

Mission Waco Race One Branding + Collateral

AUDRA FRIEDEN DESIGN

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Brand Strategy

Brand Purpose

PURPOSE is why the brand exists. Think of it as Race ONE's mission statement.

Activation

Race ONE is a chip-timed 5K and a 1 Mile Fun Run that activates and showcases the life within a neighborhood that has a history of being overlooked and under-resourced.

Community

Race ONE brings together neighbors, Waco community, and college students.

Empowerment

Race ONE is also a specific fundraiser for various Mission Waco Mission World programs.

Because Race ONE is an extension of Mission Waco Mission World and exists to support their programs, Race ONE's brand purpose is closely linked to the purpose of Mission Waco Mission World:

Empower

Provide Christian-based, holistic, relationship-based programs that empower the poor and marginalized.

Equip

Mobilize middle-class Americans to become more compassionately involved among the poor.

Engage

Seek ways to overcome the systemic issues of social injustice which oppress the poor and marginalized.

Brand Differentiators

DIFFERENTIATORS help identify Race One's unique perspective in the community.

Race ONE is **FUN**

While Race ONE is a fundraiser for programs of Mission Waco Mission World, it is primarily a community building event to bring awareness to Mission Waco World and its programs.

Race ONE is **AFFORDABLE**

Race ONE has both paid participation as well as free registration for neighbors and Mission Waco Mission World participants. While it is a chip timed race recognized by national running calendars, Race One offers pre registration at \$20 or less.

Race ONE is **DIVERSE**

Race ONE brings together people from all areas and demographics of Waco to celebrate the life within a neighborhood that has a history of being overlooked, under-resourced, and divided by racial differences and poverty.

Brand Essence

BRAND ESSENCE expresses the heart of what the Race ONE brand represents and the image it seeks to project.

Colorful + Bright

Playful + Fun

Dynamic + In Motion

Diverse + Ecclectic

Inclusive + Welcoming

Lively + Energetic

Happy + Cheerful

Bold + Vibrant

Target Audience

TARGET AUDIENCE helps identify who Race ONE's brand is trying to reach.

01. Greater Waco Community

Local Churches
Baylor Students + Groups
Middle Class Wacoans

02. Neighbors

Brook Oaks Residents
Sanger-Heights Residents
ARK Apartment Residents
MWMW Program Participants

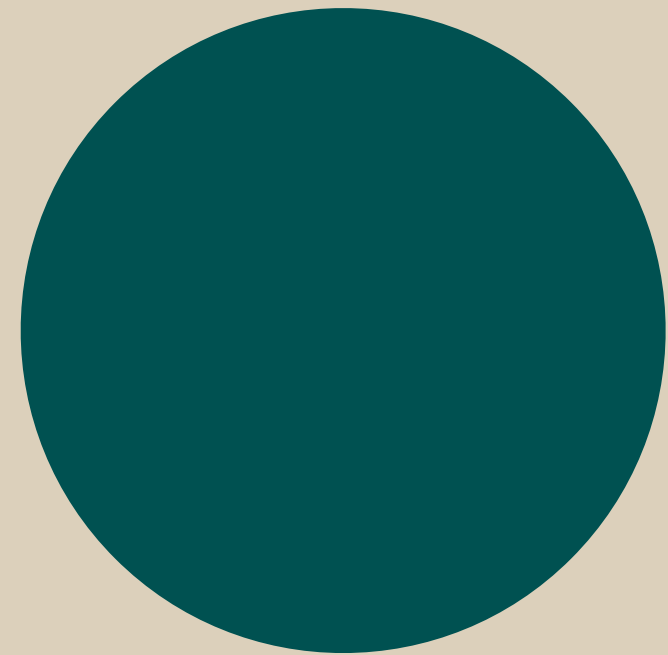
03. Sponsors + Donors

Local Businesses
Local Organizations
Local Institutions
Wealthy Individuals

Visual Identity

Colors

VISUAL IDENTITY | COLORS



Deep Green

HEX: #005151
RGB: 0 / 81 / 81
CMYK: 92 / 49 / 60 / 35
Pantone: 7722 C



Bright Green

HEX: #E1E000
RGB: 225 / 223 / 28
CMYK: 15 / 1 / 100 / 0
Pantone: 396 C



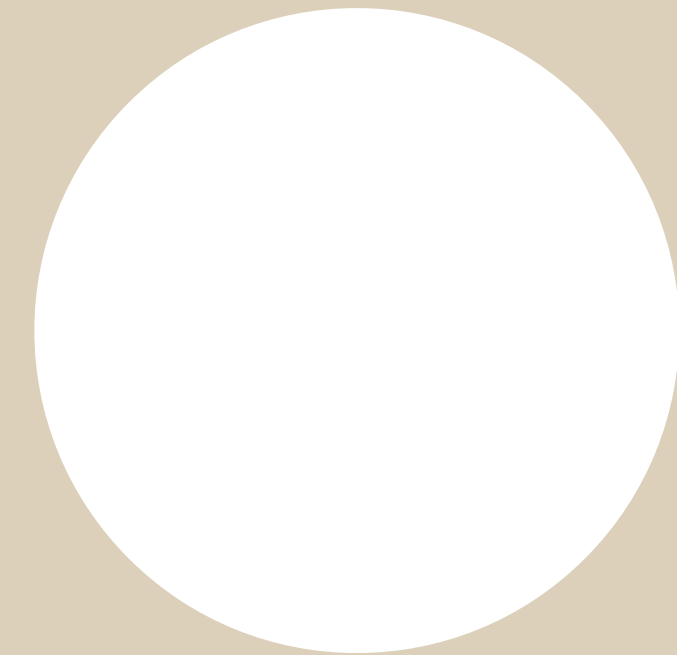
Bright Aqua

HEX: #5CB8B2
RGB: 92 / 184 / 179
CMYK: 62 / 6 / 34 / 0
Pantone: 7472 C



Light Aqua

HEX: #A0D1CA
RGB: 160 / 209 / 202
CMYK: 37 / 3 / 23 / 0
Pantone: 7464 C



White

HEX: #FFFFFF
RGB: 255 / 255 / 255
CMYK: 0 / 0 / 0 / 0
Pantone: NA



DON'T place on colors outside brand guide



DON'T set in colors outside brand guide



DON'T set in colors outside brand guide



DON'T place on colors outside brand guide



DO use logos provided that are already set in brand colors

DON'T place brand colors with minimal contrast over each other



DON'T place bright aqua and light aqua over each other or over bright green



DON'T place bright green on light aqua



DON'T use multiple colors within logo components



DON'T place deep blue and black over each other



DO use color combinations from the brand palette with high contrast, especially deep green and bright green together

