



SPONSORSHIP OPPORTUNITIES



FISHERS
EST. 1872

PARTICIPANT DEMOGRAPHICS

In 2008, a group of Geist Reservoir residents created the Geist Half Marathon to share their passion for health, wellness, and community building. Now managed by the City of Fishers, the 2023 Race features:

- 5k (3.1 miles)
- Half Marathon (13.1 miles)
- VIP access, experience
- Team volunteer opportunities



FISHERS

EST. 1872

15 Geist Half Marathon races

2,050 participants in 2022
700+ 5K | 800 Half | 400+ 10k

57% female **43%** male

40 average age
Half: 41 | 5K: 36 | VIP: 49

127 average miles traveled
73% local | 27% tourist

Geist Half Marathon 2023

FRIENDS OF GEIST HALF MARATHON SPONSOR

\$1,000
contribution

25,125
estimated impressions

\$0.04
per impression



ADVERTISING & PR

- Logo on:
 - website with hyperlink
 - race & volunteer shirt
- Include promotional item in race participants bag
- Included in (2) City e-mail blast (27,000+ views)

EVENT PROMO

- Visuals throughout community: logo on promotional events posters
- 5 complimentary race entries
- Stage recognition at expo, beer garden, kid zone events, including, but not limited to.

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

GEIST HALF MARATHON 2023 BOOTH PACKET PICKUP

\$500
contribution

12,500

estimated impressions

\$0.04
per impression



ADVERTISING & PR

- Logo on website with hyperlink
- Include promotional item in race participants bag
- 10x10 expo booth
- Included in (1) City e-mail blast (27,000+ views)

EVENT PROMO

- Visuals throughout community: logo on promotional events posters
- 2 complimentary race entries
- Stage recognition at expo, beer garden, kid zone events, including, but not limited to.

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)