

SUNDAY, AUGUST 18, 2019

42ND ANNUAL

AMERICA'S FINEST CITY HALF MARATHON & 5K

SPONSORSHIP OPPORTUNITIES GUIDE





ALIGN YOUR BRAND WITH THIS ESTABLISHED AND HIGHLY REGARDED EVENT

The 42nd annual America's Finest City Half Marathon is San Diego's finest half marathon. Its 5,000 participants are provided a spectacular tour of all the beauty that San Diego has to offer. This fast, point-to-point course starts at the historic Cabrillo National Monument at the tip of Point Loma with its world-renowned vistas of San Diego Bay and the Pacific Ocean, follows scenic San Diego Bay and Harbor Island along the Embarcadero to the Star of India, winds through downtown San Diego to an exciting finish in beautiful Balboa Park. The 5K starts simultaneously with the half marathon and its 1,000 runners and walkers are treated to a scenic tour of Balboa Park. The two events have earned a reputation that attracts runners from throughout the United States and beyond. A portion of the event proceeds goes to Cabrillo National Monument Foundation, Friends of Balboa Park Foundation, Pancreatic Cancer Action Network (PANCAN) and San Diego Fire Rescue Foundation.

The America's Finest City Half Marathon and 5K are the third and final races of the 2019 Half Marathon Triple CrownSM and SoCal 3x5 challenges. The Triple Crown is a trio of scenic Southern California half marathons, and the SoCal 3x5 is a trio of 5K races. Both three-race series include the Tri-City Medical Center Carlsbad Marathon, Half Marathon and Surf Sun Run 5K in January and the La Jolla Half Marathon and Shores 5K in April.

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 a prestigious event.

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

OUR PARTICIPANTS

Average annual income:

\$95,000

Age breakdown:

24 & under	9%
25 - 39	46%
40 - 49	25%
50 - 59	15%
60 & over	5%

Number of people in each area/event:

Half marathon	5,000
5K	1,000
Volunteers	1,000
Expo attendees	10,000 +
Spectators	20,000 +

Gender breakdown:

- 54% female
- 46% male

Marital status:

Married with no children	28%
Married with children	35%
Single	30%

Education:

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



PRESENTING SPONSOR

\$50,000

As presenting sponsor, your company will receive category exclusivity as well as prominent recognition and extensive benefits. Read on for a full list of the benefits of this sponsorship package.

Unique Naming Rights

- Naming rights; event name will be immediately followed by your company name; e.g. America's Finest City Half Marathon presented by XYZ Company
- Event logo will include your company name or logo

Onsite Exposure

- Prime 10' x 20' space at the pre-race expo
- 20' x 20' space in the race-day Finish Line Festival
- Space for corporate hospitality in the race-day Finish Line Festival
- Product/service exclusivity
- Continuous recognition by announcers throughout the event
- Banner placement in finish line area (maximum of 10 sponsor-provided banners)
- Photo opportunities with the winners of the races at the finish line
- Opportunity for representatives from your company to hold the finish line tape for the race winners

Brand Awareness

- Logo included prominently in all print advertising
- Logo included on all technical fabric participant shirts* (must be signed by April 30, 2019)
- Logo included on all volunteer T-shirts* (*does not include water station volunteer shirts)
- Logo included in the final event instructions
- Logo included on all half marathon bib numbers
- Logo included on all 5K bib numbers

Sales/Promotions

- Opportunity to have an ad featuring information/offer/promotion as well as a link to your company website included in the virtual goody bag posted on the event website and emailed to all race participants a minimum of two times

Digital

- Dedicated Instagram and Facebook post announcing sponsorship on the event's social pages
- Additional dedicated Instagram and Facebook posts using hashtags and images provided by sponsor
- Company logo and link included in all pre-event eblasts
- Dedicated article included in at least one America's Finest City Half Marathon pre-event eblast
- Company logo included on the America's Finest City Half Marathon website with a link to your website

Hospitality

- Ten (10) complimentary individual entries for either event



EXPO SPONSOR

\$25,000

The America's Finest City 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 8,000 people. Read on for a full list of the benefits of this sponsorship package.