Logos



NOTE: these principles apply to ALL logo variations, not just the primary logo



DON'T stretch or compress the logo



DON'T squeeze or compress the logo



DON'T rotate the logo



DON'T reposition logo components



DO maintain proportions and positioning of the logo and its components

NOTE: these principles apply to ALL logo variations, not just the primary logo



DON'T place logo over busy graphics



DON'T place logo over multicolor backgrounds



DO place appropriate spacing between logo and line work



DO choose photography with negative space where the logo will be placed



DON'T overlap logo with brand linework



DON'T place logo over busy photos



DO choose photography with negative space where the logo will be placed



DO place logo over solid color backgrounds







Fonts

EXTRABOLD

K A R L A

A B C D E F G H I J K L M N O P Q R S T U V

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

MEDIUM

K A R L A

A B C D E F G H I J K L M N O P Q R S T U V
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

LIGHT

K A R L A

A B C D E F G H I J K L M N O P Q R S T U V
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

KARLA is a sans serif typeface under an Open Font License, and it is used in all Race ONE brand collateral. Be sure to install the typeface family onto any device before opening live text design files on that device, or the designs may be damaged. The family has weights from ExtraLight to ExtraBold, which can be downloaded from Google Fonts via the following link:

<https://fonts.google.com/specimen/Karla/about?query=karla>

KARLA USAGE

Headers:

- Upper Case (All Caps)
- Karla ExtraBold
- Leading: 50 - 200 with a sweet spot of 100

Sub Headers:

- Upper Case (All Caps)
- Karla ExtraBold
- Leading: 50 - 200 with a sweet spot of 100

Body Copy:

- Sentence Case
- Karla Regular, Medium, or Light
- Leading: 0-50

See usage examples on the following page

KARLA EXTRABOLD HEADER

EXTRABOLD SUBHEADER

Karla Light Body Copy. Lorem ipsum dolor sit amet.

HEADER COPY

EXTRABOLD SUBHEADER COPY

HEADER COPY

SUBHEADER COPY KARLA EXTRABOLD
LOREM IPSUM DOLOR SIT AMET

Karla Light Body Copy.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci.

HEADER COPY

KARLA MEDIUM SUBHEAD / BODY COPY
A RARE INSTANCE OF MEDIUM SET IN UPPERCASE
LOREM IPSUM DOLOR SIT AMET CONSECTETUER.

KARLA EXTRABOLD SUBHEADER COPY LOREM IPSUM DOLOR SIT AMET ELIT

Karla Light Body Copy. Lorem ipsum dolor sit amet

KARLA EXTRABOLD

SUBHEADER COPY

LOREM IPSUM

SUBHEADER

Karla Medium body copy.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh

SUBHEADER COPY KARLA EXTRABOLD

- Karla Medium Body Copy
- Lorem ipsum dolor sit amet
- Consectetur adipiscing elit, sed diam
- Nonummy nibh euismod tincidunt ut

SUBHEADER

Karla Medium Body Copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreetv dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit

KARLA SUBHEADER HEADER

Karla Light Body Copy

Linework



The line work is an important element of the Race ONE visual identity that embodies the movement and energy of the playful brand essence. It can be used to add interest and brand personality to various graphic layouts or photography.



The line work is responsive to the primary elements of the layout it's used in, whether it radiates out from the key subjects in a photo, or it envelops the typography and color blocks on a graphic layout. Because of the dynamic and organic nature of the line work, each design piece requires a custom line work design to fit the specific composition.



SINCE 2012
RACE ONE
5K
 MISSION WACO MISSION WORLD

RACE ONE PRESENTING SPONSOR • \$5000

- Name included in pre-race promotion
- Business flyer or giveaway in race packet
- Shout-out at event
- Large business logo on T-shirt
- Logo on mile marker
- 6 free 5K registrations

2024 SPONSORSHIP LEVELS

LOVE \$1000
 Business flyer or giveaway in race packet
 Large logo on T-shirt
 Shout-out at event
 2 free 5K registrations

MERCY \$750
 Business flyer or giveaway in race packet
 Medium logo on T-shirt
 Shout-out at event
 2 free 5K registrations

JUSTICE \$500
 Business flyer or giveaway in race packet
 Small logo on T-shirt

KINDNESS \$350
 Business flyer or giveaway in race packet
 Business name listed on T-shirt

PEACE \$200
 Business flyer or giveaway in race packet

HOPE
 Door prize or swag for bags

SATURDAY APRIL 27

ONE CITY ONE RACE ONE GOAL

<https://forms.gle/AoxT56nGmHANaxJW6>

SINCE 2012
RACE ONE
5K
 MISSION WACO MISSION WORLD

MAJOR SPONSORS

- ATO at Baylor University
- Barnabas Foundation
- Baylor Student Government
- Friend of Mission Waco Mission World
- Hymnsinger House Bed & Breakfast
- Landscape Supply
- Waco Striders Running Club

THANK YOU

OTHER SPONSORS

Anytime Fitness	Stiba Wealth Management
Athletico Physical Therapy	Group
Beyond Boundaries Life	Symphony Candle Company
Bitty and Beau's Coffee	TFNB of Central Texas
Brazos Bluffs Ranch	The Bear Mountain
Brook Oaks Neighborhood Assoc.	The UPS Store
CERVIS	Two Five Forever Property
Club Sandwich	Visiting Angels
Discount Vacuum and Appliance	Waco Cardiology Associates
Faith and Sports Institute	Waco Masonic Lodge #92
For Hope Design Co.	Waco Tribune-Herald
Freddy's Glass	Door Prize & Swag Donors
Hawaiian Falls Waterpark	Be Kind Coffee
Home Outlet of Waco	Dr. Pepper Museum
Genesis & Ryan Luna	Hilton Waco Hotel
Methodist Children's Home	Orange Theory
Milk Bottle Cookies	Waco Chamber of Commerce
Onward Real Estate Team	Waco Escape Room
Restore Habitat for Humanity	

SAVE THE DATE!

**RACE ONE 2025:
 SATURDAY, APRIL 26**

Thank you for your generous partnership and support of the 11th Annual Race ONE 5K and Fun Run benefiting programs of Mission Waco Mission World!

5Runners: 268
 Fun Run: 150



On rare occasion, the line work may overlap circular color blocks as an embellishment, but this implementation is to be used sparingly and with caution.





DON'T let the linework overlap with other elements in the design or bleed off the edge of the artwork.*
*See previous page for the exception to this guideline

DO keep even spacing between each element of line work and other graphics in the design



DON'T use linework created for dimensions of one collateral piece and try to stretch or fit it inside another piece with different proportions.

DO use the custom made linework tailored to the proportions of each corresponding collateral piece.



