



SNOHOMISH RUNNING COMPANY
SPONSORSHIP AND MARKETING OPPORTUNITES



2023 EVENTS AND DATES



Mill Town Marathon
Milltownmarathon.com
April 2nd, 2023
Estimated Registration 1,400
@Port of Everett, Everett, WA



TENACIOUS 10
Saturday, April 15th
Estimated Registration 1,500
@Gas Works Park, Seattle, WA
thetenaciousten.com



SNOHOMISH WOMEN'S RUN
May 6th and 7th
Estimated Registration 1,500
@Rotary Park, Everett, WA
snohomishwomensrun.com



EVERGREEN HALF MARATHON AND 5 MILE
June 10th
Estimated Registration 1,200
@Centennial Trail, Snohomish, WA
evergreenhalf.com



SNOHOMISH RIVER RUN
Oct. 15th and 16th, 2021
Estimated Registration 2,000
@Downtown Snohomish, WA
snohomishriverrun.com

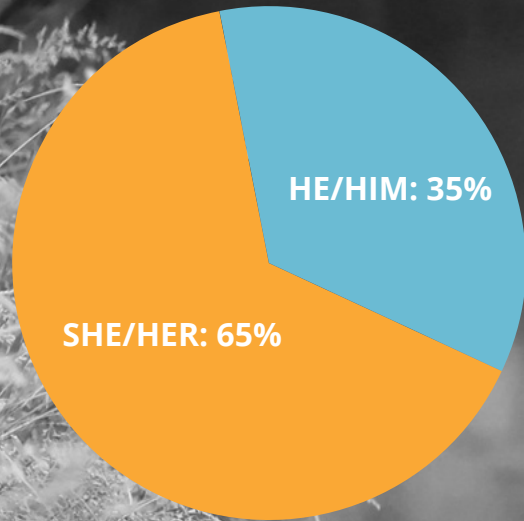


Mukilteo Turkey Trot
November 24th
Estimated Registration 1,700
@Kamiak High School,
Mukilteo, WA
mukilteoturkeytrot.com



12K'S OF CHRISTMAS
December 10th
Estimated Registration 2,500
@Marina Park, Kirkland, WA
src12ksofchristmas.com

DEMOGRAPHICS & MARKETING REACH



Estimated Total Registrations: 12,000

Top Represented Age Group: 30-40 years old

Top cities represented: Seattle, Everett, Bellevue, Kirkland, Bellingham and Snohomish

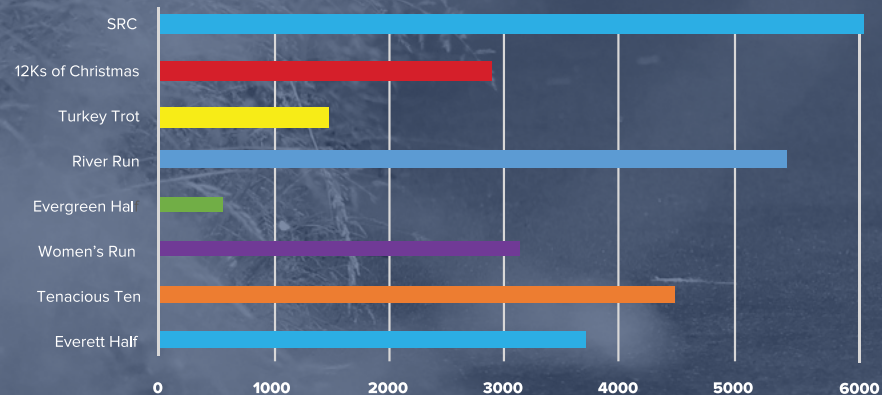
Participants from all 50 states

Opt-In E-mail Database: 60,000

Average Open Rate: 30%

Average Click Rate: 8%

Facebook Likes Per Race



Snohomish Running Company

Total Facebook Likes: 35,000

Total Instagram Follows: 3,300



SPONSORSHIP LEVELS

	MILL TOWN MARATHON	TENACIOUS TEN	WOMEN'S RUN	EVERGREEN HALF	SNOHOMISH RIVER RUN	TURKEY TROT	12KS OF CRHSITMAS	FULL RACE SERIES
PRESENTING SPONSORSHIP	\$3,000	\$5,000	\$5,000	\$2,000	\$5,000	\$2,500	\$5,000	\$20,000
OFFICIAL HEALTH & WELLNESS	\$1,200	\$1,800	\$1,200	\$900	\$2,500	\$1,200	\$2,500	\$8,000
GOLD LEVEL	\$500	\$750	\$600	\$400	\$600	\$600	\$600	\$3,000
BOOTH SPONSOR	\$300	\$500	\$300	\$200	\$300	\$300	\$400	\$1,700
PHOTO SPONSOR	\$750	\$1,500	\$1,500	\$400	\$1,500	\$1,000	\$1,000	\$5,500
NUTRITION SPONSOR	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE
ELECTROLYTE SPONSOR	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE	NEGOTIABLE
PACKET PICKUP	Not Available	NEGOTIABLE	Not Available	Not Available	Not Available	NEGOTIABLE	NEGOTIABLE	Not Available

DISCOUNTS AVAILABLE:
3 or more events – 20% off

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

- Everett Half 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 E-MAILS TO 40,000 PERSON E-MAIL 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-MAIL TO 40,000
PERSON E-MAIL 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 E-MAIL 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

NO COMPETING BRANDS OR BUSINESSES

10 X 10 BOOTH @ FINISH LINE

BOOTH @ PPU WHEN AVAILABLE

CAN ADVERTISE IN VIRTUAL SWAG BAG

LOGO ON EVENT WEBSITE

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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 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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