



2020 SPONSORSHIP AND MARKETING OPPORTUNITIES

2020 EVENTS AND DATES



EVERETT HALF

March 29, 2020
Estimated Registration 1,300
Venue— Port of Everett
everetthalf.com



TENACIOUS 10

April 11th, 2020
Estimated Registration 2000
Venue— Gas Works Park, Seattle, WA
thetenaciousten.com



SNOHOMISH WOMEN'S RUN

May 3rd, 2020
Estimated Registration 1,500
Venue — Rotary Park, Everett, WA
snohomishwomensrun.com



THE ENFORCER 5K

May 16th, 2020
Estimated Registration 2,000
Venue— Redmond, WA
TheEnforcer5K.com



EVERGREEN HALF MARATHON AND 5 MILE

June 14th, 2020
Estimated Registration 1,200
Venue — Centennial Trail,
Snohomish, WA
evergreenhalf.com



SNOHOMISH RIVER RUN

October 17th and 18th, 2020
Estimated Registration 2,000
Venue — Downtown Snohomish
snohomishriverrun.com



MUKILTEO TURKEY TROT

November 26th, 2020
Estimated Registration 1,700
Venue — Kamiak High School,
Mukilteo, WA
mukilteoturkeytrot.com

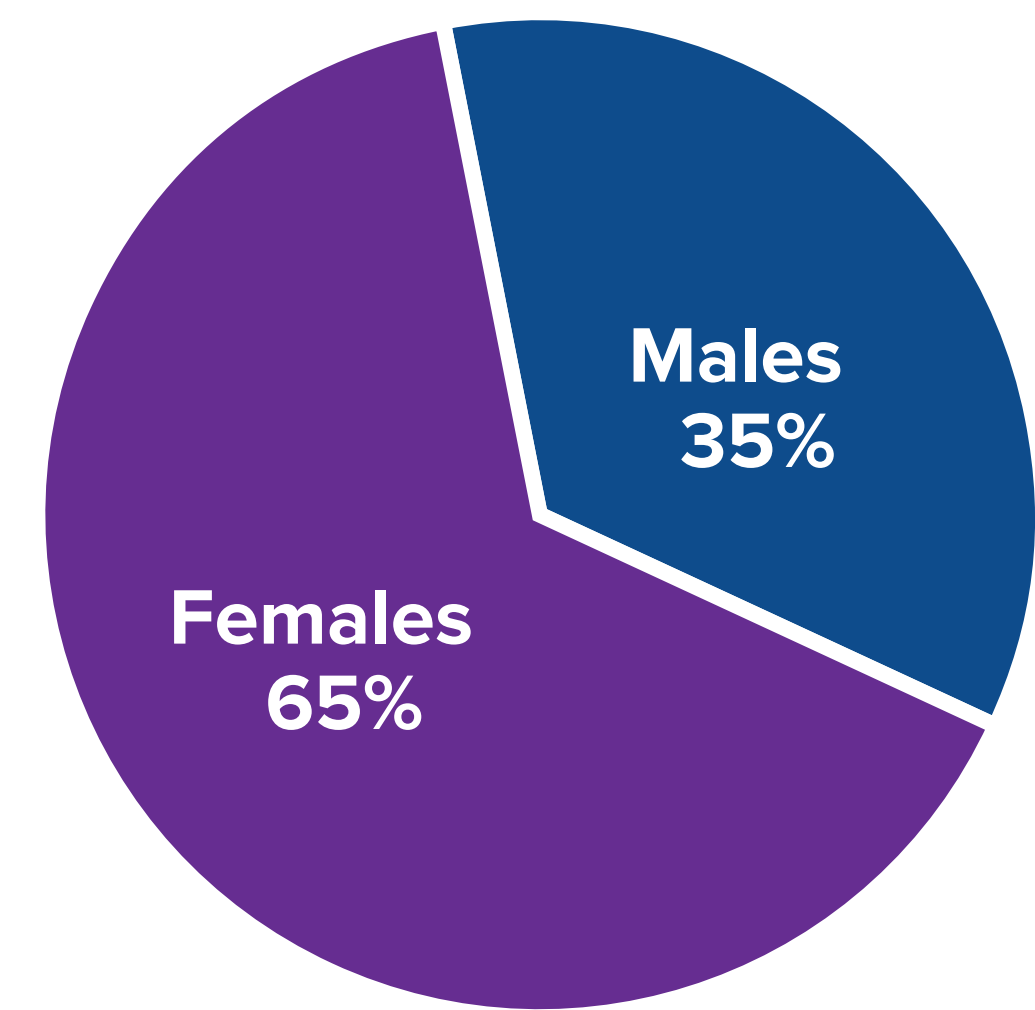


12K'S OF CHRISTMAS

December 13th, 2020
Estimated Registration 2,800
Venue — Marina Park
src12ksofchristmas.com