DON'T leave uneven gaps or empty patches in the linework that breaks up the filled-in background.



DON'T rearrange elements of the linework in a way that makes their movement fight against each other.



DON'T recreate the linework in a new form language or mark-making style.



DO:

- Keep even spacing between each element of line work.
- Let elements respond to each other's movement in a unified flow.
- Use line quality consistent with original design.



DON'T let the linework overlap with key subjects when overlaid with photography.



DO arrange the linework to radiate around key subjects in photos without overlapping with them.

Collateral

Flyers

MISSION WACO MISSION WORLD

RACE ONE

5K

**JUBILEE PARK
N. 15TH & COLCORD**

**SATURDAY
APRIL
27, 2024** | **8AM** CHIP-TIMED 5K RACE | **9AM** 1 MILE FUN RUN

**JOIN US FOR THIS COMMUNITY EVENT
AND FUNDRAISER FOR PROGRAMS OF
MISSION WACO MISSION WORLD!**

Pre-registration open through April 23 (to guarantee T-shirt size, pre-register by April 9.)

WWW.MISSIONWACO.ORG/RACEONE

**ARK RESIDENTS!
YOU CAN HELP EARN MONEY TO
SUPPORT ACTIVITIES AT THE ARK**

1. As program participants of Mission Waco, Ark residents can register for **FREE**.
2. Invite your friends, family, co-workers to sign up. Race ONE is one of the most affordable 5K's in Waco. See prices below.
3. Everyone who is pre-registered (paid or free) by Tuesday, Apr 25 AND shows up on Race Day can "vote" their ballot to send \$15 of funds raised to the Ark.
4. Do you know any people or businesses who would like to sponsor Race ONE? If you recruit them, you can designate 100% of their sponsorship to go to the Ark proceeds from Race ONE.
5. If the Ark wants to use the proceeds for something specific at the Ark, that decision must be made no later than Friday, April 7. After that, there will be a generic listing for the Ark in the Race ONE ballot—and proceeds will go toward Ark community activities.

New Design
8.5 x 11 in

**Ark Residents!
You can help earn \$\$
to support activities at The Ark!**

1. As program participants of Mission Waco, Ark residents can register for **FREE**.
2. Invite your friends, family, co-workers to sign up. Race ONE is one of the most affordable 5K's in Waco. See prices below.
3. Everyone who is pre-registered (paid or free) by Tues Apr 25 AND shows up on Race Day can "vote" their ballot to send \$15 of funds raised to the Ark proceeds.
4. Do you know any people or businesses who would like to sponsor Race ONE? If you recruit them, you can designate 100% of their sponsorship to go to the Ark proceeds from Race ONE.
5. If the Ark want to use the proceeds for something specific at the Ark, I'll need that decision no later than Fri April 7. If I don't hear anything by then, I'll include a generic listing for the Ark in the Race ONE ballot—and proceeds will go toward Ark community activities.



Since 2012
RACE ONE
MISSION WACO MISSION WORLD

**Saturday
April 29, 2023**

**Fun Community Event!
Fundraiser for Programs of
Mission Waco Mission World!**

Jubilee Park - N. 15th & Colcord, Waco TX
5K Chip Timed - \$20 (\$25 race day) - 8 a.m.
1 Mile Fun Run - \$15 (\$20 race day) - 9 a.m.

Pre-register by Tues Apr 25
(by Tues Apr 11 to request T-shirt size)

www.missionwaco.org/raceone

Original
8.5 x 11 in

MISSION WACO MISSION WORLD

RACE ONE

5K

JUBILEE PARK - N. 15TH & COLCORD

SATURDAY APRIL 27, 2024

FREE FOR:
 BROOKE OAKS NEIGHBORHOOD RESIDENTS
 SANGER-HEIGHTS NEIGHBORHOOD RESIDENTS
 MISSION WACO PROGRAM PARTICIPANTS

8AM CHIP-TIMED 5K RACE
9AM 1 MILE FUN RUN

JOIN US FOR THIS COMMUNITY EVENT AND FUNDRAISER FOR PROGRAMS OF MISSION WACO MISSION WORLD!

Pre-registration open through April 23 (to guarantee T-shirt size, pre-register by April 9.)

WWW.MISSIONWACO.ORG/RACEONE

New Design
8.5 x 11 in



REGISTER FOR FREE

- ◆ Brook Oaks Neighborhood Residents
- ◆ Sanger-Heights Neighborhood Residents
- ◆ Mission Waco program participants

Since 2012

RACE ONE

MISSION WACO | WORLD

Fun Community Event!

Fundraiser for Programs of Mission Waco Mission World!

Saturday April 29, 2023

Jubilee Park - N. 15th & Colcord, Waco TX

5K Chip Timed - \$20 (\$25 race day) - 8 a.m.

1 Mile Fun Run - \$15 (\$20 race day) - 9 a.m.

Pre-register by Tues April 25
(by Tues Apr 11 to guarantee T-shirt size)

www.missionwaco.org/raceone

Original
8.5 x 11 in



New Design - Option 1
8.5 x 11 in



Original
8.5 x 11 in



New Design - Option 2
8.5 x 11 in



New Design - Option 3
8.5 x 11 in



Original
8.5 x 11 in



New Design - Option 1
11 x 8.5 in



Original
11 x 8.5 in



New Design - Option 2
11 x 8.5 in



Original
11 x 8.5 in

SINCE 2012
RACE ONE
5K
 MISSION WACO MISSION WORLD

SATURDAY
APRIL
27

ONE CITY
ONE RACE
ONE GOAL

<https://forms.gle/Aoxf56nGmHAnaxJW6>

RACE ONE PRESENTING SPONSOR • \$5000

- Name included in pre-race promotion
- Business flyer or giveaway in race packet
- Shout-out at event
- Large business logo on T-shirt
- Logo on mile marker
- 6 free 5K registrations

2024 SPONSORSHIP LEVELS

LOVE \$1000
 Business flyer or giveaway in race packet
 Large logo on T-shirt
 Shout-out at event
 2 free 5K registrations

MERCY \$750
 Business flyer or giveaway in race packet
 Medium logo on T-shirt
 Shout-out at event
 2 free 5K registrations

JUSTICE \$500
 Business flyer or giveaway in race packet
 Small logo on T-shirt

KINDNESS \$350
 Business flyer or giveaway in race packet
 Business name listed on T-shirt

PEACE \$200
 Business flyer or giveaway in race packet

HOPE
 Door prize or swag for bags

New Design
8.5 x 11 in

Race One 5K RUN
 One City, One Race, One Goal
 Saturday April 29, 2023
 2023 Sponsorship Levels
Race One Presenting Sponsor
\$5,000

