



**SNOHOMISH RUNNING COMPANY**  
SPONSORSHIP AND MARKETING OPPORTUNITIES



# 2025 EVENTS AND DATES



**World's Fastest 10K**  
March 23<sup>rd</sup>, 2025  
Estimated Registration 600  
Lake Stevens, WA  
snohomishrunning.com



**SNOHOMISH RIVER RUN**  
October 12<sup>th</sup>, 2025  
Estimated Registration 2,200  
Snohomish, WA  
snohomishriverrun.com



**Mill Town Marathon**  
[Milltownmarathon.com](http://Milltownmarathon.com)  
April 13<sup>th</sup>, 2025  
Estimated Registration 1,200  
Port of Everett, Everett, WA  
milltownmarathon.com

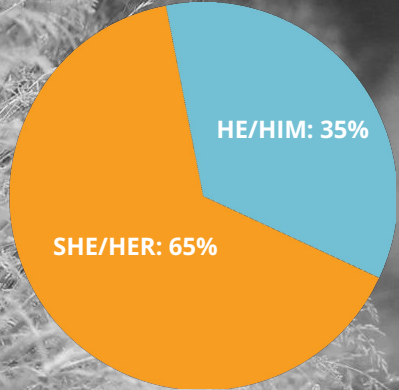


**Mukilteo Turkey Trot**  
November 27<sup>th</sup>, 2025  
Estimated Registration 1,700  
Mukilteo, WA  
mukilteoturkeytrot.com



**EVERGREEN HALF MARATHON AND 5 MILE**  
June 1<sup>st</sup>, 2025  
Estimated Registration 1,200  
Centennial Trail, Snohomish, WA  
evergreenhalf.com

# DEMOGRAPHICS AND MARKETING REACH



**Estimated Total Registrations:** 12,000

**Top Represented Age Group:** 30-40 years old

**Top cities represented:** Seattle, Everett, Kirkland,  
and Snohomish

**Participants from all 50 states**

**Opt-In E-mail Database:** 60,000

**Average Open Rate:** 30%

**Average Click Rate:** 8%

**Snohomish Running Company**

**Total Facebook Likes:** 35,000

**Total Instagram Follows:** 4,100



# SPONSORSHIP LEVELS

	WORLD'S FASTEST 10K	MILL TOWN MARATHON	EVERGREEN HALF	SNOHOMISH RIVER RUN	TURKEY TROT	FULL RACE SERIES
PRESENTING SPONSORSHIP	\$1,000	Not Available	\$2,000	\$7,500	\$2,500	Not Available
OFFICIAL HEALTH & WELLNESS	\$500	\$1,200	\$900	\$2,500	\$1,200	\$5,000
GOLD LEVEL	\$300	\$500	\$500	\$600	\$500	\$2,000
BOOTH SPONSOR	\$100	\$200	\$200	\$300	\$200	\$800
PHOTO SPONSOR	\$250	\$750	\$750	\$1,500	\$1,000	\$4,000
NUTRITION SPONSOR	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE
ELECTROLYTE SPONSOR	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE
PACKET PICKUP	Not Available	Not Available	Not Available	Not Available	NEGOTIABLE	Not Available

**CHEER STATION DISCOUNT:** 25% Off  
Only for Tenacious Ten and River Run. Sponsor cheer station and get 10 or more volunteers to the cheer station.

**CORPORATE RUNNER PROGRAM:** If a sponsor gets (or commits to) 15 or more of their employees to run, each runner will receive a 25% registration 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

- Mill Town Marathon Presented By Acme Business
- Acme Business Half Marathon

**Presenting Sponsor Will Have Access To Participant E-Mail Information**

**No Competing Brands Or Businesses**

**2 Featured Emails To 40,000 Person Email 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 Emails.**

**Most Prominently Placed Logo On All Race Shirts**



# OFFICIAL HEALTH AND WELLNESS SPONSOR



**No Competing Businesses Without Permission**

**1 Featured Digital Marketing EMail To 40,000 Person EMail List**

**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 EMail And Digital Marketing**

**Will Share At Minimum 2 Blog Posts Written By Sponsor**

**5 Free Entries**

**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**

**10 X 10 Booth @ Finish Line**

**Booth @ Ppu When Available**

**Can Advertise In Virtual Swag Bag**

**Logo On Event Website**

# BOOTH SPONSORSHIP





# PHOTOSPONSOR



**Logo Placed On All  
Participant Photos**

**Average 500 Photo  
Downloads Per Event**



## **PACKET PICKUP**

**Occurs One Or Two Days Prior To The Event. Participants come To Your Site To Pick Up Their Race Packets, Promotional Items, And Race Shirts .**

**Packet Pickup Can Drive 1,000 To 2,800 People To Your Business Location, Increasing Sales And The Opportunity To Promote Your Business Or Both**

**Not Available For All Events**

# CONTACT INFORMATION

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