



PRESENTED BY
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Sponsorship Opportunities

2021 Pensacola Women's Half Marathon

Pensacola Sports Events

- **About the Pensacola Women's Half Marathon**
 - Race - Sunday, November 7, 2021
 - Divisions: Half, 5K, Mile Dash
 - Higher End event – enhanced runner bag, course amenities, packet pick-up, etc.
- **Runner Demographics**
 - Participants
 - Male – 15%
 - Female – 85%
 - Average Age – 39
 - Age Range 25-54 – 77% of all participants
 - Local Participants – 60%
 - 4-year or more College Graduate – 75%
 - Household Income Between \$100K - \$150K – 28%
 - Individual Income Greater than \$50,000 – 64%

Presenting / Title Sponsor (SOLD) - \$20,000 (\$21,710 value)

- Sponsor logo inserted into event logo
- Sponsor name included in event name – “Pensacola Women’s Half Marathon Presented by”
- Sponsor name included in all press releases / media announcements / social media posts.
- Sponsor name and logo (when applicable) included in marketing ads (print, tv, social)
 - Marketing Plan to include social media, local COX TV ads, rack cards/ fliers sent to other races, booths at other races / running clubs
 - TV Ad to be uploaded to Pensacola Sports YouTube, event Facebook page, and website
- Full Page ad in the Be Moved Magazine (10,000 copies)
- Sponsor logo on the front of the official runner shirt
- Sponsor logo on the ribbon of the finisher’s medals
- 25 race entries
- Logo on start and finish line signs
- Signage around finish line and post-race party area (provided by sponsor):
 - Flags, Tents, Inflatables, Logoed Vehicles, Other Displays
- Opportunity to provide logoed item to every runner
- Logo on the back of official runner shirt
- Logo and Link on website
- Ability to set-up booth at post-race party area (company tent, display, participant interaction, pass out promotional items, etc.)
- Spot in the online runner bag – e-mail with race information, parking, maps, sponsor info, coupons, etc.
- PA Announcements during the event
- Social media mentions leading up to the event
- Naming Rights of an Area / Event (Select one) (see below for description of each area / event)
 - Post-Race Party / Stage Sponsor
 - Mile Marker Signs
 - Water stops / Aid Stations (2 available – 3 stops each)
 - Massage Area – Area for runners to receive massages after the race
 - Naming rights to a section of the course (12th Ave Hill, Tree Tunnel, etc.)
 - Port-o-potties (20-30 quantity)
 - Half Marathon / 5K Split on Course
 - 10K Split
 - Packet Pick-Up / Cocktail Party Naming Sponsor
 - Post-Race Yoga
 - Mile Dash
 - PR Bell



Major Sponsor (5 available) - \$5,000 (\$6,320 value)

- 15 entries per event
- Post-race booth space
- Logo on start and finish line signs
- Signage around finish line (provided by sponsor)
- Opportunity to provide logoed item to every runner
- Logo on applicable media (TV, print, online)
- Logo and Link on website
- Logo on the back of official runner shirt
- Spot in the online runner bag – e-mail with race information, parking, maps, sponsor info, coupons, etc.
- Logo on all fliers, brochures, posters, etc. printed and distributed
- PA Announcements during the Post-Race Party
- Social media mentions leading up to the event
- Naming Rights of an Area / Event: (select one)
 - Post-Race Party / Stage Sponsor
 - Mile Marker Signs
 - Water stops / Aid Stations (2 available – 3 stops each)
 - Massage Area – Area for runners to receive massages after the race
 - Naming rights to a section of the course (12th Ave Hill, Tree Tunnel, etc.)
 - Port-o-potties (20-30 quantity)
 - Half Marathon / 5K Split on Course
 - 10K Split
 - Packet Pick-Up / Cocktail Party Naming Sponsor
 - Post-Race Yoga
 - Mile Dash
 - PR Bell



Supporting Sponsor (8 available) - \$2,500 (\$3,815 value)

