



2020 SPONSORSHIP GUIDE

ABOUT THE PEARLAND HALF MARATHON:

The 2nd annual Pearland Half Marathon is set to take place March 22, 2020 in the heart of Pearland, Texas. We are thrilled to be able to host a professional distance event with a fun and challenging course.

In it's inaugural year, we hosted over 1,500 participants from 10 different states, the UK and Ireland!

Sponsorship of the inaugural Pearland Half Marathon provides area businesses and organizations a unique opportunity to become a founding partner of the event. Your sponsorship will illustrate your commitment to the community, healthy living and fun, family events!

HALF MARATHON FUN FACTS:

Females account for 9.7 million finishers nationwide and continue to represent 57% from event fields. Males in 2016 represented 7.3 million finishers in U.S. races. Overall, there were 16,957,100 finishers in U.S. running events, down 1% from 2015. Total number of U.S. running events reached 30,400, a slight increase from 30,300 in 2015, with the largest growth seen in the half-marathon distance (4%).



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PRESENTING SPONSOR (LIMIT ONE)

- 👉 **Exclusive naming rights for the event to be named after the Presenting Sponsor.**
- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- 👉 Top logo placement on all start/finish line and additional race day banners.
- 👉 Company representative to be named honorary announcer of the event.
- 👉 Logo on the FRONT of all race participant t-shirts.
- 👉 Dedicated Press Release announcing the partnership to state-wide media.
- 👉 Prominent company recognition on event website with click through.
- 👉 Permanent logo inclusion on monthly iRun Productions newsletters (Distribution: 31,000)
- 👉 Exposure through social media campaign (Facebook and Twitter).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 15 complementary race entries

SPONSORSHIP FEE: \$10,000

GOLD SPONSORSHIP

- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- 👉 **Exclusive logo placement on neck ribbon of finisher medals.**
- 👉 Logo placement on all start/finish line and additional race day banners.
- 👉 Logo on the BACK of all race participant t-shirts.
- 👉 Company recognition on event website with click through.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 31,000).
- 👉 Exposure through social media campaign (Facebook and Twitter).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 10 complementary race entries

SPONSORSHIP FEE: \$7,500



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SILVER SPONSORSHIP

- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- 👉 **Exclusive logo placement on all participant race BIBS.**
- 👉 Logo placement in finish line corral.
- 👉 Logo on the BACK of all race participant t-shirts.
- 👉 Company recognition on event website.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 31,000).
- 👉 Exposure through social media campaign (Facebook and Twitter).
- 👉 Option to host a packet pick-up at your place of business.
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 7 complementary race entries

SPONSORSHIP FEE: \$5,000

BRONZE SPONSORSHIP

- 👉 Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads.
- 👉 **Includes exclusive Gear Check sponsorship.**
- 👉 Logo on the BACK of all race participant t-shirts.
- 👉 Company recognition on event website.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 31,000).
- 👉 Exposure through social media campaign (Facebook and Twitter).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party
- 👉 5 complementary race entries

SPONSORSHIP FEE: \$3,500



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PACKET PICK-UP SPONSOR

- 👉 Host a packet pick-up at your place of business.
- 👉 Company recognition on event website.
- 👉 Logo on the BACK of all participant t-shirts.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 31,000).
- 👉 Exposure through social media campaign (Facebook and Twitter).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.

SPONSORSHIP FEE: \$1,000

HYDRATION SPONSOR

- 👉 Logo on the BACK of all participant t-shirts.
- 👉 Company signage at water stations.
- 👉 Company recognition on event website.
- 👉 Logo inclusion on monthly iRun Productions newsletters (Distribution: 31,000).
- 👉 Exposure through social media campaign (Facebook and Twitter).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party

SPONSORSHIP FEE: \$500

IN-KIND FOOD & BEVERAGE SPONSOR

- 👉 Company recognition on event website.
- 👉 Logo on the BACK of all participant t-shirts.
- 👉 Logo inclusion on (2) race newsletters (Distribution: 31,000).
- 👉 Exposure through social media campaign (Facebook and Twitter).
- 👉 Opportunity to provide a promotional item or flyer in participant race bags.
- 👉 Dedicated tent space at event post-race party

SPONSORSHIP FEE: IN-KIND DONATION TRADE or \$250 FEE

*value of food/beverage donation must equal a minimum of \$250 to receive sponsorship marketing benefits



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COMMITMENT FORM

I AM COMMITTED TO _____ SPONSORSHIP LEVEL

YOUR COMPANY LOGO IS DUE UPON SUBMISSION OF THIS FORM. LOGOS MUST IN IN EITHER .EPS OR .PNG FORMAT. JPEG NOR PDF WILL BE ACCEPTED

Name of Sponsor/Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

*Please make checks payable to iRun Productions, LLC. *

21215 FM 529, Suite 130

Cypress, Texas 77433

lauren@irunproductions.com

Payment is included Please invoice me at the address above

Please charge my Mastercard Visa Discover American Express

Name on Card: _____

Card Number: _____ Exp Date: _____ Code: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Signature: _____ Date _____

Pearland Half Marathon Sponsorship Deadline: March 1, 2020