



**La Jolla Half Marathon & Shores 5K
Sponsorship Opportunities
Sunday, April 28, 2019**

A GREAT SPONSORSHIP OPPORTUNITY

The La Jolla Half Marathon starts at the Del Mar Fairgrounds and provides participants with spectacular views of the Pacific coastline, world famous Torrey Pines Golf Course, UCSD campus and La Jolla Shores Beach all before an exciting finish at Scripps Park at the La Jolla Cove. The La Jolla Shores 5K starts simultaneously with the half marathon and follows the final five thousand meters, roughly 3.1 miles, of the half marathon course. These two events have earned a reputation that attracts runners from throughout the United States and around the world.

Sponsorship of this event provides a select group of companies direct exposure to a desirable demographic of active, educated people with disposable income. Your sponsorship also aligns your good name with the charitable activities of the highly respected La Jolla Kiwanis Foundation, the host organization that distributes 100% of the proceeds of this event each year to community organizations and charities.

Sponsorship packages can also be customized to meet your marketing objectives and budget. Read on to find the sponsorship level best suited for you.



STATISTICS

Average annual income:

\$95,000

Age breakdown:

24 & under	7%
25 - 39	47%
40 - 49	27%
50 - 59	15%
60 & over	4%

Number of people in each area/event:*

Half marathon	5,000
5K	1,200
Volunteers	800
Expo attendees	10,000 +
Spectators	15,000 +

Gender breakdown:

51% female
49% male

Marital status:

Married with no children	28%
Married with children	35%
Single	37%

Education:

College degree	46%
Graduate degree	30%
Doctorate degree	7%
High school diploma	17%

Who benefits:

Through proceeds generated from this event, the Kiwanis Club of La Jolla is able to support many community groups. The following is a partial list of organizations that have recently been supported:

- La Jolla High School Scholarships
- La Jolla Art and Wine Festival Sponsorship
- UCSD Circle K
- Preuss School Scholarships
- San Diego School of Creative and Performing Arts Scholarships
- La Jolla Junior Olympics Sponsorship
- Muirlands Middle School East Coast Trip Scholarships
- La Jolla YMCA
- Salvation Army
- Boy Scouts of America
- La Jolla Parks and Recreation
- Home of Guiding Hands
- Fostering Opportunities
- Meals on Wheels
- Tomorrow Project
- ABC Youth Foundation
- ALS Foundation
- San Diego Humane Society
- University of San Diego International Project
- Coastal Bay Girls' Softball
- Voices for Children
- Monarch High School
- Big Brothers Big Sisters
- Athenaeum Museum
- La Jolla High School music program
- La Jolla Christmas Parade

*Numbers based on past years and subject to change.



PRESENTING \$60K

As presenting sponsor, your company will receive category exclusivity as well as prominent recognition and extensive benefits through this sponsorship position. Your company name will be linked with the event and have far-reaching exposure. At this sponsorship level, your company will receive the following:

Benefits/Brand Awareness

Your company's logo prominently included on the following:

- Promotional postcards
- Participant shirts
- Volunteer T-shirts
- Final race instructions
- Half marathon bib numbers
- 5K bib numbers
- Finish line tape

Print Media

- Your company's logo prominent in all print advertising for the event

Web & Social Media

- Your company's logo included on the La Jolla Half Marathon website with a link to your website
- Your company's logo included in all pre-event eblasts
- Information about your company and your sponsorship featured in two (2) La Jolla Half Marathon e-newsletters
- Announcement of your company's sponsorship on social media channels
- Three (3) additional social media posts with content provided by your company (date and content of posts to be approved by event management)

Public Relations

- Introduction of your company as the presenting sponsor through press releases to local and regional online and offline publications
- Photo opportunities with the winners of the races at the finish line
- Opportunity for officials from your company to hold the finish line tape for one of the race winners (i.e., first overall half marathon male or female)

Sales/Promotions

- 8' x 16' space at the La Jolla Half Marathon Expo where your company's product or service can be displayed, demonstrated and/or sold
- Opportunity to create cross-promotions, sweepstakes, etc. using the La Jolla Half Marathon name and/or logo
- Product/service exclusivity
- Opportunity to have an ad featuring information/offer/promotion as well as a link to either a website or a downloadable PDF included in the virtual goody bag posted on the event website and emailed to all half marathon and 5K participants a minimum of two times

On-site Exposure

- Banner placement in start/finish line area (maximum of 10 banners)
- Recognition by announcers throughout the event

Hospitality

- Ten (10) complimentary individual entries for either the half marathon or the 5K

