



Sponsorship Opportunities

Sunday, October 25, 2026 • Cupertino Park • Milwaukee, WI

A scenic fall race along Milwaukee County's south shore parks and the Lake Michigan shoreline.

Half Marathon

10K

5K

Walk + Ruck

Kiddos 1K



runsignup.com/LMHM

Silver Circle Sports Events, LLC

Event snapshot

Built for runners, walkers, ruckers, families, and local brands that want a polished race-day presence.

Date & location	Sunday, October 25, 2026 Cupertino Park, Milwaukee
Event format	Half Marathon, Early Start Half, 10K, 5K, 5K Walk, 5K/10K Ruck, Kiddos 1K
Course experience	Paved Oak Leaf Trail through Milwaukee County’s south shore lakefront parks
Organizer	Owned, produced, timed, and managed by Silver Circle Sports Events, LLC



Race-day starts

8:00	9:00	9:20
Early Half Start	Half Marathon	5K / Walk / Ruck

Why partner with LMHM

A sponsor-friendly race with built-in visibility, strong community reach, and a clean fall lakefront experience people actually want to talk about.

- Connect your brand with an established local race producer and Milwaukee's lakefront trail system.
- Reach participants plus their families, friends, volunteers, and post-race spectators.
- Activate through company teams, booths, course signs, aid stations, finish area presence, and email/social visibility.
- Support a memorable participant experience featuring custom medals, awards, shirts, and post-race Fresh Fruit Bar.

Sponsor takeaway: your logo is not just slapped on a shirt and told to “go make friends.” It is part of the race-day experience.





Who this brings together

A broad, local audience centered on movement, wellness, family, and fall shoreline running.

Runners & goal chasers

Half marathon, 10K, and 5K athletes

Walkers & ruckers

Timed but welcoming divisions

Families

Kiddos 1K, cheering sections, post-race fun

Corporate teams

Wellness programs and employee engagement

Local brands

High-visibility community marketing

Visitors

Participants drawn by Milwaukee’s lakefront setting

Participant-facing touchpoints

Website

Email

Social

Race shirts

Course signs

PA mentions

Booths

Finish area



Race-day experience

A polished fall event: scenic course, organized operations, custom participant pieces, and enough moving parts to make a clipboard feel seen.

01	Start at Cupertino Park	Packet pickup, announcements, sponsor visibility, Kiddos 1K
02	Shoreline race course	Paved Oak Leaf Trail through south shore parks
03	Aid + course support	Water stations, directional signs, volunteers, safety messaging
04	Finish + celebration	Custom medal, awards, Fresh Fruit Bar, photos, partner booths





Sponsorship levels

Flexible options for organizations that want visibility, community goodwill, and a direct tie to a memorable race experience.

	Presenting Partner	\$10,000	Top event recognition, premier logo placement, PA mentions, booth space, team entries, and shirt/signage visibility.
	Finish Line Partner	\$5,000	Finish area naming, large signage, announcer recognition, website/email/social exposure, and booth space.
	Medal Partner	\$3,500	Recognition tied to the custom finisher medal, medal reveal promotion, website/social/email exposure, and event signage.
	Aid Station Partner	\$1,000	Aid station signage, volunteer recognition, website listing, PA mentions, and optional staffed station.
	Mile Marker Partner	\$500	Course mile sign sponsorship and website listing. Simple, clean, and no committee required.

All packages can be customized based on sponsor goals and available inventory.



Benefits at a glance

Benefit	Presenting	Finish	Medal	Aid	Mile
Logo on event website	✓	✓	✓	✓	✓
Email/social recognition	✓	✓	✓		
Booth space	✓	✓	✓		
PA mentions	✓	✓		✓	
Race shirt/signage visibility	✓	✓			
Team entries	✓	✓			
Naming rights / feature ownership	✓	✓	✓		
Course signage	✓	✓	✓	✓	✓

Benefits may be adjusted based on sponsor goals, timing, print deadlines, and available race inventory.

Presenting Partner spotlight

Presenting Partner

\$10,000

**Lake Michigan Half Marathon
presented by [Sponsor]**

Best fit: health systems, financial institutions, employers, insurers, law firms, colleges, and community-minded brands.

- Top event naming recognition
- Premier logo placement on website, emails, signage, and shirts
- Start/finish banner and PA recognition
- Sponsor booth in high-traffic event area
- Team entries for employees, clients, or guests
- Potential design integration if finalized before production deadline



Medal Partner opportunity

The finisher medal is already a race highlight: spinning design, Lake Michigan sun-catcher concept, and strong post-race photo value.

Medal Partner

\$3,500

- Recognition in medal reveal email/social posts
- Sponsor logo/listing on event website
- Race-day signage near finish/medal distribution
- Optional sponsor booth
- Potential design integration if finalized before production deadline

Note: Medal art is still pre-production, but changes would need to happen soon. Tiny window. Big opportunity.



Sponsor activation ideas

Sponsorship works best when it gives people something to do, share, or remember—besides collecting another branded pen that dies in a drawer.

01

Company wellness team

Invite employees, families, clients, and prospects.

02

Sponsored entries

Cover entries for employees, veterans, students, or community groups.

03

Finish area presence

Create a photo spot, giveaway, recovery table, or sampling station.

04

Aid station takeover

Staff a station and bring energy to the course.

05

Challenge campaign

Match registrations, donations, or team participation goals.

06

Content package

Use race week posts, medal reveal, and event photos in your own channels.



Sponsor visibility & marketing

A clear campaign before, during, and after the event gives partners repeated touchpoints.



Launch

Website listing, announcement, sponsor package, registration promotion



Build

Email campaign, social posts, medal reveal, team challenges, sponsor spotlights



Race Week

Participant emails, PA script, booth logistics, course signage final checks



Event Day

Banners, finish area, booths, aid stations, photos, announcer recognition



Post Event

Thank-you email, sponsor recap, photos, and renewal conversation

From reveal to race day, sponsors get useful visibility—not just a logo doing cardio on the bottom of a flyer.



Partner with the Lake Michigan Half Marathon

Help create a scenic, organized fall race that gives your brand meaningful community visibility along Milwaukee's shoreline.

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Next step: select a package, confirm print deadlines, and lock in sponsor assets before the medal/shirt/signage windows close.

Scenic. Local. Sponsor-friendly. And yes, the medal spins.