- Name included in Pre-Race Promotion
- Business Flyer or giveaway in Race Packet
- Shout out at Event
- Large Business logo on T-Shirts
- Logo on Banner on BU Campus and at Event
- Logo on Mile Marker
- 6 Free 5K registrations

Love \$1000

- Business Flyers or giveaway in Race Packet
- Large Logo on T-Shirt
- Logo on Banner on BU Campus
- Shout out at Event
- 2 Free 5K Registrations

Mercy \$750

- Business Flyers or giveaways in Race Packet
- Medium Logo on T-Shirt
- Logo on Banner on BU Campus
- Shout out at Event
- 2 Free 5k Registrations

Justice \$500

- Business Flyers or giveaway in Race Packet
- Medium Logo on T-Shirt

Kindness \$350

- Business Flyers or giveaway in Race Packet
- Small Logo on T-Shirt

Peace \$200

- Business Flyers or giveaway in Race Packet
- Business Name listed on T-Shirt

Hope

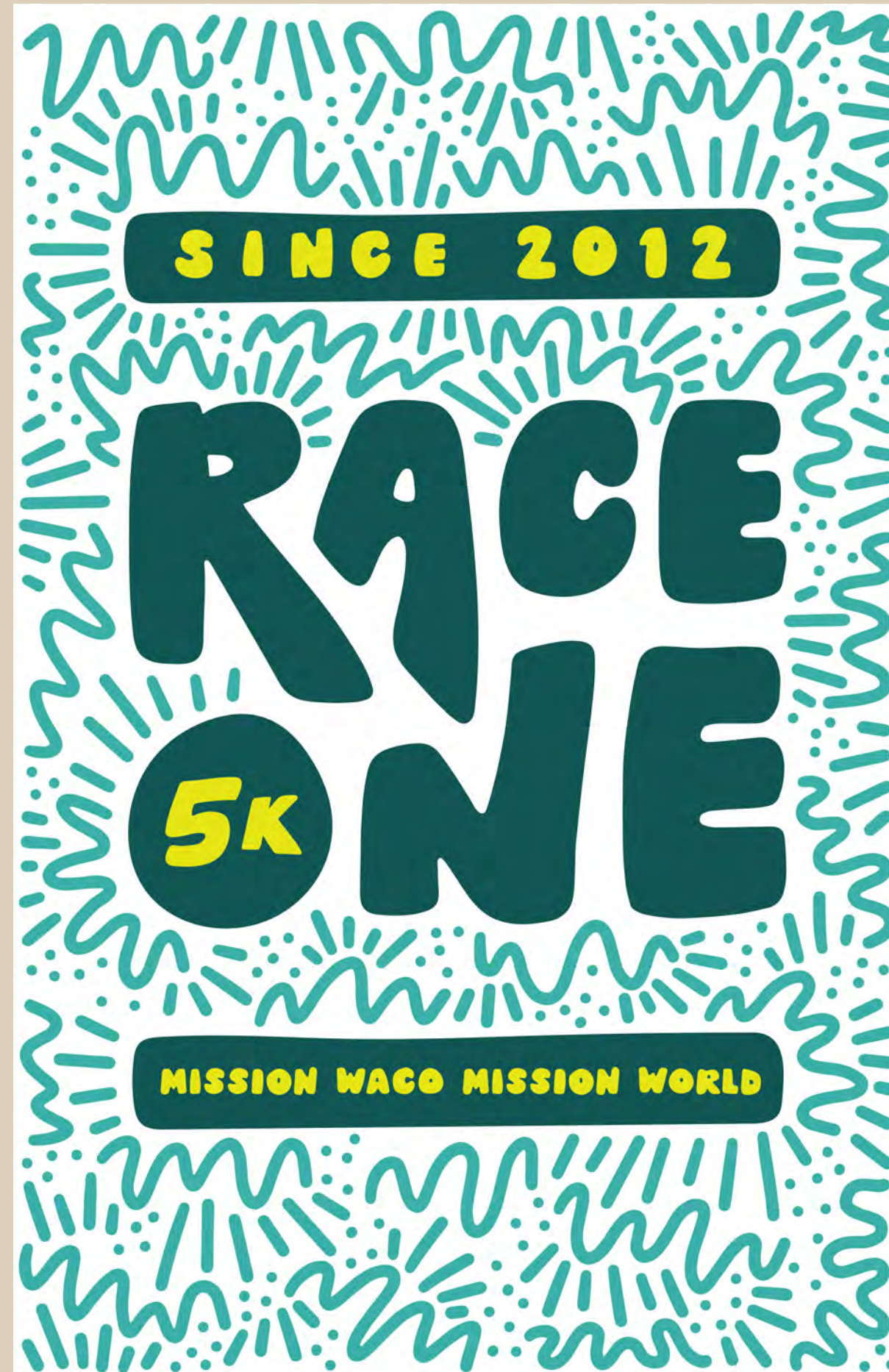
- Business Flyers or giveaway in Race Packet
- Door Prize or Swag for bags

MISSION WACO | WORLD

Original
8.5 x 11 in



Deep Green
11 x 17 in



Bright Aqua
11 x 17 in



Bright Green
11 x 17 in

Sponsor Thank You

SINCE 2012

RACE ONE

5K

ONE

MISSION WACO MISSION WORLD

MAJOR SPONSORS

ATO at Baylor University
Barnabas Foundation
Baylor Student Government
Friend of Mission Waco Mission World
Hymnsinger House Bed & Breakfast
Landscape Supply
Waco Striders Running Club

OTHER SPONSORS

Anytime Fitness	Siba Wealth Management Group
Athletico Physical Therapy	Symphony Candle Company
Beyond Boundaries Life	TFNB of Central Texas
Bitty and Beau's Coffee	The Bear Mountain
Brazos Bluffs Ranch	The UPS Store
Brook Oaks Neighborhood Assoc.	Two Five Forever Property
CERVIS	Visiting Angels
Club Sandwich	Waco Cardiology Associates
Discount Vacuum and Appliance	Waco Masonic Lodge #82
Faith and Sports Institute	Waco Tribune-Herald
For Hope Design Co.	
Freddy's Glass	
Hawaiian Falls Waterpark	Door Prize & Swag Donors
Home Outlet of Waco	Be Kind Coffee
Genesis & Ryan Luna	Dr. Pepper Museum
Methodist Children's Home	Hilton Waco Hotel
Milk Bottle Cookies	Orange Theory
Onward Real Estate Team	Waco Chamber of Commerce
Restore Habitat for Humanity	Waco Escape Room

THANK YOU

Thank you for your generous partnership and support of the 11th Annual Race ONE 5K and Fun Run benefiting programs of Mission Waco Mission World!

