Kids Oklahoma, Boys and Girls Clubs of Oklahoma County, Cleats for Kids, Whiz Kids, The CARE Center, Wings Special Needs Community and our most recent beneficiary, Focus on Home.
- In 42 years, the Redbud Foundation has contributed over \$900,000 to local charitable organizations.

2025 BENEFICIARY - SISU YOUTH SERVICES

Sisu Youth Services is a 501(c)(3) charitable organization formed in 2014 to offer shelter and support to unhoused youth in Oklahoma City. Sisu offers overnight emergency shelter, a 23-hour drop-in center, case management services, and transitional living programs for unhoused or at-risk youth. The 23-hour drop-in center is open 7 days a week and connects each client with the resources they need, including showers, laundry, clothing, food, and case management.

APRIL 5-6, 2025

SCHEDULE OF EVENTS

Saturday, April 5 | 8 AM
Waterford Complex

- 10-mile cycling fun ride
 - 30-mile timed cycling tour
 - 50-mile Fondo
 - Bike BASH 8 AM - 12 PM
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Sunday, April 6 | 11 AM
Nichols Hills Plaza

- 1-mile Kids' Fun Run
 - 1-mile Woof Walk
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Sunday, April 6 | 2 PM
Nichols Hills Plaza

- 10K & 5K timed running events
 - 5K Wheelchair/Pushchair event
 - 2-mile stroller derby / 2-mile walk
 - Run BASH 1 PM - 4PM
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**Celebrating our 42nd year of blending fun, fitness,
and philanthropy, we are thankful for the chance to
collaborate with YOU to bring another thriving
Redbud Classic to our community!**

SPONSORSHIP OPPORTUNITIES

REDBUD 2025 SPONSORSHIP PACKAGES

PRESENTING SPONSOR | \$20,000+ CASH OR IN-KIND

- Premier location and billing on all printed materials, including 4,000 race mailers and 250 promotional posters.
- Logo recognition in premier location on the [Redbud Classic website](#) and [RunSignup registration platform](#).
- Premier listing of company name on 5,000 event t-shirts and promo items.
- Logo on 4,000 participant medals.
- Headliner mention, with logo placement as available, in all race promotion, including digital display ads and print ads.
- Banners at the race start and finish lines, provided by Redbud, and option to display additional banners, provided by the sponsor, at cycling and kids events.
- Logo on five street pole banners with premier placement in Nichols Hills.
- First option for brand engagement by hosting a water stop in a premier location on run or cycling course.
- Premier promotion in social media campaign.
- Option to distribute promotional materials to participants and volunteers through 5,000 digital event bags.
- Vouchers for twenty Redbud Classic entry fees for your employees.
- Presenting sponsors enjoy complete exclusivity with the Redbud Classic.

ANNIVERSARY SPONSOR | \$10,000+ CASH OR IN-KIND

- Premier location and billing on all printed materials, including 4,000 race mailers and 250 promotional posters.
- Logo recognition on the [Redbud Classic website](#) and [RunSignup registration platform](#).
- Premier listing of company name on 5,000 event t-shirts and promo items.
- Premier mention, with logo placement as available, in all race promotion, including digital display ads and print ads.
- Banner at the race start line, provided by Redbud, and option to display additional banners, provided by the sponsor, at the finish line and cycling and kids events.
- Logo on three street pole banners in Nichols Hills.
- Option for brand engagement by hosting a water stop on the run or cycling course (based on availability).
- Premier promotion in social media campaign.
- Option to distribute promotional materials to participants and volunteers through 5,000 digital event bags.
- Vouchers for ten Redbud Classic entry fees for your employees.
- Anniversary sponsors enjoy complete exclusivity with the Redbud Classic.

SPONSORSHIP OPPORTUNITIES

REDBUD 2025 SPONSORSHIP PACKAGES

MAJOR SPONSOR | \$5,000+ CASH OR IN-KIND

- Listing in all printed materials, including 4,000 race mailers and 250 promotional posters.
- Listing on 5,000 event t-shirts and promo items.
- Banner at the race start line, provided by Redbud and option to display additional banners, provided by the sponsor, at the finish line and cycling events.
- Recognition on the [Redbud Classic website](#) and [RunSignup registration platform](#).
- Promotion in social media campaign.
- Logo on one street pole banner in Nichols Hills.
- Option for brand engagement by hosting a water stop on the run or cycling course (based on availability).
- Option to distribute promotional materials to participants and volunteers through 5,000 digital event bags.
- Vouchers for five Redbud Classic entry fees.

