



Children's Activities for Life & Fitness

- The Cowtown C.A.L.F. Program promotes & educates children about the importance of creating a healthy lifestyle through physical fitness & nutrition.
- We believe that it's never too late to start living a healthier lifestyle, regardless of age, size or background.
- We believe a fit and active child will adopt healthy life long habits.
- We believe that community involvement is the key to our success.
- The Cowtown exists to empower healthy living.
- We do this by bringing the community together.
- We host races for all fitness levels to encourage a healthy lifestyle and to fund education & resources.



For More Info: 817-207-0224 or email info@cowtownmarathon.org

Let's join together to support health and fitness in North Texas!



THE COWTOWN

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Adopt-a-Fluid Station Non-Profit Partnership

THE COWTOWN

Celebrating 34 years of running.



Join with us to promote and educate The Cowtown runners about your non-profit organization!

The Cowtown Non-profit Partnership “Adopt-a-Fluid Station”



The Cowtown would like to extend an invitation to local non-profit organizations to partner with The Cowtown to promote health and fitness for all.

The Cowtown has grown to over 22,000 runners and we need your support. The Cowtown runners are generous and grateful for volunteer support. By “adopting-a-fluid station”, your organization will have an opportunity to educate The Cowtown runners regarding your mission. The runners will be aware of your work and be able to directly contribute to your organization.



The Cowtown will provide the following:

- Provide an opportunity for runners to donate to your organization via Cowtown website.
- In-kind recognition to non-profit organizations by offering a small ad in The Cowtown Runner’s Guidebook (circulation of 30,000)
- Signage at Fluid Station and/or Cheer Corral location with the non-profit organizations name on signage.
- Opportunities to earn community service hours
- Volunteer t-shirts for group
- Provide cheer gear to encourage the runners
- Provide all Fluid Station supplies (water, electrolyte replacement, cups, tables, igloo coolers)



The Non-Profit Groups will provide the following:

- Be in charge of a designated Fluid Station/Cheer Corral with assigned leader from non-profit organization.
- Leader will attend training in February & pick up supplies.
- Recruit & provide 10-25 volunteers depending upon station location.
- Arrive early to set up Fluid Station, clean up, and return supplies as needed.
- Sign a promise agreement to ensure a specified number of volunteers have been recruited.