5Runners: 268
Fun Run: 150

SAVE THE DATE!

RACE ONE 2025:
SATURDAY, APRIL 26

New Design
8.5 x 11 in

Major Sponsors

ATO at Baylor University
Barnabas Foundation
Baylor Student Government
Friend of Mission Waco Mission World
Hymnsinger House Bed & Breakfast
Landscape Supply
Waco Striders Running Club

Thank You

For your generous partnership and support of the 11th Annual Race ONE 5K and Fun Run benefiting programs of Mission Waco/Mission World!

by the numbers:
5K Runners: 268
Fun Run: 150

Sponsors

Anytime Fitness	Hawaiian Falls Waterpark	Two Five Forever Property
Athletico Physical Therapy	Home Outlet of Waco	Visiting Angels
Beyond Boundaries Life	Genesis & Ryan Luna	Waco Cardiology Associates
Bitty and Beau's Coffee	Methodist Children's Home	Waco Masonic Lodge #92
Brazos Bluffs Ranch	Milk Bottle Cookies	Waco Tribune-Herald
Brook Oaks Neighborhood Assoc.	Onward Real Estate Team	Door Prize/Swag Donors
CERVIS	Restore Habitat for Humanity	Be Kind Coffee
Club Sandwich	Siba Wealth Management Group	Dr. Pepper Museum
Discount Vacuum and Appliance	Symphony Candle Company	Hilton Waco Hotel
Faith and Sports Institute	TFNB of Central Texas	Orange Theory
For Hope Design Co.	The Bear Mountain	Waco Chamber of Commerce
Freddy's Glass	The UPS Store	Waco Escape Room

Save the Date!

Mission Waco &
ATO at Baylor
5K Race & Fun Run
April 27, 2024

Original
11 x 8.5 in

Sponsor Save the Date



Postcard Front
4 x 6 in



Postcard Back
6 x 4 in

Brochure

SPONSORS

All sponsors who are pre-registered will be featured on signage in the race day registration area as well as on the back of the race t-shirt (see logo due date in Sponsorship Level Information document). Some sponsors have been with Race ONE since the start - and new sponsors are always welcome to join in and support our programs!

Other Ways to be Involved:

- Door Prizes
- Give Away Tables
- Swag Bag Items

If you have any questions, contact thehub@missionwaco.org or call 254-753-4900



RUNNERS/WALKERS

All people who are pre-registered will be provided a ballot to vote on race day for the Mission Waco, Mission World, Inc. program of their choice to receive \$15 of the Race ONE proceeds. Our program directors provide a list on the ballot of specific needs in their program areas. Ballots will only be accepted at Jubilee Park on race day from 7:00 a.m. - 9:00 a.m. If you have a favorite Mission Waco program, recruit your friends to pre-register and come out on race day to vote their support!

Go to missionwaco.org/raceone for registration and info



RACE ONE SUPPORTS PROGRAMS OF MISSION WACO, MISSION WORLD



HOW DOES RACE ONE HELP?

Race ONE brings together people from all areas of Waco in a neighborhood that has a history of being overlooked and under-resourced. Back in the early 1900's this neighborhood was one of the first "suburbs" of downtown Waco, and the corner of N.15th & Colcord had one of the first shopping centers and a first-run movie theater. Over time, as the city grew and shifted to the west and racial differences and poverty divided the city, the shopping center became home to bars and a porn theater. Drug deals and prostitution were visible day and night.

In the mid-1990's, Mission Waco received what is now the Jubilee Center as a gift (with some leaking roofs!) and began to reclaim and rebuild. Other non-profits, churches, neighbors, and businesses have joined together to create a neighborhood that is on the rebound. The corner of N. 15th & Colcord is a great stop for a meal with D's Mediterranean Grill and World Cup Café/Fair Trade Market and getting fresh groceries at Jubilee Food Market (in an area that once was a food desert), or visiting the aquaponics garden at Urban R.E.A.P.

You can enjoy visiting the kind and talented medical staff at Family Health Center, filling your aquarium from North Waco Tropical Fish, or stopping by Baked Bliss Bakery or Helados La Azteca for delicious treats. Habitat for Humanity and Grassroots Community Development have built many new homes with low- and middle-income homeowners. West Avenue Elementary and Brook Oaks Elementary schools hold prominent places of investment in our children.

Race ONE started in 2012. Baylor Alpha Tau Omega fraternity is a founding co-sponsor of the event and provides lots of volunteer help to put on the event.

Race ONE is a great day for all of us to get out in the neighborhood together for some exercise, greeting neighbors, and making new friends.

Welcome to our neighborhood - enjoy the day!

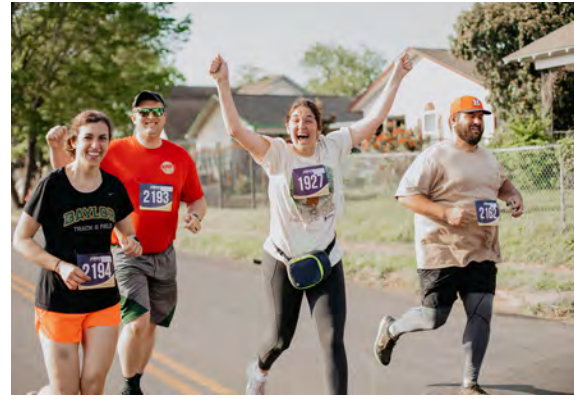
OUR MISSION

- 1) PROVIDE CHRISTIAN-BASED HOLISTIC, RELATIONSHIP-BASED PROGRAMS THAT EMPOWER THE POOR AND MARGINALIZED.
- 2) MOBILIZE MIDDLE-CLASS AMERICANS TO BECOME MORE COMPASSIONATELY INVOLVED AMONG THE POOR.
- 3) SEEK WAYS TO OVERCOME THE SYSTEMIC ISSUES OF SOCIAL INJUSTICE WHICH OPPRESS THE POOR AND MARGINALIZED.

VISIT MISSIONWACO.ORG TO LEARN MORE

Original Brochure Side 1

Original Brochure Side 2



SPONSORS

All sponsors who are pre-registered will be featured on signage in the race day registration area. Top levels of sponsorship will have logos and/or name on back of race T-shirt as well. (see logo due date in Sponsorship Level Information document). Some sponsors have been with Race ONE since the beginning and we love to have new sponsors join in and support our programs!

OTHER WAYS TO BE INVOLVED:

DOOR PRIZES

GIVEAWAY TABLES

SWAG BAG ITEMS

Contact thehub@missionwaco.org or call 254-753-4900 with questions.