ASSOCIATE SPONSOR | \$2,500+ CASH OR IN-KIND

- Listing in all printed materials, including 4,000 race mailers and 250 promotional posters.
- Banner at the race start line, provided by Redbud and option to display additional banners, provided by the sponsor, at the finish line and cycling events.
- Recognition on the [Redbud Classic website](#) and [RunSignup registration platform](#).
- Promotion in social media campaign.
- Option to distribute promotional materials to participants and volunteers through 5,000 digital event bags.
- Vouchers for three Redbud Classic entry fees.

WEEKENDER SPONSOR | \$1,000+ CASH OR IN-KIND

- Listing on banner, provided by Redbud, at the race finish line.
- Recognition on the [Redbud Classic website](#) and [RunSignup registration platform](#).
- Promotion in social media campaign.
- Option to distribute promotional materials to participants and volunteers through 5,000 digital event bags.
- Vouchers for two Redbud Classic entry fees.

CONTRIBUTOR SPONSOR | \$500+ CASH OR IN-KIND

- Recognition on the [Redbud Classic website](#) and [RunSignup registration platform](#).
- Promotion in social media campaign.
- Voucher for one Redbud Classic entry fee.

PICKET FENCE SPONSOR | \$250 CASH OR IN-KIND

- One of the most recognized aspects of the Redbud Classic is the traditional picket fence that highlights local businesses along our finish line. Please help us by sponsoring one section of fencing for \$250. We will post a 2' x 4' coroplast sign with the message of your choice on it for all to see.

WOOF WALK SPONSORSHIP

REDBUD 2025

BANDANA SPONSOR | \$1,500+ CASH

- Logo on 200 dog participant bandanas.
- Option to have tent at Woof Walk finish line.

You will also receive the following Weekender Sponsor benefits:

- Listing on banner, provided by Redbud, at the Sunday finish line.
- Recognition on the [Redbud Classic website](#) and [RunSignup registration platform](#).
- Promotion in social media campaign.
- Option to distribute promotional materials to participants and volunteers through 5,000 digital event bags.
- Vouchers for three Redbud Classic entry fees.

LEASH SPONSOR | \$1,500+ CASH

- Logo on 200 Woof Walk leashes.
- Option to have tent at Woof Walk finish line.

You will also receive the following Weekender Sponsor benefits:

- Listing on banner, provided by Redbud, at the Sunday finish line.
- Recognition on the [Redbud Classic website](#) and [RunSignup registration platform](#).
- Promotion in social media campaign.
- Option to distribute promotional materials to participants and volunteers through 5,000 digital event bags.
- Vouchers for three Redbud Classic entry fees.

PUP SPONSOR | \$1,000+ CASH OR IN-KIND

- Option to have tent at Woof Walk finish line.
- Listing on banner, provided by Redbud, at the Sunday finish line.
- Recognition on the the [Redbud Classic website](#) and [RunSignup registration platform](#).
- Promotion in social media campaign.
- Option to distribute promotional materials to participants and volunteers through 5,000 digital event bags.
- Vouchers for two Redbud Classic entry fees.

TREAT SPONSOR | \$500+ CASH OR IN-KIND

- Option to have tent at Woof Walk finish line.
- Recognition of the the [Redbud Classic website](#) and [RunSignup registration platform](#).
- Promotion in social media campaign.
- Voucher for one Redbud Classic entry fee.

***Sponsor benefits are non-transferable.**

REDBUD BASH VENDORS

REDBUD 2025

REDBUD BASH DETAILS

The Redbud Classic is in its 42nd year of providing the community with fun, fitness, and philanthropy. The Redbud BASH is the Redbud Classic's fun-filled finish line event. In addition to the approximately 4,000 race participants, an estimated additional 2,000 family and friends will attend the event. The event is FREE and everyone is encouraged to attend! We will have food trucks, music, games, and other entertainment.

BIKE BASH VENDOR | \$250 CASH

- 10' x 10' booth space/table at the Bike BASH (tent provided by vendor).
- Recognition on the [RunSignup registration website](#).
- Option to distribute promotional materials to participants and volunteers through the digital event bag.
- Exposure to all participants and spectators for the event.

RUN BASH VENDOR | \$250 CASH

- 10' x 10' booth space/table at the Run BASH (tent provided by vendor).
- Recognition on the [RunSignup registration website](#).
- Option to distribute promotional materials to participants and volunteers through the digital event bag.
- Exposure to all participants and spectators for the event.

