



## Sponsorship Information for 2011 Gettysburg Blue-Gray Half Marathon

The United States is going through a second running boom that rivals the initial one of the 1970s and 80s. The half marathon race distance is the fastest growing one today and there are no signs of this trend slowing. This inaugural event in historic Gettysburg, PA offers you the opportunity to reach the sizable, affluent, and growing group of runners as a sponsor in a variety of ways.

Americans are participating in half marathons in steadily growing numbers each year. Since 2010, there has been an annual growth rate of 24% from 1.1 million finishers in 2009 to 1.4 million. Since 2000, the number of finishers in half marathons in the U.S. has tripled. The sport has proved recession proof. That is due in large part to the demographics of participants. "Core runners" (those that run year round and participate in running events) are highly educated. 79% of core runners have a college degree, compared with 27% of the general U.S. Population. These core runners are also affluent, with 73% having a household income of > \$75,000 income.

\* statistics are from a national survey conducted in 2009 and 2010 by RunningUSA

As a potential sponsor of the Gettysburg Blue-Gray Half Marathon, you have the opportunity to reach this group in a number of very unique ways. The race, which will start and finish at the Straban Township Rec Park, features a competition between runners from northern and southern states. Everyone will run the same course, but the two sides will split and run the large 8 mile loop in the middle of the race in opposite directions. There will be a scored competition between the two sides with the winning side earning a commemorative prize for each participant. Presenting sponsors will have the option of having their logo printed on the prizes.

Charitable support is a cornerstone of this event, as well as the Gettysburg North-South Marathon that is directed by the same company. For these events, we use funds generated by registration as well as sponsors to assist local and regional charities. We are proud to partner with the HCM Foundation, a Pennsylvania 501(c) organization that supports cancer patients and their families as they deal with the financial hardships caused by their treatment. We have also provided support to the Adams County Historical Society, the Gettysburg Food Pantry, and the Strawberry Hill Nature Preserve and Environmental Center.

Part of the weekend events for the Gettysburg Blue-Gray Half Marathon will include a race expo on Saturday, October 29<sup>th</sup>. From 10:00am until 5:00pm, race participants will pick up their race numbers and shirts. Sponsors will have the opportunity to provide information and/or free giveaways inside the goodie bags that each participant receives. Additionally, vendors will have the opportunity to demonstrate and/or sell their products in 10' x 10' booths. The expo will be held in Freedom Hall inside the movie theater of the Gateway Gettysburg Complex on Presidential Circle in Gettysburg, PA. There will be additional opportunities for sponsors to set up tents at the start/finish area.

There are several options for becoming involved as a sponsor or supporter of the 2011 event:

|  | <b>Presenting Sponsor</b> | <b>Primary Sponsor</b> | <b>Expo Exhibitor</b> | <b>Secondary Sponsor</b> | <b>Event Supporter</b> |
|--|---------------------------|------------------------|-----------------------|--------------------------|------------------------|
| Cost                                       | \$3,000.00                | \$1,500.00             | \$1,000.00            | \$500.00                 | \$250.00               |
| Logo on Blue-Gray Competition Prize        | ✓                         |                        |                       |                          |                        |
| Invitations to VIP Dinner on 10/29         | ✓ (four)                  | ✓ (two)                |                       |                          |                        |
| Logo on Race Shirt                         | ✓                         | ✓                      |                       |                          |                        |
| Logo on Event Website                      | ✓                         | ✓                      |                       |                          |                        |
| 10'x10' Table at Expo                      | ✓                         | ✓                      | ✓                     |                          |                        |
| Logo on Print Materials                    | ✓                         | ✓                      | ✓                     | ✓                        |                        |
| Able to contribute to pre-race goodie bags | ✓                         | ✓                      | ✓                     | ✓                        |                        |
| Announcement at Start of the Race          | ✓                         | ✓                      | ✓                     | ✓                        | ✓                      |
| Announcement at Awards Ceremony            | ✓                         | ✓                      | ✓                     | ✓                        | ✓                      |
| Complimentary Race Entries                 | ✓ (two)                   | ✓ (one)                | ✓ (one)               | ✓ (one)                  | ✓ (one)                |

We also work with companies interested in making in-kind donations as well. A large event such as this has significant needs for food, beverages, supplies, and volunteers. If you feel that your company can provide one of these in exchange for excellent marketing exposure, we will be happy to discuss that with you.

Our philosophy is that we want to build strong lasting relationships with companies that grow in the future as the event grows. We expect this event to increase in numbers steadily in the next few years, and believe that an event-sponsor relationship is most productive when it is mutually beneficial. We strive to build great value in your investment through creative and far reaching exposure of your contributions to the event.