

"Conquer the Hill" 5K Run/Walk to Benefit the Danny Carothers Housing Endowment

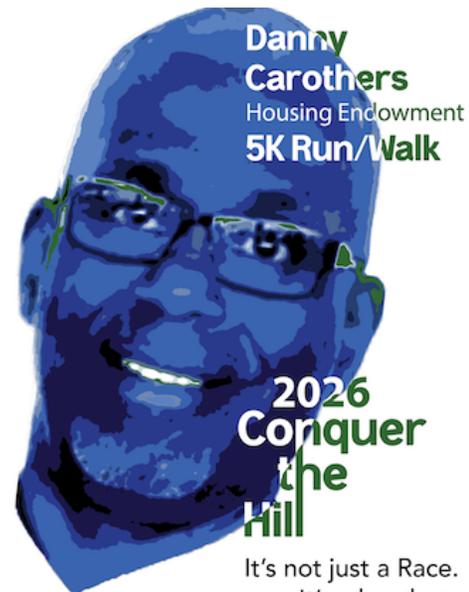
Event Date: April 18, 2026

Race Registration Site:
www.houseonthehillbg.com

Volunteer Registration Site:
www.houseonthehillbg.com

Race Day Schedule:

6:00am Setup
7:00am Registration
7:40am Opening Ceremony
8:00am Race Start
10:00am Closing Ceremony
10:30am-11:00am Cleanup/Tear Down
11:00am Course Closure



Online Registration:
www.houseonthehillbg.com

It's not just a Race.
It's a hand up.
Saturday April 18, 2026
Registration Opens at 7:00am
Race Start 8:00am
Fountain Square Park - Downtown BG

Purpose of the Event:

Raising funds for the Danny Carothers Housing Endowment. The goal for the endowment is over \$5,000,000 in endowed funds over subsequent years. This will allow House on the Hill to fund construction of and provide for attainable and affordable housing for low and no-income families and individuals. One in five children in our community is affected by housing instability. The goal for this first year event is \$50,000 to go into the Danny Carothers Housing Endowment. Other funds raised above expenses will be used for current housing needs and programs.

Sponsorship Levels: Total Sponsorship Amount \$72,000

Endowment Funds = \$20,000

Title Sponsor = \$10,000 - TriStar Greenview Hospital

Name on all marketing, TV, Radio, Print and Social Media/Web, Banners at Starting/Finish Lines, Name/Logo on front of race t-shirts and on all race signage, Two-minute Speaking Opportunity at Open/Closing Ceremony, Award MC Opportunity at Closing Ceremony, Ten (10) Race Shirts, Opportunity to Call the Race Start.

Starting Line Sponsor = \$4000 (minimum 4)

Name on Print and Social Media/Web, Banner at Starting Line, Name in Alphabetical Order at back top of Race Shirt, Logo on Water Station signage and at halfway point, Five (5) Race Shirts.



Finish Line Sponsor = \$2000 (minimum 6)

Name on Social Media/Web, Banner at Finish Line, Name on back of Race Shirt, Logo at halfway point, Three (3) Race Shirts.

Water Station Sponsor = \$1000 (minimum 4)

Logo highlighted at the Water Station(s), Name on Website, Name on back of Shirt, Three (3) Shirts.

Sprint Sponsor = \$500 (minimum 10)

Name on homestretch fence 50 yards from Finish Line, Two (2) Race Shirts, Name on Website.

Homestretch Sponsor = \$250 (minimum 10)

Name along race course 300 yards out from Finish Line. One (1) Race Shirt.

Award Sponsor = \$150 (minimum 16)

Name on Award, Opportunity to hand-off the Award, One (1) Race Shirt.

(Sponsorship Checks can be sent to House on the Hill, 1333 Magnolia Street Ste. 1, Bowling Green, KY 42104)

Awards: Tentative Lineup

Awards - \$150 x 16 = \$2400 - Up to Age 12, Middle School, High School, College, 24-35,36-50, 51-65, 70 and up - Male/Female

Other Potential Revenue:

Standard Race/Walk Registration \$50 per entrant @ 340 = \$17000 (to Endowment)

Kids Race/Walk Registration \$20 per entrant @ 100 = \$2000 (to Endowment)

Donations \$100 x 100 = \$10,000 (to Current Housing)

The Work of House on the Hill:

House on the Hill does two things: provides housing and food to low and no-income families and individuals in the BRADD region with a focus on Warren County. Through the free shopping experience in The Grocery Richardsville and The Grocery Trucks, the Food Box Delivery, Pickup and Emergency Food Box programs and the Guesthouse - Transitional Housing program, House on the Hill serves over 600 households each month with housing and food. Monthly, the organization provides over 40 meals to each household of four. Some households are larger than four. On average, 32,000 meals are provided each month at a cost of \$15,000 per month. Just around .46 per meal. In the housing program, seven different families are being served. There is no threat of eviction or utility shutoff. House on the Hill covers these costs and keeps the lease and utilities in its name. Families are working over a one-year period to work their budget and build to a point of self-sustainability of paying all their own housing expenses. On average, the organization covers \$8000 per month. Just over \$1000 per household. This is just a drop in the bucket when it comes to the housing need. Close to 6000 households need attainable and affordable housing in our community. 1 in 5 children in our community faces food insecurity and/or is affected by housing instability. The help of donors like you allows House on the Hill to continue to provide and increase its services to more of those in need in our hometown and the region.