**VOTED ONE OF THE TOP 12 "MUST-DO HALF MARATHONS
IN THE U.S." BY COMPETITOR.COM!**



EXPO TITLE \$30K

The La Jolla Half Marathon Expo is where event participants pick up their race shirt and bib number before race day. It's free and open to the public and attended by more than 10,000 people. As an expo title sponsor, your company will receive the following:

Benefits/Brand Awareness

Your company's logo included on the following:

- Exhibitor sales brochure
- Promotional postcards
- Participant shirts
- Volunteer T-shirts
- Half marathon bib numbers
- 5K bib numbers
- Final race instructions
- Exhibitor credentials

Print Media

- Your company's logo included in print advertising for the event

Web & Social Media

- Your company's logo included on the La Jolla Half Marathon webpage with a link to your website
- Your company's logo included in all pre-event eblasts
- Information about your company and your sponsorship featured in one (1) La Jolla Half Marathon e-newsletter
- Announcement of sponsorship on social media channels
- Two (2) additional social media posts with content provided by sponsor (date and content of posts to be approved by the event management)

Public Relations

- Opportunity for company officials to hold the finish line tape for one of the race winners (i.e., first overall half marathon male or female)

Sales/Promotions

- 8' x 16' space at the La Jolla Half Marathon Expo where product or service can be displayed, demonstrated and/or sold
- Opportunity to create cross-promotions, sweepstakes, etc. using the La Jolla Half Marathon name and/or logo
- Opportunity to have an ad featuring information/offer/promotion as well as a link to either a website or a downloadable PDF included in the virtual goody bag posted on the event website and emailed to all half marathon and 5K participants a minimum of two times
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Onsite Exposure

- Banner placement at the Expo (maximum of 4 banners)
- Banner placement in start/finish line area (maximum of 8 banners)
- Recognition by announcers throughout the event

Hospitality

- Eight (8) complimentary individual entries for either the half marathon or the 5K



GOLD \$20K

As a gold sponsor, your company will receive extensive benefits and will be recognized as an official product or service of the La Jolla Half Marathon. This sponsorship level includes the following:

Benefits/Brand Awareness

Your company's logo included on the following:

- Promotional postcards
- Volunteer T-shirts
- Final race instructions

Print Media

- Your company's logo included in all print advertising for the event

Web & Social Media

- Your company's logo included on the La Jolla Half Marathon webpage with a link to your website
- Your company's logo included in all pre-event eblasts
- Information about your company and your sponsorship featured in one (1) La Jolla Half Marathon e-newsletter
- Announcement of sponsorship on social media channels
- Two (2) additional social media posts with content provided by sponsor (date and content of posts to be approved by the event management)

Sales/Promotions

- 8' x 8' space at the La Jolla Half Marathon Expo where product or service can be displayed, demonstrated and/or sold
- Opportunity to create cross-promotions, sweepstakes, etc. using the La Jolla Half Marathon name and/or logo
- Opportunity to have an ad featuring information/offer/promotion as well as a link to either a website or a downloadable PDF included in the virtual goody bag posted on the event website and emailed to all half marathon and 5K participants a minimum of two times

Onsite Exposure

- Banner placement in start/finish line area (maximum of 6 banners)
- Recognition by announcers throughout the event

Hospitality

- Six (6) complimentary individual entries for either the half marathon or the 5K



SILVER \$10K

Benefits/Brand Awareness

Your company's logo included on the following:

- Promotional postcards
- Final race instructions

Web & Social Media

- Your company's logo included on the La Jolla Half Marathon webpage with a link to your website
- Your company's logo included in all pre-event eblasts
- Announcement of sponsorship on social media channels
- One (1) additional social media post with content provided by sponsor (date and content of post to be approved by the event management)

Sales/Promotions

- 8' x 8' space at the La Jolla Half Marathon Expo where product or service can be displayed, demonstrated and/or sold
- Opportunity to create cross-promotions, sweepstakes, etc. using La Jolla Half Marathon name and/or logo
- Opportunity to have an ad featuring information/offer/promotion as well as a link to either a website or a downloadable PDF included in the virtual goody bag posted on the event website and emailed to all half marathon and 5K participants a minimum of two times

Onsite Exposure

- Banner placement in start/finish line area (maximum of 4 banners)
- Recognition by announcers throughout the event

Hospitality

- Four (4) complimentary individual entries for either the half marathon or 5K



BRONZE \$5K

Benefits/Brand Awareness

Your company's logo included on the following:

- Final race instructions

Web & Social Media

- Your company's logo included on the La Jolla Half Marathon webpage with a link to your website
- Your company's logo included in all pre-event eblasts
- Announcement of sponsorship on social media channels

Sales/Promotions

- 8' x 8' space at the La Jolla Half Marathon Expo where product or service can be displayed, demonstrated and/or sold
- Opportunity to have an ad featuring information/offer/promotion as well as a link to either a website or a downloadable PDF included in the virtual goody bag posted on the event website and emailed to all half marathon and 5K participants a minimum of two times

Onsite Exposure

- Banner placement in start/finish line area (maximum of 2 banners)
- Recognition by announcers throughout the event

Hospitality

- Two (2) complimentary individual entries for either the half marathon or 5K



BENEFITS QUICK GLANCE

	Presenting \$60K	Expo Title \$30K	Gold \$20K	Silver \$10K	Bronze \$5K
Introduction as the presenting sponsor through press release	x				
Product or service exclusivity	x				
Official product or service designation			x		
Banner placement on finish line towers	x				
Logo on finish line tape	x				
Photo opportunities with the winners of the races at the finish line	x				
Opportunity for company officials to hold the finish line tape	x	x			
Logo on bib numbers	x	x			
Logo on race shirts (participant and volunteer)	all	all	all		
Logo in print advertising	x	x	x		
Information about your company featured in pre-event e-newsletter	2	1	1		
Social media posts (content provided by sponsor and approved by event)	3	2	2	1	
Logo with link on La Jolla Half Marathon website	x	x	x	x	
Logo on promotional postcards	x	x	x	x	
Opportunity to create cross-promotions, sweepstakes, etc.	x	x	x	x	
Announcement of sponsorship on social media channels	x	x	x	x	x
Logo included in all event e-newsletters	x	x	x	x	x
Logo on final race instructions	x	x	x	x	x
Expo booth space	8' x 16'	8' x 16'	8' x 8'	8' x 8'	8' x 8'
Banner placement in start/finish line area	10	8	6	4	2
Recognition by announcers throughout the event	x	x	x	x	x
Complimentary event entries for either the half marathon or 5K	10	8	6	4	2
Inclusion in virtual race goody bag	x	x	x	x	x

Note: Some sponsorship benefits are time-sensitive and may not be available when you sign your contract.

Please refer to individual sponsorship levels as outlined in the package for additional benefits and details.

SPONSOR CONTRACT

Name of Company: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Contact Person: _____

Day Phone: () _____ - _____ Fax: () _____ - _____

Email: _____ Federal Tax I.D. Number: _____

Attach a copy of appraisal if in-kind gift value exceeds \$1,000 and provide a description of product(s) or service(s)

VALUE OF SPONSORSHIP:

1. Cash.....\$ _____
2. Gifts in-kind (retail value)\$ _____
3. Media (retail value)\$ _____
- TOTAL CONTRIBUTION.....\$ _____



Sponsor Name: _____
(Print name exactly as it should appear on all printed materials.)

TERMS AND CONDITIONS:

1. Failure to pay any portion of your sponsorship on or before the date due as indicated on this contract or any invoice sent by La Jolla Half Marathon shall result in a forfeiture of your sponsorship.
2. Sponsors are entitled to the rights and benefits associated with the sponsorship level chosen. La Jolla Half Marathon and its agents reserve the right to make non-material modifications to those benefits if necessary.
3. Certain sponsorship benefits require information or input from sponsor. Failure to provide the information or input by the dates requested may result in a forfeiture of the associated benefits.
4. La Jolla Half Marathon has the right, upon request, to require sponsor to provide an independent appraisal of the value of certain in-kind donations prior to acceptance of such donations as credit toward sponsor's contribution.
5. La Jolla Half Marathon is not responsible for damages that result from delays or postponements of the event due to circumstances beyond its control.
6. La Jolla Half Marathon reserves the right in its sole and absolute discretion to refuse a sponsorship from anyone or any organization that it believes is not in alignment with its core mission, vision and values.

Signature of Authorized Sponsoring Company Representative

Printed Name and Title

PAYMENT OPTIONS: (check box)

Payment enclosed.
Make check payable to La Jolla Half Marathon and mail with this signed and completed contract to:
La Jolla Half Marathon, c/o In Motion Events, 6116 Innovation Way, Carlsbad, CA 92009.

Please invoice us.
Scan and email this signed and completed contract to info@inmotionevents.com.
An invoice for your sponsorship amount due will be emailed to the contact listed above.

For questions regarding sponsorships or benefits, please call 760.692.2900.

Thank you! Your support is sincerely appreciated.