OUR MISSION

EMPOWER | EQUIP | ENGAGE

EMPOWER

Provide Christian-based, holistic, relationship-based programs that empower the poor and marginalized.

EQUIP

Mobilize middle-class Americans to become more compassionately involved among the poor.

ENGAGE

Seek ways to overcome the systemic issues of social injustice which oppress the poor and marginalized.

SINCE 2012
RACE ONE
5K

MISSION WACO MISSION WORLD

RACE ONE SUPPORTS PROGRAMS OF MISSION WACO MISSION WORLD

RUNNERS WALKERS

Everyone who is pre-registered will be provided a ballot to vote on race day for the Mission Waco, Mission World, Inc. program of their choice to receive a portion of Race ONE proceeds. Our program directors provide a list on the ballot of specific needs in their program areas. Ballots are only accepted at Jubilee Park on race day from 7:00 a.m. - 9:00 a.m. If you have a favorite Mission Waco program, recruit your friends to pre-register and come out on race day to vote their support!



missionwaco.org/RaceOne
FOR REGISTRATION AND INFO

HOW DOES RACE ONE HELP?

Race ONE brings together people from all areas of Waco in a neighborhood that has a history of being overlooked and under-resourced. Back in the early 1900's this neighborhood was one of the first "suburbs" of downtown Waco, and the corner of N.15th & Colcord had one of the first shopping centers and a first-run movie theater. Over time, as the city grew and shifted to the west and racial differences and poverty divided the city, the shopping center became home to bars and a porn theater. Drug deals and prostitution were visible day and night.

In the mid-1990's, Mission Waco received what is now the Jubilee Center as a gift (with some leaking roofs!) and began to reclaim and rebuild the neighborhood. Other non-profits, churches, neighbors, and businesses have joined together to create a neighborhood that is on the rebound. The corner of N. 15th & Colcord is a great stop for a meal

with D's Mediterranean Grill, World Cup Café/Fair Trade Market, Baked Bliss Bakery, Helados La Azteca or Thrst Coffee. In an area that was once a food desert, fresh groceries are available at Jubilee Food Market. Visitors can tour the aquaponics garden at Urban R.E.A.P. or purchase compost, native plants and gardening supplies. Our neighborhood is also home to the growing Waco Family Medicine health clinics and North Waco Tropical Fish. Habitat for Humanity and Grassroots Community Development have built many new homes for low to middle income families in our area and nearby West Avenue Elementary and Brook Avenue Elementary schools invest in our children.

Race ONE started in 2012. Alpha Tau Omega fraternity at Baylor is a founding co-sponsor of the event and provides lots of volunteer help to put on the event. Race ONE is a great day for all of us to gather in the neighborhood for some exercise, greet neighbors, and make new friends.

WELCOME TO OUR NEIGHBORHOOD - ENJOY THE DAY!

VISIT MISSIONWACO.ORG TO LEARN MORE

Brochure Side 1
11 x 8.5 in

Brochure Side 2
11 x 8.5 in

Resident Letter

April 2024
Dear Resident or Owner,

The 12th annual **Race ONE 5k and one-mile Fun Run** will be held in your neighborhood on Saturday, April 27, 2024! **All Brook Oaks and Sanger-Heights residents may participate in the race for free.** A free breakfast item will be available after the race! Sign up by Tuesday, April 23 at the link below. Participants of all ages are welcome!


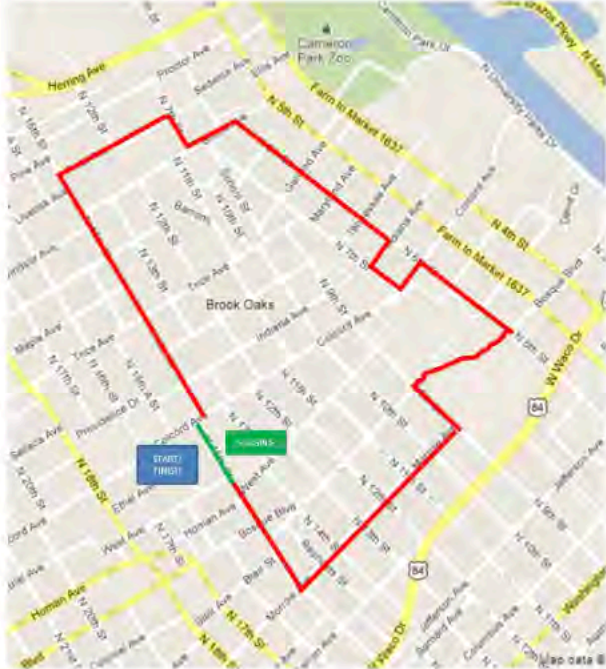

A portion of your street will be blocked off from 8am – 10am for Race ONE on Saturday, April 27. Race volunteers will be monitoring traffic at major intersections while runners are passing. Due to short duration of the race, delays will be minimal. All streets on the map will remain open to traffic except for 15th Street between Colcord and West Ave (closed 7am-10am), where the start and finish line will be. Business access will remain on this block, but cars will not be allowed on the street. If your home or business is on this block, we ask that you do not park here during the morning of the race.

To register, go to our website, <http://missionwaco.org/raceone/> or come by our office if you need assistance (1315 N. 15th). If you have questions or concerns about Race ONE or the street usage, please contact Kathy Wise at kwise@missionwaco.org.

Thank you for your cooperation and we hope to see you there!

Regards,
Kathy Wise
Associate Executive Director
Mission Waco Mission World
254-753-4900

IF YOU HAVE ANY CONCERNS ON RACE DAY, PLEASE CONTACT ME AT 254-722-5154 (cell). THANK YOU!

New Design
8.5 x 11 in

April, 2024
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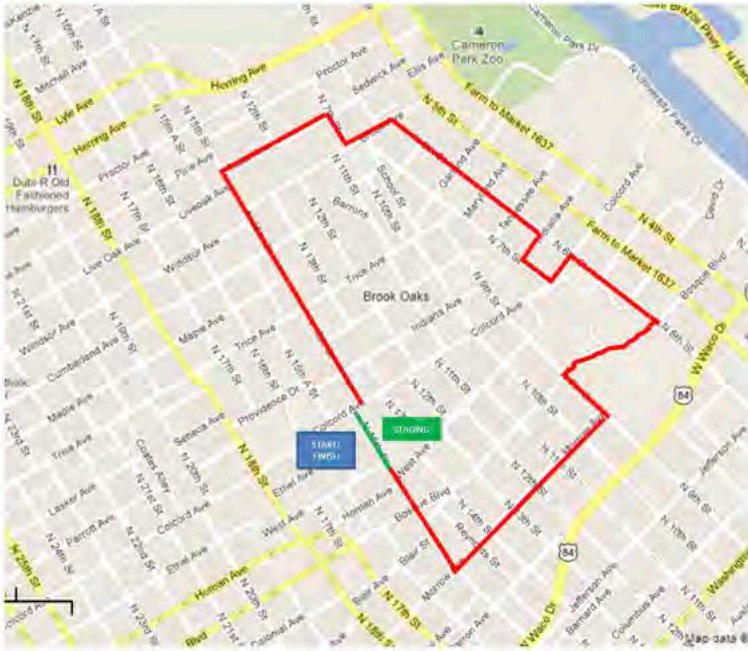
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Associate Executive Director
Mission Waco Mission World
254-753-4900