Unique Naming Rights

- Naming rights to the Expo; e.g. XYZ Company America's Finest City Half Marathon Expo

Onsite Expo Exposure

- 10' x 20' space at the pre-race expo
- Exclusive banner placement at the expo
- Name/logo included on expo welcome banner and directional signage
- Opportunity for highly visible placement of a branded photo booth or step and repeat at expo entrance

Onsite Race Exposure

- Space for corporate hospitality in the race-day Finish Line Festival
- Continuous recognition by announcers throughout the event
- Banner placement in finish line area (maximum of 4 sponsor-provided banners)

Brand Awareness

- Logo included in all print advertising
- Logo included in exhibitor sales brochure
- Logo included on all technical fabric participant shirts* (must be signed by April 30, 2019)
- Logo included on all volunteer T-shirts* (*does not include water station volunteer shirts)
- Logo included in the final event instructions
- Logo included on all exhibitor credentials

Sales/Promotions

- Opportunity to have an ad featuring information/offer/promotion as well as a link to your company website included in the virtual goody bag posted on the event website and emailed to all race participants a minimum of two times

Digital

- Dedicated Instagram and Facebook post announcing sponsorship on the event's social pages
- Company logo and link included in all pre-event eblasts
- Dedicated article included in at least one America's Finest City Half Marathon pre-event eblast
- Additional social media posts with all images and content provided by sponsor and approved by the event
- Company logo included on the America's Finest City Half Marathon website with a link to your website

Hospitality

- Eight (8) complimentary individual entries for either event



FINISH LINE FESTIVAL SPONSOR

\$25,000

The America's Finest City Half Marathon Finish Line Festival is where all the race day action takes place. With a stage featuring music, the Ballast Point Beer Garden, vendor booths and more, it is a hub of activity. It is where runners meet up with their friends and families and celebrate their accomplishment. It is free and open to the public and attended by more than 15,000 people. Read on for a full list of the benefits of this sponsorship package.

Unique Naming Rights

- Naming rights to the Finish Line Festival; e.g. XYZ Company America's Finest City Half Marathon Finish Line Festival

Onsite Exposure

- 10' x 10' space at the pre-race expo
- Prime 10' x 20' space in the Finish Line Festival
- Name/logo included on Finish Line Festival welcome banner
- Space for corporate hospitality in the race-day Finish Line Festival
- Opportunity for highly visible placement of a branded photo booth or step and repeat inside the Finish Line Festival
- Continuous recognition by announcers throughout the event
- Banner placement in finish line area (maximum of 4 sponsor-provided banners)
- Opportunity for sponsor-provided banner to be placed on the main stage

Brand Awareness

- Logo included in all print advertising
- Logo included on all technical fabric participant shirts* (must be signed by April 30, 2019)
- Logo included on all volunteer T-shirts* (*does not include water station volunteer shirts)
- Logo included in the final event instructions

Sales/Promotions

- Opportunity to have an ad featuring information/offer/promotion as well as a link to your company website included in the virtual goody bag posted on the event website and emailed to all race participants a minimum of two times

Digital

- Dedicated Instagram and Facebook post announcing sponsorship on the event's social pages
- Company logo and link included in all pre-event eblasts
- Dedicated article included in at least one America's Finest City Half Marathon pre-event eblast
- Additional social media posts with all images and content provided by sponsor and approved by the event
- Company logo included on the America's Finest City Half Marathon website with a link to your website

Hospitality

- Eight (8) complimentary individual entries for either event



WATER STATIONS SPONSOR

\$15,000

There are 12 on-course water stations at the America's Finest City Half Marathon. Each station is fully staffed with volunteers who provide water and energy replacement fluid to appreciative runners! This is a high-impact sponsorship position and one that will provide a positive and lasting impression on the event participants. The event will provide all the water station supplies, event shirts worn by all water station volunteers exclusively and boldly featuring your logo. Read on for a full list of the benefits of this sponsorship package.

