Snohomish RUNNING CO

2019 SPONSORSHIP AND MARKETING OPPORTUNITIES

2019 EVENTS AND DATES

2018 EVENTS AND DATES
Sunday April 7th
Estimated Registration 1,000
Venue– Port of Everett
everetthalf.com

TENACIOUS TEN PRESENTED BY OISELLE
Saturday, April 20th
Estimated Registration 1,800
Venue – Gas Works Park, Seattle, WA
thetenaciousten.com

SNOHOMISH WOMEN'S RUN
Sunday, May 5th
Estimated Registration 1,500
Venue – Rotary Park, Everett, WA
snohomishwomensrun.com

EVERGREEN HALF MARATHON AND 5 MILE
Saturday, June 15th
Estimated Registration 650
Venue – Centennial Trail, Snohomish, WA
evergreenhalf.com

THE ENFORCER
August 10th
Estimated Registration 2,000
Venue– Redmond, WA
TheEnforcer5K.com

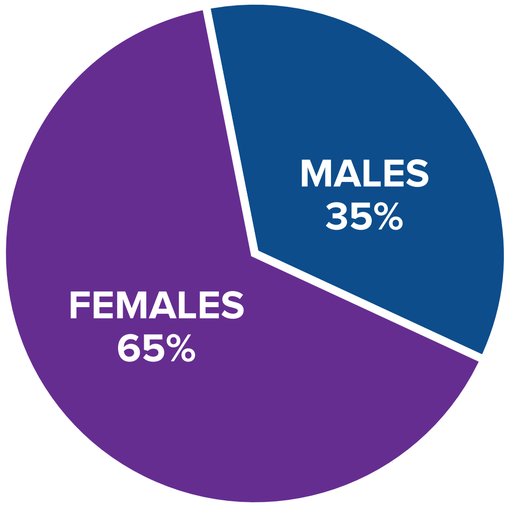
SNOHOMISH RIVER RUN
Sunday, October 13th
Estimated Registration 1,500
Venue – Downtown Snohomish
snohomishriverrun.com

MUKILTEO TURKEY TROT
Thanksgiving, November 28th
Estimated Registration 1,500
Venue – Kamiak High School, Mukilteo, WA
mukilteoturkeytrot.com

12K'S OF CHRISTMAS
Sunday December 15th
Estimated Registration 2,500
Venue– Heritage Park, Kirkland, WA
src12ksofchristmas.com

