

# BAKERSFIELD MARATHON

FULL | HALF | 10K | 5K



Nov. 17, 2019

[runbakersfield.com](http://runbakersfield.com)



## SPONSORSHIP PACKAGE



# WHY

Bakersfield presents a prime location for a November marathon in the US. In addition to glorious, autumn weather, the Central Valley provides easy access for runners from across the country seeking a luxury race experience. Beyond offering world-class courses, premium garments, ginormous medallions, sexy awards, and tons of local, artisan food and beer, we have countless historic landmarks that are beautiful to behold. The Bakersfield Marathon is a perfect running destination.

# WHEN

**NOVEMBER 17, 2019**

## 2019 Expected Attendance

5K	1,100
10K	500
Half Marathon	900
Marathon	500
Expo	7,000+
Celebration Village	9,000+

# WHO

Young, educated, affluent people with buying power as shown by the percentages below.\*

- 61% are female
- 39% are male
- 77% are between the ages of 25 and 54
- 34% hold a bachelor's degree
- 35% hold a graduate degree
- 71% report an annual income over \$75,000
- 52% report an annual income over \$100,000
- 25% report an annual income over \$150,000
- 12% report an annual income over \$200,000

*\*Statistics from Running USA, Running Industry Report*



# TITLE SPONSOR

## \$30,000

As the title sponsor you will receive the most exclusive position, as well as prominent recognition and naming rights to the Bakersfield Marathon. Your name will be branded with the Bakersfield Marathon along with all official events that take place during the marathon weekend.

### BENEFITS

Your logo will be included prominently everywhere the Bakersfield Marathon logo is used, including, but not limited to the following:

- » All event t-shirts
- » All event bibs
- » All event signage
- » All print advertising
- » All press releases
- » All runner email correspondence
- » Bakersfield Marathon website

### You'll also receive...

- » 10'x10' Expo booth
- » Finish Line Celebration 10'x10' booth
- » 30 race entries into the event of your choice
- » Right to use the Bakersfield Marathon race name and logo in advertising
- » Coupon or promotional product in our runner packets
- » Recognition by announcers throughout the marathon weekend



# PRESENTING SPONSORS

## HALF MARATHON SPONSOR - \$20,000

As the Half Marathon Sponsor you will receive exclusivity, as well as, prominent recognition as the official sponsor of the Bakersfield Half Marathon. Your name will be branded with the Bakersfield Marathon logo as the Bakersfield Half Marathon presented by "Your Company".

### HALF MARATHON SPONSOR BENEFITS

Your logo will be included in the following (but not limited to):

- » All Marathon t-shirts
- » All Marathon signage
- » All Marathon print advertising
- » All press releases
- » All runner email correspondence
- » Bakersfield Marathon website

## EXPO PRESENTING SPONSOR - \$15,000

As the Presenting Sponsor of the Bakersfield Marathon Healthy Living Expo you will receive exclusivity, as well as prominent recognition throughout the Bakersfield Marathon weekend. Your name will be branded with the Bakersfield Marathon logo as the Bakersfield Marathon Expo presented by "Your Company".

### EXPO PRESENTING SPONSOR BENEFITS

Your logo will be included prominently everywhere the Bakersfield Marathon Expo logo is used and will be included as a sponsor with the following:

- » All Marathon t-shirts
- » All Expo signage
- » All Marathon print advertising
- » All press releases
- » All runner email correspondence
- » Bakersfield Marathon website

### You'll also receive...

- » Free race entries into events of your choice
- » Discount on all registrations
- » Right to use the Bakersfield Marathon race name and logo in advertising
- » Coupon or promotional product in the runner packets
- » Recognition by announcers throughout the marathon weekend



# PLATINUM•GOLD•SILVER

## PLATINUM SPONSOR - \$10,000

### BENEFITS

- » All Marathon t-shirts
- » Name or logo on all print advertising
- » Logo on the Bakersfield Marathon website
- » Logo on all runner email correspondence
- » Free race entry into the events of your choice
- » Discount on all registrations
- » Right to use Bakersfield Marathon race name and logo in advertising
- » Coupon or promotional product in the runner packets
- » Recognition by announcers throughout the marathon weekend



## GOLD SPONSOR - \$5,000

### BENEFITS

- » Name or logo on all print advertising
- » Logo on the Bakersfield Marathon website
- » Logo on all runner email correspondence
- » Free race entries into the event of your choice
- » Discount on all registrations
- » Right to use Bakersfield Marathon race name and logo in advertising
- » Coupon or promotional product in the runner packets
- » Recognition by announcers throughout the marathon weekend

## SILVER SPONSOR - \$2,500

### BENEFITS

- » Logo on the Bakersfield Marathon website
- » Logo on all runner email correspondence
- » Discount on all registrations
- » Right to use Bakersfield Marathon name and logo in advertising
- » Coupon or promotional products in the runner packets
- » Recognition by announcers throughout the marathon weekend

