

INAUGURAL SAN DIEGO BEACH & BAY HALF MARATHON



SPONSOR & EXHIBITOR OPTIONS

BIB PICK-UP / RUNNERS EXPO: FRIDAY MAY 19, 2017

📍 Road Runner Sports - San Diego

RACE DAY: SATURDAY MAY 20, 2017

📍 Tecolote Shores Park North on Mission Bay - San Diego

www.beachandbayhalf.com

THE INAUGURAL SAN DIEGO BEACH & BAY HALF MARATHON IS GOING TO BE AWESOME!

Come be a part of the Inaugural Beach & Bay Half Marathon! Inclusion in this event as a sponsor or exhibitor provides exposure to a highly desirable demographic of over 2500 active, educated, motivated individuals with disposable income.

The varying finish times of half marathoners create a constant flow of race participants into the finisher village. Couple that with prize give-aways, post-race beer garden, and a live band, and you have a lively atmosphere where participants will spend an extended amount of time, thus providing you with ample opportunity for brand exposure.

HALF MARATHON RUNNER DEMOGRAPHICS:

FEMALE: 60% | MALE 40%
AVERAGE AGE: 38
COLLEGE EDUCATED: 77%
AVG HOUSEHOLD INCOME: \$116,000
TOTAL PARTICIPANTS: 2500-3500

BEACH & BAY BENEFITS:



Honor Flight San Diego is a non-profit team of volunteers dedicated to escorting San Diego County veterans to Washington DC to visit and reflect at the memorials dedicated to their service and sacrifice.



TITLE SPONSOR: \$15,000

Exclusive naming rights (name and logo included in race title in ALL race marketing as [YOUR NAME] San Diego Beach & Bay Half Marathon

- Exclusive product category upon signing
- Prominent logo on race tech t-shirts worn by 3,000 participants for years to come
- Logo & naming on printed promotional flyers (20,000+ impressions) *Dependent on when flyers are printed
- Prominent hyperlinked logo on website
- 20x10 booth space at race day Finisher's Village
- 10x10 booth space at Race Expo/Bib pick-up
- Physical goody bag insert in 3,000 bags
- Hyperlinked ad in 5+ email blasts (100,000+ unique impressions in each blast)
- (4) Dedicated social media posts (40,000 impressions with an above average click rate of 5-8%)
- Listing in 20+ event calendars as [YOUR NAME] San Diego Beach & Bay Half Marathon
- Dedicated banner placement on stage
- 20 FREE race entries for employee benefit, team building, ambassadors, friends, family - your choice!
- Named in all race announcements as [YOUR NAME] San Diego Beach & Bay Half Marathon
- (4) 30-second featured race announcements

PRESENTING SPONSOR: \$10,000

Name included in race title in ALL race marketing as San Diego Beach & Bay Half Marathon Presented by [YOUR NAME]

- Exclusive product category upon signing
- Logo on race tech t-shirts worn by 3,000 participants for years to come
- Naming on printed promotional flyers (20,000+ impressions) *Dependent on when flyers are printed
- 10 FREE race entries for employee benefit, team building, ambassadors, friends, family - your choice!
- 10x10 booth space at race day Finisher's Village
- 10x10 booth space at Race Expo/Bib Pick-up
- Physical goody bag insert in 3,000 bags
- Hyperlinked logo on website
- Hyperlinked ad in email blasts (100,000+ unique impressions in each blast)
- (2) Dedicated social media posts (20,000 impressions with an above average click rate of 5-8%)
- (2) 30-second featured race announcement

EXCLUSIVE PRODUCT CATEGORY SPONSOR - \$2,000

- Exclusive product category upon signing
- 10x10 booth space at race day Finisher's Village
- 10x10 booth space at Race Expo/Bib Pick-up
- 2 FREE race entries for employee benefit, team building, ambassadors, friends, family - your choice!
- Physical goody bag insert (3,000 items)
- Logo on website
- Recognition in email blasts, social media and announcements at race

RACE DAY & RUNNERS EXPO BOOTH - \$650

- 10x10 booth space at race day Finisher's Village
- 10x10 booth space at Race Expo/Bib Pick-up
- 50% off two race entries
- Logo on website
- Physical goody bag insert

RACE DAY BOOTH ONLY - \$450

- 10x10 booth space at race day Finisher's Village
- Logo on website

BIB PICK-UP/EXPO BOOTH ONLY - \$200

- 10x10 booth space at Race Expo/Bib Pick-up
- Logo on website

PHYSICAL GOODY BAG INSERT ONLY - \$200

- 3000 items. If you book a booth, you get \$100 off a physical goody bag insert!



Don't see something that fits? Contact our Sponsorship Manager to customize a package that suits your company or brand's needs (or if have any questions at all!).

CONTACT: Kristen Leitao | Sponsorship Manager | 206.930.7757 | kristen@sandyfeetevents.com