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Original
8.5 x 11 in

Banner



New Design - Option 1
5 x 5 ft

Recommended Option



New Design - Option 2
5 x 5 ft



Original



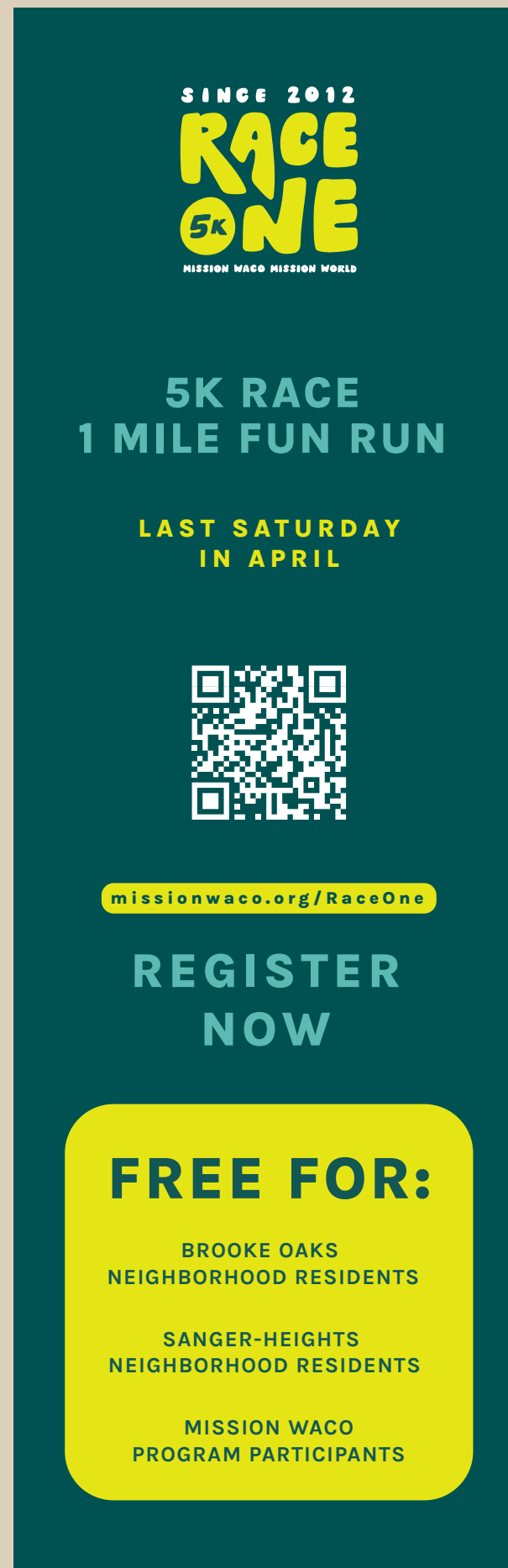
New Design - Main Banner Option 1
5 x 5 ft



New Design - Side Banner
5ft x 19.5in



Original



Original

New Design - Main Banner Option 2
5 x 5 ft

New Design - Side Banner
5ft x 19.5in

Stickers



Deep Green
3 x 2.5 in



Bright Green
3 x 2.5 in

Recommended Printing: Clear Die Cut Stickers from Sticker Mule
<https://www.stickermule.com/products/clear-stickers>



Deep Green
2.87 x 2.5 in



Bright Green
2.87 x 2.5 in

Recommended Printing: Clear Die Cut Stickers from Sticker Mule
<https://www.stickermule.com/products/clear-stickers>



Deep Green
3 x 3 in



Bright Green
3 x 3 in

Recommended Printing: Circle Stickers from Sticker Mule
<https://www.stickermule.com/products/circle-stickers>



Deep Green
3 x 3 in



Bright Aqua
3 x 3 in



Bright Green
3 x 3 in

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<https://www.stickermule.com/products/circle-stickers>