- 5 entries per event
- One booth spot at the post-race party
- Opportunity to provide logoed item to every runner
- Logo and Link on website
- Logo on the back of official runner shirt
- Spot in the online runner bag – e-mail with race information, parking, maps, sponsor info, coupons, etc.
- Logo on any and all fliers, brochures, posters, etc. printed and distributed
- PA Announcements during the Post-Race Party
- Social media mentions leading up to the event
- Naming Rights of an Area: (select one)
 - Post-Race Party / Stage Sponsor
 - Mile Marker Signs
 - Water stops / Aid Stations (2 available – 3 stops each)
 - Massage Area – Area for runners to receive massages after the race
 - Naming rights to a section of the course (12th Ave Hill, Tree Tunnel, etc.)
 - Port-o-potties (20-30 quantity)
 - Half Marathon / 5K Split on Course
 - 10K Split
 - Packet Pick-Up / Cocktail Party Naming Sponsor
 - Post-Race Yoga
 - Mile Dash
 - PR Bell

Keep Moving Forward Sponsor - \$1,000 (\$1,020 value)

- 2 entries per event
- Booth space at the post-race party
- “Sponsor Mile” on the course – employees and volunteers line a mile of the course to cheer on the runners. Ability to place banners, wind feathers, play music, paint, decorate, etc. to identify that mile is “Your” mile.
- Opportunity to provide logoed item to every runner
- Logo and Link on website
- Spot in the online runner bag – e-mail with race information, parking, maps, sponsor info, coupons, etc.
- PA Announcements during the Post-Race Party

Post-Race Vendor Booth - \$250

- 8’x10’ booth space
- Opportunity to provide logoed item to every runner
- PA Announcements during post-race party
- Logoed tent / sign / flag placement at post-race party (provided by sponsor)

Online Runner Bag - \$100

- Logo, flier, and link distribution to all runners prior to the race -
- E-mail with race information, parking, maps, sponsor info, coupons, etc.

Naming Rights of an Area / Event Descriptions:

- Post-Race Party / Stage Sponsor
 - Logo displayed on/ near stage, PA Announcements, website placement
- Mile Marker Signs
 - Custom logoed feather flags identifying the mile markers, 15 total
- Water stops / Aid Stations (2 available – 3 stops each)
 - Custom branding of each water stop – tents, volunteers, flags, etc., PA Announcements, website placements
- Massage Area – Area for runners to receive massages after the race
 - Opportunity to place logoed signs, tents, flags, etc., PA Announcements, website placement
- Naming Rights to a section of the course (12th Ave Hill, Tree Tunnel, etc.)
 - Opportunity to place logoed signs, tents, flags, volunteers, etc., PA Announcements, website placement
- Port-o-potties (20-30 quantity)
 - Opportunity to place logoed signs, tents, flags, volunteers, etc., PA Announcements, website placement
 - Will place two 11x14 laminated posters in/ on each unit with your message
- Half Marathon / 5K Split on Course
 - Opportunity to place logoed signs, tents, flags, volunteers, etc., PA Announcements, website placement
 - Logo will be printed on inflatable arch runners run under
- 10K Split
 - Opportunity to place logoed signs, tents, flags, volunteers, etc., PA Announcements, website placement
 - Logo will be printed on inflatable arch runners run under
- Packet Pick-Up / Cocktail Party Naming Sponsor
 - Opportunity to place logoed signs, tents, flags, volunteers, etc., PA Announcements, website placement
 - Booth space to interact with runners
- Post-Race Yoga
 - Opportunity to place logoed signs, tents, flags, volunteers, etc., PA Announcements, website placement
 - Booth space to interact with runners
- Mile Dash
 - Opportunity to place logoed signs, tents, flags, volunteers, etc., PA Announcements, website placement
 - Booth space to interact with runners
- PR Bell
 - Opportunity to place logoed signs, tents, flags, volunteers, etc., PA Announcements, website placement, custom photo backdrop sign
 - Booth space to interact with runners