

PIKE PALOOZA

2026 / SPONSORSHIP OPPORTUNITIES

ONE WEEK. FIVE FEATURED EVENTS.
ONE UNFORGETTABLE HALLOWEEN FINALE.

OCTOBER 27–31, 2026



THE PARTNERSHIP

PUT YOUR NAME WHERE CAMPUS ENERGY HAPPENS.

OFFICIAL EVENT-SHIRT VISIBILITY, WITH AN OPPORTUNITY TO CONNECT FACE-TO-FACE AT OUR HALLOWEEN 5K FINALE.

A WEEK WORTH SHOWING UP FOR.

FIVE FEATURED CAMPUS EVENTS CULMINATING IN A HALLOWEEN 5K RUN & RAVE.

HOSTED BY THE BETA DELTA CHAPTER OF PI KAPPA ALPHA AT THE UNIVERSITY OF NEW MEXICO, PIKE PALOOZA BRINGS STUDENTS AND CAMPUS ORGANIZATIONS TOGETHER THROUGH A FULL WEEK OF INTERACTIVE EVENTS.

WEEK AT A GLANCE



WHY PARTNER WITH US

WEARABLE BRAND EXPOSURE

YOUR COMPANY NAME OR LOGO ON OFFICIAL PIKE PALOOZA SHIRTS, SEEN AT EVENTS AND WHEREVER PARTICIPANTS WEAR THEM AFTERWARD.

REAL CONVERSATIONS AT THE 5K

LEVEL 2 PARTNERS CAN TABLE AT OUR LARGEST EVENT OF THE WEEK AND INTRODUCE THEIR BUSINESS DIRECTLY TO ATTENDEES.

THE SIGNATURE EVENT

NIGHTMARE ON PIKE STREET 5K RUN & RAVE

SATURDAY, OCTOBER 31

5K BEGINS AT 11:00 AM • PIKE HOUSE • HALLOWEEN COSTUME THEME

MORE THAN A LOGO. A PLACE IN THE COMMUNITY.

AN INVESTMENT IN VISIBILITY, CONNECTION, AND STUDENT-LED TRADITION.

WHAT YOUR BRAND RECEIVES

01

WEARABLE VISIBILITY

YOUR LOGO OR NAME ON OFFICIAL EVENT SHIRTS GIVES YOUR BRAND VISIBILITY THROUGHOUT PIKE PALOOZA AND BEYOND.

02

FACE-TO-FACE ACCESS

LEVEL 2 SPONSORS CAN TABLE AT OUR HALLOWEEN 5K, MEET ATTENDEES IN PERSON, AND INTRODUCE THEIR BUSINESS DIRECTLY.

03

CAMPUS CONNECTION

ALIGN YOUR BUSINESS WITH A STUDENT-ORGANIZED WEEK THAT BRINGS THE UNM COMMUNITY TOGETHER.

WHAT YOUR SUPPORT STANDS BEHIND

NEW MEXICO'S OLDEST AND LARGEST BROTHERHOOD.

SINCE 1915, THE BETA DELTA CHAPTER OF PI KAPPA ALPHA HAS CULTIVATED COMMUNITIES OF LEADERS. YOUR SPONSORSHIP BACKS THAT CONTINUING TRADITION OF BROTHERHOOD, LEADERSHIP, AND CAMPUS CONNECTION.

SUPPORTING THE WORK BEHIND THE WEEK

YOUR CONTRIBUTION HELPS MAKE PIKE PALOOZA POSSIBLE - FROM FIVE DAYS OF ACTIVITIES TO THE HALLOWEEN 5K RUN & RAVE FINALE - WHILE SUPPORTING STUDENT-LED EVENT PLANNING AND COMMUNITY ENGAGEMENT.

CHOOSE YOUR PRESENCE.

TWO SIMPLE WAYS TO PUT YOUR BRAND IN FRONT OF THE PIKE PALOOZA COMMUNITY.

LEVEL 01

SHIRT SPONSOR

\$100

INCLUDES

COMPANY LOGO OR NAME PRINTED ON OFFICIAL PIKE PALOOZA T-SHIRTS.

LEVEL 02 / FEATURED OPPORTUNITY

5K EVENT PARTNER

\$200

INCLUDES

ALL LEVEL 1 SHIRT BENEFITS.

TABLING AT THE OCT. 31 5K.

AT A GLANCE

OFFICIAL T-SHIRT LOGO/NAME	LEVEL 1	LEVEL 2
SPONSOR PRINTED ON EVENT SHIRTS	YES	YES
COMPANY TABLING AT HALLOWEEN 5K	—	YES

READY TO PARTNER?

LET’S BUILD SOMETHING MEMORABLE TOGETHER.

REPLY WITH YOUR SELECTED SPONSORSHIP LEVEL AND PREFERRED COMPANY DISPLAY NAME, THEN SEND YOUR LOGO FOR PRINT PLACEMENT.

SPONSORSHIP CONTACT

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PAYMENT AND LEVEL 2 SETUP DETAILS ARE COORDINATED ON CONFIRMATION.

LOGO/ARTWORK IS DUE BEFORE THE SHIRT-PRINTING CUTOFF. EVENT TABLING ARRANGEMENTS ARE COORDINATED WITH ORGANIZERS.