T Shirts



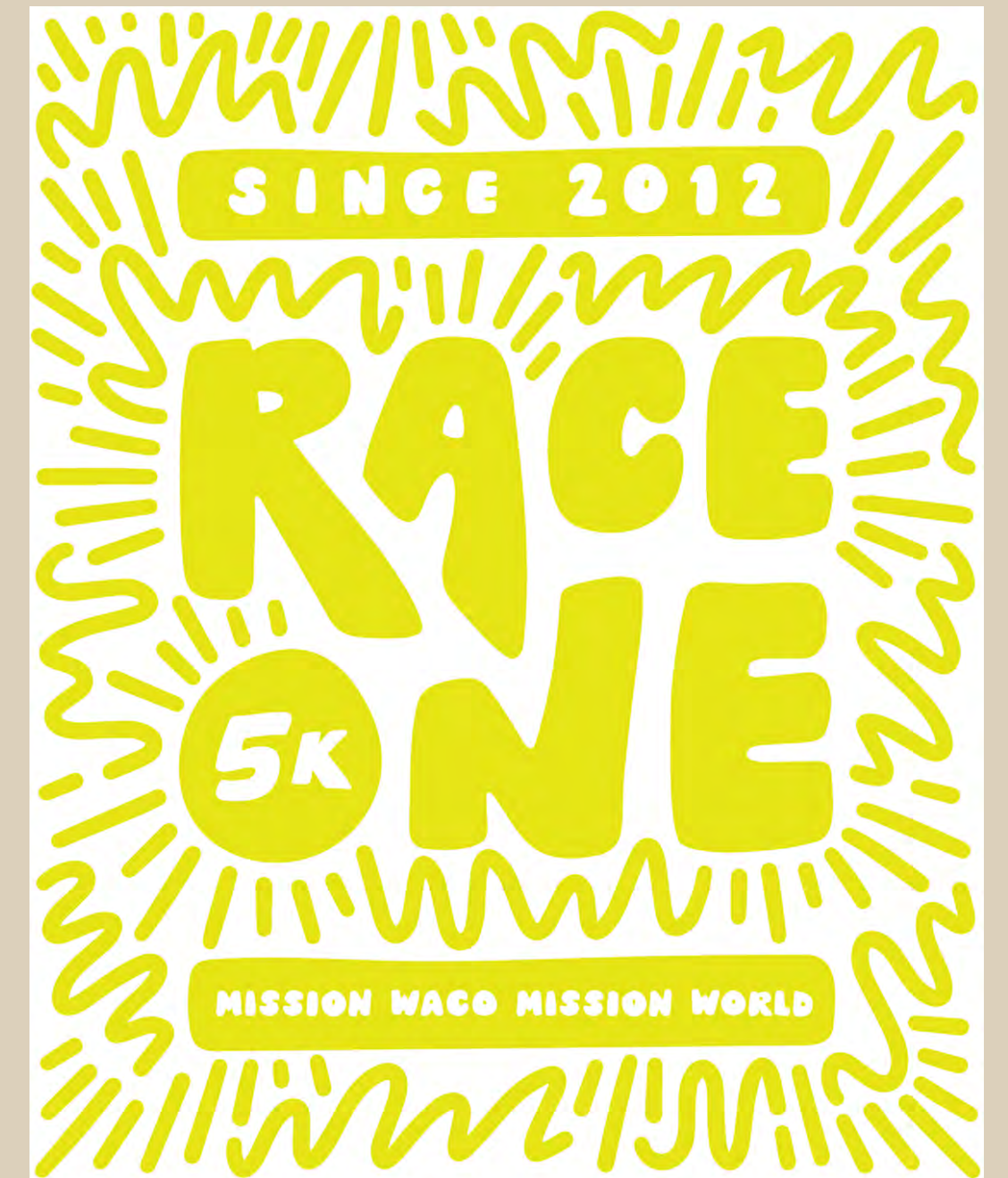
Multi Color
For Use on White T Shirt



Deep Green
For Use on White T Shirt



Bright Aqua
For Use on White T Shirt



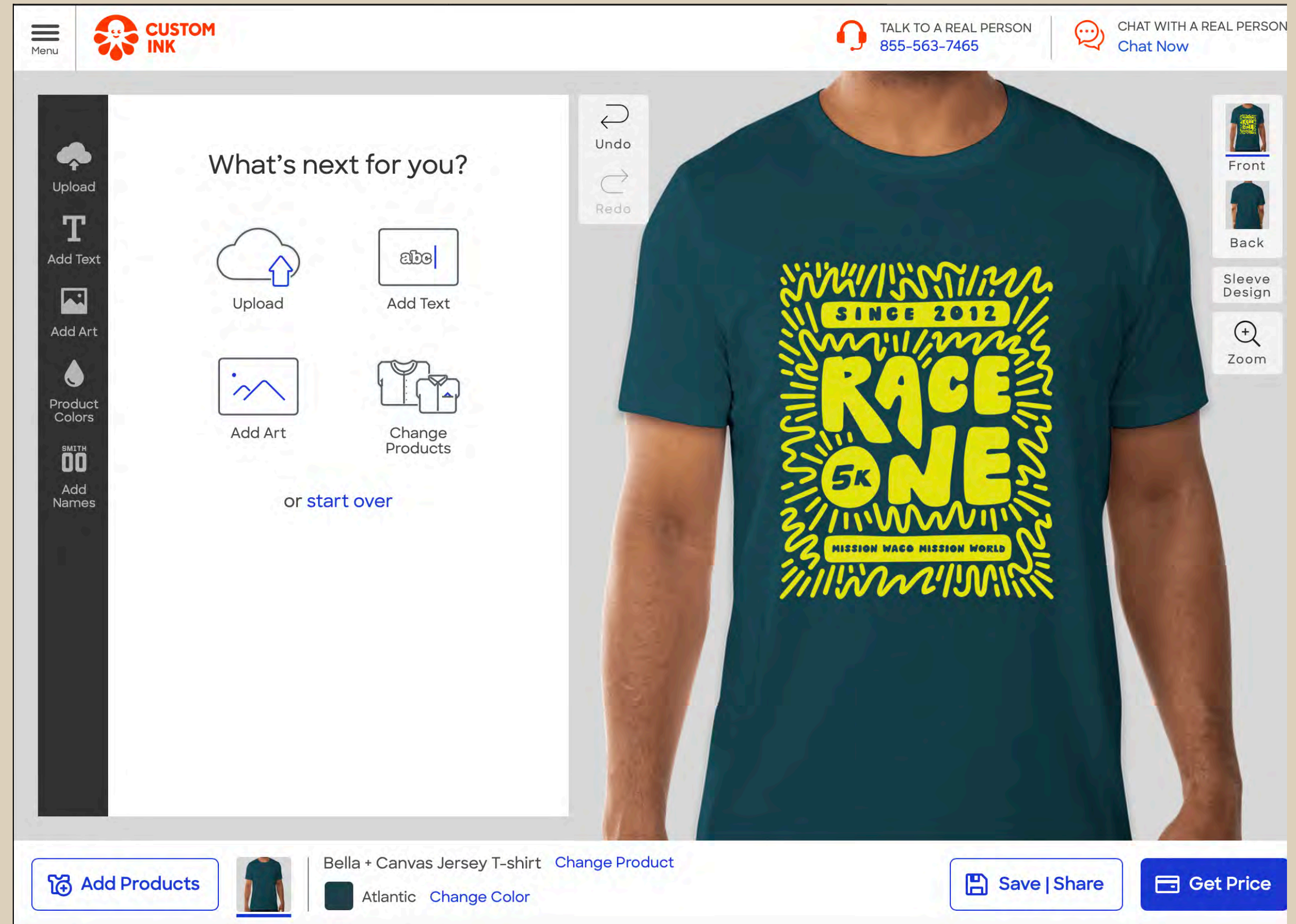
Bright Green
For Use on Custom Ink Atlantic Color T Shirt
Do NOT Print on White T Shirts

Recommended Option

*White backgrounds shown here for clarity, but all designs would need to be printed with transparent backgrounds.



Bright Green - For Use on Custom Ink T Shirt to the Right



https://www.customink.com/ndx/?PK=50124233&SK=124200&prefer_singles=false#/

Recommended Printing: Custom Ink - For correct ink color, call Custom Ink and provide bright green Pantone
Bella + Canvas Jersey T-Shirt
Color: Atlantic



White



Bright Aqua
For Use on White OR Custom Ink Atlantic Color T Shirt



Bright Green
For Use on Custom Ink Atlantic Color T Shirt
Do NOT Print on White T Shirts

Email Graphics



Deep Green
11 x 11.5 in

Recommended Option



Bright Aqua
3 x 2.5 in

Instagram Posts



















AUDRA FRIEDEN DESIGN