

A full-page background image of track athletes in motion, overlaid with a monochromatic orange tint. The image is divided into three vertical panels. The left panel shows a male athlete in a starting crouch. The middle panel shows a male athlete with dreadlocks in mid-stride. The right panel shows a female athlete in mid-stride. The text is centered over the middle panel.

TRACKRAT INVITATIONAL

2026

GREATNESS IS CALLING



NONE OF THAT SLOW STUFF.

PHOTO · LEEANN FUNK PHOTOGRAPHY @_UPTOWNFUNK

TRACKRAT IS FOR AUSTIN'S MOST AMBITIOUS

First-timers, weekend warriors, former D1 athletes, founders, operators, creatives and investors. Different starting lines, same mentality. Every Sunday morning and Thursday evening we meet on the track, sprint and grow together.

TRACKRAT Invitational had one non-negotiable. Net proceeds went back to the community that hosts us. We kept the athlete fee low so no one was priced out, brought together clubs from Austin, Dallas and San Antonio, and let spectators in free. When ticket sales came up short, we covered the costs and the donation ourselves.

150K+

IMPRESSIONS

100+

SPECTATORS

70+

ATHLETES

TRANSPARENCY REPORT

PHOTOS · JEN MCGLAWN @MCGLAWNMEDIA

Putting on TRACKRAT Invitational cost \$3,302.94. Entry fees brought in \$2,056.59 after Sweatpals' platform fees, which left a \$1,246.35 shortfall. TRACKRAT Invitational organizers covered it out of pocket, then sent Marshall Middle School a \$1,000.00 donation on top.

MONEY IN \$4,302.94

TICKET REVENUE
\$2,056.59

ORGANIZER BACKSTOP
\$2,246.35

MONEY OUT \$4,302.94

TRACK, TIMING & INSURANCE
\$2,016.03

RACE-DAY PRODUCTION
\$1,084.44

MARSHALL MS DONATION
\$1,000.00

MARKETING, PRINTING & SUPPLIES \$202.47

TRACKRAT INVITATIONAL

Ticket revenue, after Sweatpals fees	+\$2,056.59
Track, timing & insurance	-\$2,016.03
Race-day production	-\$1,084.44
Marketing, printing & supplies	-\$202.47
Shortfall	-\$1,246.35

ORGANIZER BACKSTOP

Covering the shortfall	\$1,246.35
Donation to Marshall Middle School	\$1,000.00
Total backstop	\$2,246.35

WHAT EACH GROUP COVERS

TRACK, TIMING & INSURANCE

The Marshall Middle School track for the morning, fully automatic timing, and the club membership and liability insurance that let us host a meet.

RACE-DAY PRODUCTION

Sound, the DJ, the announcer and video.

MARKETING, PRINTING & SUPPLIES

Posters around Austin, Instagram ads and track tape.

THANK YOU.



PHOTO • LEEANN FUNK PHOTOGRAPHY @_UPTOWNFUNK

To every athlete who raced and everyone who came out to cheer. To our partners Kollektive, Nirvanix, New Balance and C4, to DJ Thani, to ATX Timing, and to Marshall Middle School for the track.

ON SUNDAYS (AND THURSDAYS) WE SPRINT,

TRACKRAT INVITATIONAL ORGANIZERS

Zain Bacchus	Myles Cooper	Ankith Harathi
Isaac Kaufman	Stephen McElwee	David Perez