DEMOGRAPHICS & MARKETING REACH

Participant Gender



ESTIMATED TOTAL REGISTRATIONS: 12,000

TOP REPRESENTED AGE GROUP:
30-40 YEARS OLD

TOP CITIES REPRESENTED:
SEATTLE, EVERETT, BELLEVUE, KIRKLAND

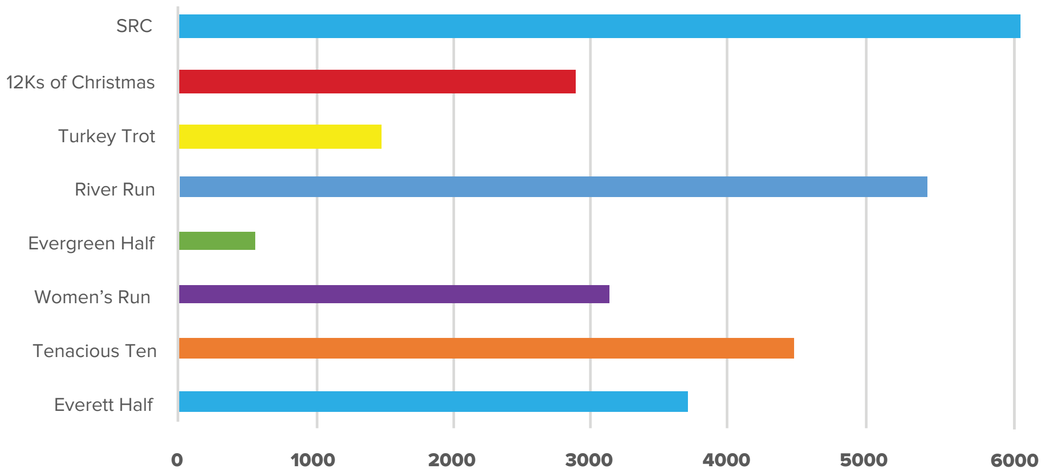
PARTICIPANTS FROM ALL 50 STATES

OPT-IN E-MAIL DATABASE: 30,000

AVERAGE OPEN RATE: 20%

AVERAGE CLICK RATE: 5%

Facebook Likes Per Race



TOTAL FACEBOOK LIKES SNOHOMISH RUNNING COMPANY: 28,523

SPONSORSHIP LEVELS

	EVERETT HALF	TENACIOUS TEN	WOMEN'S RUN	THE ENFORCER	EVERGREEN HALF	RIVER RUN	TURKEY TROT	12KS OF CHRISTMAS	FULL RACE SERIES
Presenting Sponsorship	$2,500	NA	$2,500	$10,000	$1,500	$3,500	$2,500	$2,500	$10,500*
Official Health and Wellness	$1,200	$1,800	$1,200	$2,000	$900	$2,000	$1,200	$1,200	$6,650
Gold Level	$600	$750	$600	$1,00	$400	$600	$600	$600	$2,905
Booth Sponsor	$300	$500	$300	$750	$200	$300	$300	$300	$1,540
Photo Sponsor	$500	$1,500	$500	$750	$400	$750	$500	$500	$3,255
Nutrition Sponsor	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable
Electrolyte Sponsor	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable
Packet Pickup	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable

Does not include the Tenacious Ten

DISCOUNTS AVAILABLE

FULL RACE SERIES (7 EVENTS): 30% OFF
4 EVENTS: 25% OFF
3 EVENTS: 20% OFF

CHEER STATION DISOUNT: 25% OFF
Only for Tenacious Ten and River Run. Sponsor a cheer station and get 10 or more volunteers to the cheer station.

CORPORATE RUNNER PROGRAM: 25% OFF
If a business gets 15 or more of their employees to run, then they can have a 25% discount. Only Available for Gold Level or below.

VOLUNTEER DISCOUNT: 50% OFF
Get 15 or more of your employees to volunteer at an event and we will give you a 50% discount on your sponsorship. Only available for Gold Level or below

PRESENTING OR TITLE SPONSOR

- Business Name will be integrated into event name
  - Examples
    - Everett Half Presented By ACME Business
    - Acme Business Half Marathon
- Will get access to participant e-mail information
- First Right of Refusal to have Packet Pickup at their business location
  - This is where participants will be able to pick up their timing chip, race shirt and packet the day prior to the event.
  - If Presenting Sponsor would like to do it at their business, it will not be an additional charge.
- No Competing Brands or Businesses
- 2 Featured E-mails To 20,000 Person Digital Marketing List
- 10 Free Race Entries
- Logo Integrated onto Webpage and Facebook Header Photos
- 3 Featured Sponsor Facebook Posts on Event Page
- 10 x 20 Booth Space at Finish Line Area
- First Business Mentioned in Virtual Swag Bag
- Most prominently placed logo on all event e-mails.
- Most prominently placed logo on all race shirts

OFFICIAL HEALTH AND WELLNESS SPONSOR

- No Competing Businesses without permission
- 1 Featured Digital Marketing E-mails
- 3 Featured Facebook and Social Media Post
- 10 x 20 Booth at Finish Line
- 2nd Most Prominently Placed Logo on • Race Shirt
- Logo on website
- Logo on all event e-mail and digital marketing
- Will share at minimum 2 blog posts written by Sponsor
- 5 Free Entries
- 2nd right of refusal behind Title or Presenting
- Sponsor for Packet Pickup (as long as location makes sense for participants)
- Ability to lead pre-race stretching, warm up or yoga for participants

GOLD LEVEL SPONSOR

- Logo on back of race shirt
- 10 x 10 Booth at finish line
- Logo on all event e-mails
- 1 Featured Sponsor e-mail
- 2 Featured Sponsor Facebook Posts
- 2 Free Entries
- Can advertise in virtual swag bag
- Logo on event website
- Booth at packet pickup when available
- No Competing Brands or Businesses

BOOTH SPONSORSHIP

- Booth at Event Finish Area
- Booth at Packet Pickup when applicable
- Inclusion into Virtual Swag Bag