Unique Naming Rights

- Naming rights to all on-course water stations

Onsite Exposure

- 10' x 10' space at the pre-race expo
- 10' x 10' space in the Finish Line Festival
- Logo exclusivity on table runners used on all water station tables
- Continuous recognition by announcers throughout the event

Brand Awareness

- Logo included in all print advertising
- Logo exclusivity on all water station volunteer T-shirts
- Logo included in the final event instructions
- Opportunity to provide branded water cups

Sales/Promotions

- Opportunity to have an ad featuring information/offer/promotion as well as a link to your company website included in the virtual goody bag posted on the event website and emailed to all race participants a minimum of two times

Digital

- Dedicated Instagram and Facebook post announcing sponsorship on the event's social pages
- Company logo and link included in all pre-event eblasts
- Dedicated article included in at least one America's Finest City Half Marathon pre-event eblast
- Company logo included on the America's Finest City Half Marathon website with a link to your website

Hospitality

- Four (4) complimentary individual entries for either event



TIMING SPONSOR

\$10,000

Every participant in both the 5K and half marathon is timed. Runners can be tracked using a live tracking app during their race by loved ones and results are available online immediately following the race. Both the live tracking and results are high-traffic pages and your brand will be prominently displayed on both. This package will align your brand with the cutting-edge technology the race uses to connect, inform and celebrate our event participants. Read on for a full list of the benefits of this sponsorship package.

Unique Naming Rights

- Naming rights to the race day live tracking, live streaming and online race results hosted by SVE Event Timing and Management. (Example of positioning and presentation "Follow your runner during their race using the XYZ Company live tracking app. See the race finish live with XYZ Company's live streaming. Check out your race results on the XYZ Company race results page.)

Onsite Exposure

- 10' x 10' space at the pre-race expo
- 10' x 10' space in the Finish Line Festival
- Continuous recognition by announcers throughout the event
- Opportunity to offer cell phone recharging stations in the Finish Line Festival branded by your company
- Banner placement in finish line area (maximum of 4 sponsor-provided banners)

Brand Awareness

- Logo included in all print advertising
- Logo included on all half marathon bib numbers
- Logo included on all 5K bib numbers
- Logo included in the final event instructions

Sales/Promotions

- Opportunity to have an ad featuring information/offer/promotion as well as a link to your company website included in the virtual goody bag posted on the event website and emailed to all race participants a minimum of two times

Digital

- Dedicated Instagram and Facebook post announcing sponsorship on the event's social pages
- Company logo and link included in all pre-event eblasts
- Dedicated article included in at least one America's Finest City Half Marathon pre-event eblast
- Logo and link to your website prominently featured on the live tracking, live streaming and results pages
- Company logo included on the America's Finest City Half Marathon website with a link to your website

Hospitality

- Four (4) complimentary individual entries for either event



MILE MARKER SPONSOR

\$5,000

Every mile on both the 5K and half marathon courses are marked with a mile marker sign. These signs are very important to the event participants as they are an important tool to gauge their pace and keep track of their miles during the race. Your logo will be prominently displayed on each of the 16 on-course mile markers. Read on for a full list of the benefits of this sponsorship package.

Onsite Exposure

- 10' x 10' space at the pre-race expo
- 10' x 10' space in the Finish Line Festival
- Continuous recognition by announcers throughout the event
- Banner placement in finish line area (maximum of 2 sponsor-provided banners)

Brand Awareness

- Logo included in all print advertising
- Logo prominently featured on all on-course mile markers
- Logo included in the final event instructions

Sales/Promotions

- Opportunity to have an ad featuring information/offer/promotion as well as a link to your company website included in the virtual goody bag posted on the event website and emailed to all race participants a minimum of two times

Digital

- Dedicated Instagram and Facebook post announcing sponsorship on the event's social pages
- Company logo and link included in all pre-event eblasts
- Dedicated article included in at least one America's Finest City Half Marathon pre-event eblast
- Logo and link to your website prominently featured on the live tracking, live streaming and results pages
- Company logo included on the America's Finest City Half Marathon website with a link to your website

Hospitality

- Two (2) complimentary individual entries for either event



Want to partner with San Diego's longest- running
and most iconic running event?

Call Christine Adams at 760.692.2900

or email christine@inmotionevents.com

and let's collaborate on the perfect package for you!