



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



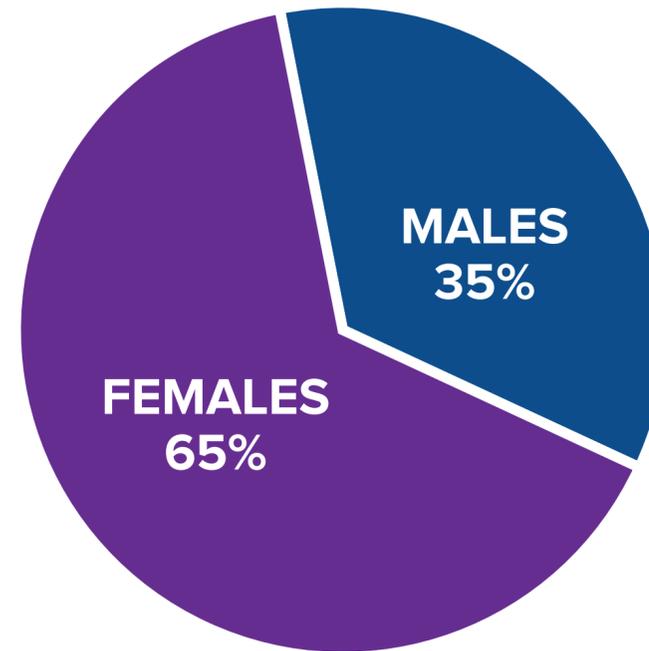
12K'S OF CHRISTMAS

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

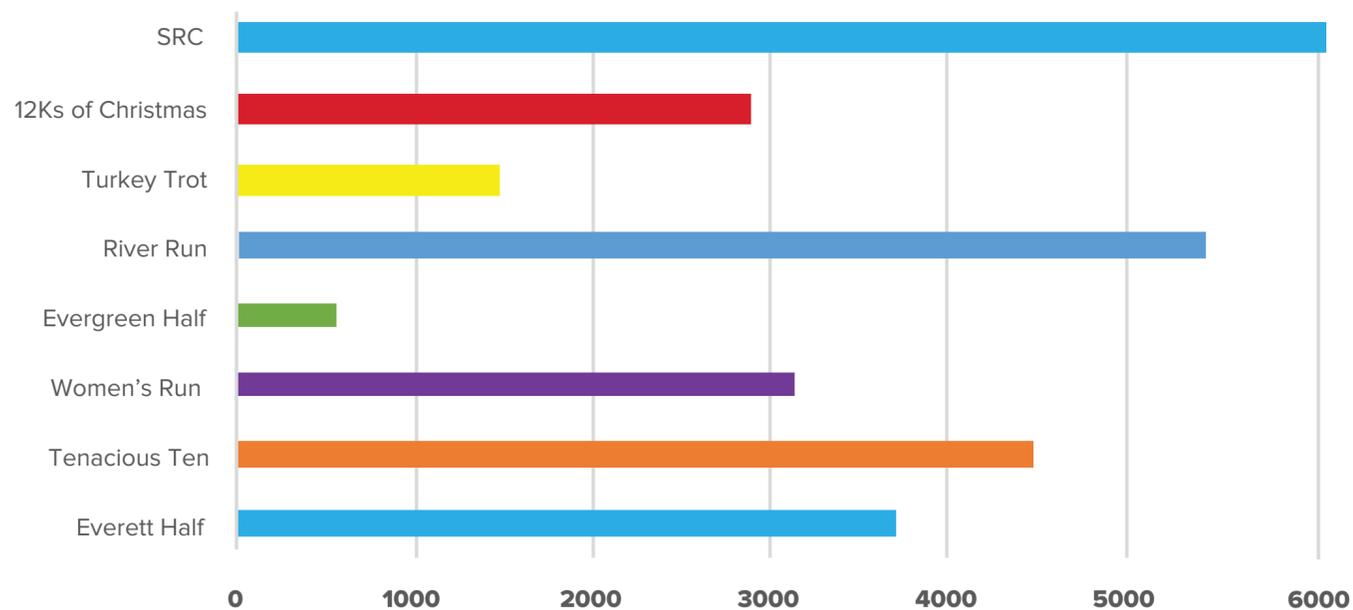
PARTICIPANTS FROM ALL 50 STATES

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 | \$17,500* |
| Official Health and Wellness | \$1,200 | \$1,800 | \$1,200 | \$2,000 | \$900 | \$2,000 | \$1,200 | \$1,200 | \$8,050 |
| Gold Level | \$600 | \$750 | \$600 | \$1,000 | \$400 | \$600 | \$600 | \$600 | \$3,605 |
| Booth Sponsor | \$300 | \$500 | \$300 | \$750 | \$200 | \$300 | \$300 | \$300 | \$2,065 |
| Photo Sponsor | \$500 | \$1,500 | \$500 | \$750 | \$400 | \$750 | \$500 | \$500 | \$3,780 |
| 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 |

DISCOUNTS AVAILABLE

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

CHEER STATION DISCOUNT: 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



*Does not include the Tenacious Ten

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

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