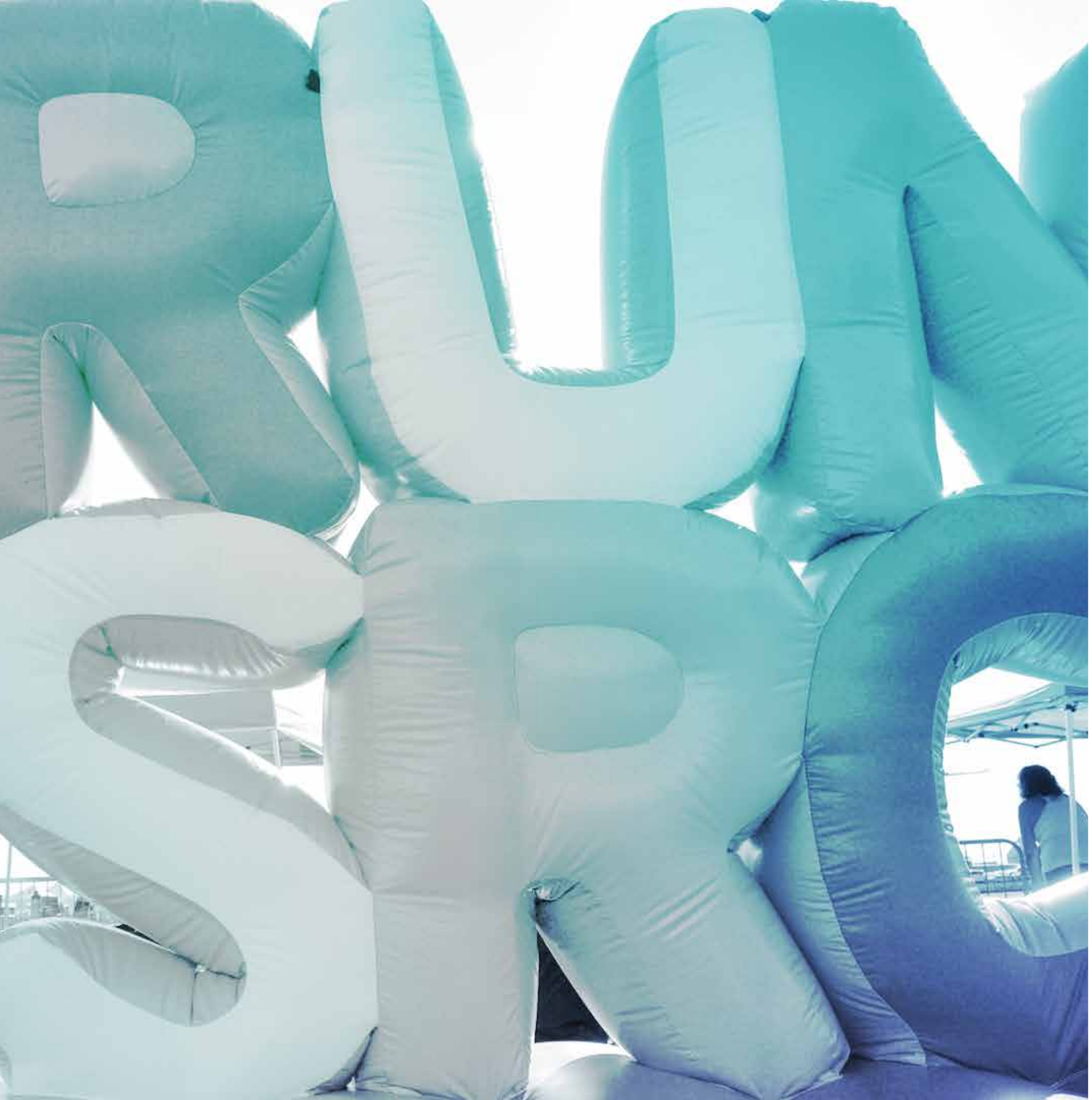
PHOTO SPONSOR

- Logo placed on all participant photos
- Average 500 photo downloads per event with over 1,000 Downloads at Tenacious Ten.

PACKET PICKUP

- Occurs either one or two days prior to the event. This is where participants come to pick up their race packets, promotional items, and race shirts prior to the event.

- It will drive 300 to 800 people to your business location in either one or two days.



CONTACT INFORMATION

GRANT HARRINGTON
Managing Partner
Sponsorship Sales and Marketing Coordinator
(425) 772-8395
Grant@SnohomishRunning.com

SARAH MAXWELL
Managing Partner
Sponsor Coordinator and Social Media Lead
(253).225.1522.
Sarah@SnohomishRunning.com