TWO DAY BASH VENDOR | \$425 CASH

- 10' x 10' booth space/table at both days events; Bike & Run BASH (tent provided by vendor).
- Recognition on the [RunSignup registration website](#).
- Option to distribute promotional materials to participants and volunteers through the digital event bag.
- Exposure to all participants and spectators for the event.

BOARD OF DIRECTORS

CLASS OF 2025

Cade Christian - Sazerac
Chase Webb - McAfee & Taft
Cole Webb - Koch Minerals & Trading
David Wood - Woodworks Distilling Co
Jacob Rice - Stripe
John Heath Slamons - Boeing
Kate Cunningham - SSM Health St. Anthony Hospital
Lindsey Greenwood - BP
Myron Knight - Major Taylor Cycling Club
Ray Heck - MD Building Products
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Scott Carlin - Thrive Physio & Performance
Scott Parman - Parman & Easterday Law Firm
Sean Fitzgerald - MidFirst Bank
Steve Schlegel - Schlegel Inspections
Tracey Justice Mason - Community Member

CLASS OF 2026

Ali Andrews - LYT Consulting Group
Amber Davis - Communications Federal Credit Union
Chris Geiger - SSM Health St. Anthony Hospital
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Michael Wilson - Love's Travel Stops & Country Stores
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Cindy Maggart - Mercy Hospital
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Jennifer Booth - TRC Companies
Nathan Elliott - Griffin Media
Taylor Jovanovich - Boeing
Yury Rouba - Community Volunteer

ADVISORY BOARD MEMBERS

Alison Wolf - LINQ
Blair Bradley - Canvas Energy
Brian Fairless - Cox Communications
Chris Walla - Quidell
Christa Ball - Integris Baptist Hospital
Colby Arnold - Chesapeake Energy
Colt Kennemer - Dorchester Resources
Craig Parker - Rushmore Loan Mgmt. Services
Haley Lum - Express Employment International
Jed Ferguson - MidFirst Bank

Katherine Vanlandingham - Full Sail Capital
Kristen Vaughan - SSM Health St. Anthony Hospital
Kyle Hubble - Rose Rock CPAs
Kyle Springer - Mercy Hospital
Leslie Buford - OU Medicine
Libby Schwartz - Interbank
Lindsay Watson - MidFirst Bank
Megan Barnes - Community Volunteer
Meghan Thompson - Encouraging Words
Peggy Davidson - Little Caesars

Quint Anderson - Lampstand Story Co.
Rachel Ura-neck - OU Health Sciences
Sam Roop - Griffin Media
Sandra Payne - SSM Health St. Anthony Hospital
Stephanie Turner - Crowe & Dunlevy
Stephanie Shellabarger - Love's Travel Stops & Country Stores
Steve Cox - Nichols Hills PD
Steve Johnson - Oklahoma City Police Department
Travis Lawler - Lamun Mock Cunnyngnam & Davis, P.C.

A place to belong. A plan for tomorrow.



Si-su (sēē'sōō) n. [< Fin]
 1 Succeeding against all odds
 2 Extraordinary determination in the face of extreme adversity
 3 Seeing possibilities beyond one's present limitations
 4 tenacity; resilience, bravery

What is Sisu Youth Services?

Sisu Youth Services is a 501(c)3 charitable organization formed in 2014 to offer shelter and support to unhoused youth in Oklahoma City.

Who does Sisu serve?

We welcome youth and young adults between the ages of 15-24. We are proud to be a low-barrier, identity-affirming, safe space in Oklahoma City where unhoused transition-age youth find the shelter and support they need to pursue the life they want.

What does Sisu do?

We offer overnight emergency shelter, a 23-hour drop-in center, case management services, and transitional living programs for unhoused or at-risk youth.

Our 23-hour drop-in center is open 7 days a week and connects each client with the resources they need, including showers, laundry, clothing, food, and case management.

Where is Sisu located?

We are located at 2129 NW 30th Street in Oklahoma City.



On the night of the 2023 Point in Time Count, 164 young people were found sleeping in shelters or places not meant for human habitation, compared to 121 in 2022.



Sisu has 20 shelter beds and 10 spaces available in our Drop-in Center each night.



We served 91 young people and 9 babies in our Transitional Living Programs, Host Homes, and Rapid Rehousing Program in 2023.

Since 2016, Sisu has served more than 1,000 individual youth & young adults.



Sisu celebrated 9 high school graduates in 2023.



87 individual youth were assisted with education goals in 2024

Unaccompanied youth are more likely to be involved in or experience:

- violence
- sexual assault
- crime
- physical illness
- severe anxiety
- depression
- early pregnancy

460

individual youth served in 2023