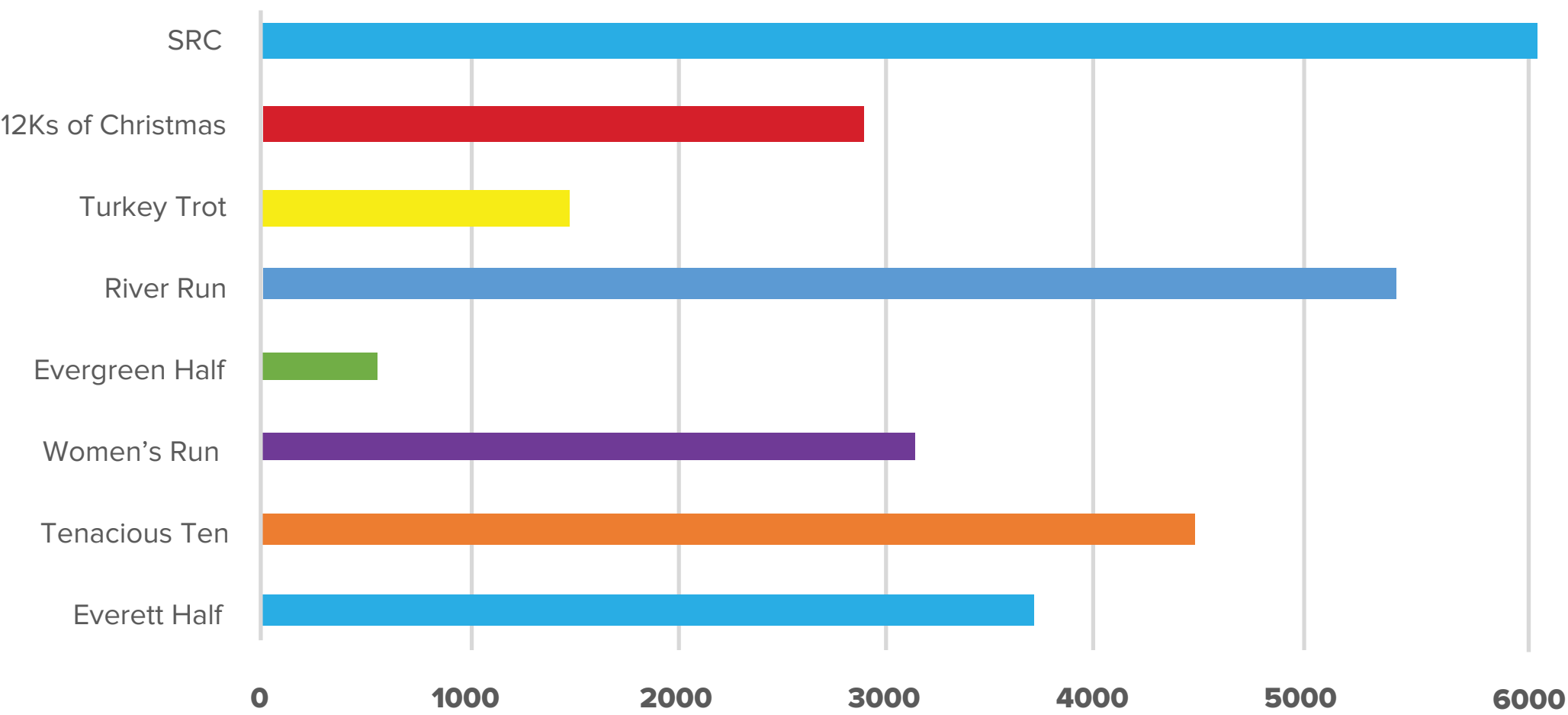
DEMOGRAPHICS & MARKETING REACH

Participant Gender



ESTIMATED TOTAL REGISTRATIONS: 13,000
TOP REPRESENTED AGE GROUP: 30-40 years old
TOP CITIES REPRESENTED: Seattle, Everett, Bellevue, Kirkland, and Snohomish
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	ENFORCER 5K	EVERGREEN HALF	RIVER RUN	TURKEY TROT	12KS OF CHRISTMAS	FULL RACE SERIES
PRESENTING SPONSORSHIP	\$2,500	\$5,000	\$2,500	\$10,000	\$1,500	\$3,500	\$2,500	\$2,500	\$20,000
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	\$400	\$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

**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 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



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

10 X 10 BOOTH @ FINISH LINE

BOOTH @ PPU WHEN AVAILABLE

CAN ADVERTISE IN VIRTUAL SWAG BAG

LOGO ON EVENT WEBSITE



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 1,000 TO 2,800 PEOPLE TO YOUR BUSINESS LOCATION IN EITHER ONE OR TWO DAYS.

CONTACT INFORMATION

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