# OTHER SPONSORS

## COMMUNITY SPONSOR - \$1,000

### BENEFITS

- » Logo on the Bakersfield Marathon website
- » Logo on all runner email correspondence
- » Right to use Bakersfield Marathon name and logo in advertising
- » Coupon or promotional products in the runner packets



## WATER STOP SPONSOR - \$500

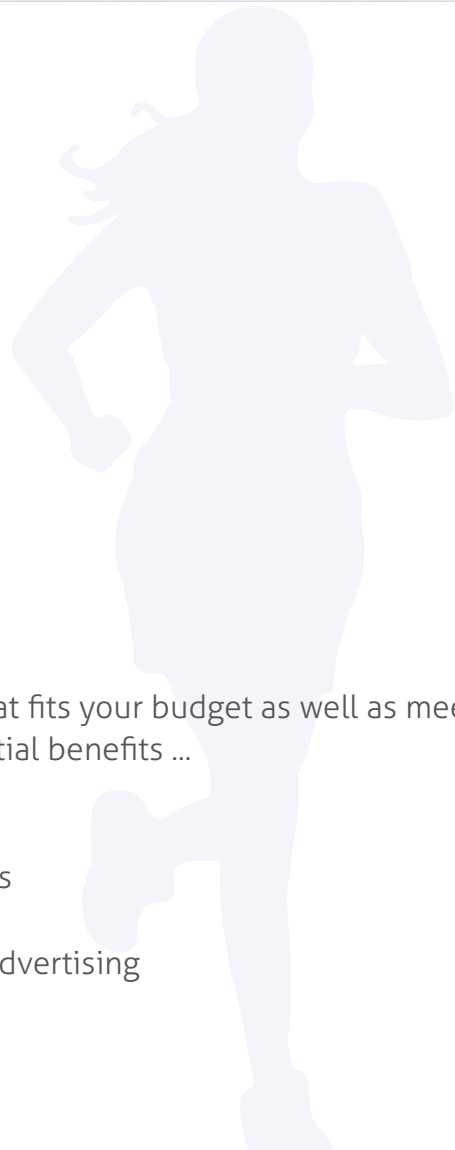
### BENEFITS

- » Sponsorship of one water and aid station stop
- » Opportunity to staff your water and aid station with employees in branded company clothing
- » Opportunity to decorate the water or aid station with your company banners or signage in any way that retains safety for the runners
- » Logo on the Bakersfield Marathon website
- » Logo on all runner email correspondence

### PLEASE NOTE

We will be happy to work with you to tailor a sponsorship that fits your budget as well as meets your company's marketing goals and objectives. Just a few potential benefits ...

- » 10'x10' expo booth
- » Discounted registrations for your organization's employees
- » Logo on the Bakersfield Marathon website
- » Right to use Bakersfield Marathon race name and logo in advertising
- » Coupon or promotional product in the runner packets



# GROUP PROGRAMS & VIP OPPORTUNITIES

## GROUP PROGRAMS

We love when teams join together to tackle the challenge of a race. We welcome groups of all types: Corporate Wellness Programs, Running Clubs, Fitness Groups, Intra-mural Teams — you name it! With a group of 15+ we provide all team members 15% off registration for any event. Team members are free to run any event, from the 5K to the full marathon.

As an added bonus, we'll provide a Team Tent for your group on race day — a reserved 10 x 10 tent with table and chairs for your organization to congregate before, during and after the race.



## VIP OPPORTUNITIES

VIP tents offer the best seats in the house for the excitement of the finish line and to take in the entertainment in Celebration Village. Our dedicated, reserved tented areas offer everything you'll need to host an after-party. We offer fully structured tents with linen-covered tables and chairs, light food and beverage service including fresh fruit and nuts, ice cold water, Gatorade, Red Bull, and local craft beer (21+). Reach out to [directors@activebakersfield.org](mailto:directors@activebakersfield.org) to inquire about custom options.

## VIP TENT SIZES

## COST

### VIP 10 X 10

**\$1000**

Roughly 25 guests with tables and chairs

### VIP 10 X 20

**\$2000**

Roughly 50 guests with tables and chairs

### VIP 20 X 40

**\$3000**

Roughly 150 guests with table, chairs and fenced enclosure



# SPONSOR BENEFITS

Title Sponsor	Half Marathon Sponsor	Expo Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Community Sponsor	Water Stop Sponsor	YOUR NAME AND/OR LOGO ON
\$30,000	\$20,000	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500	
×	×	×	×					All event t-shirts
×	×							Finisher's medallions
×	×							Marathon signage
×	×							Half Marathon signage
		×						Expo signage
×	×	×	×	×				All print advertising
×	×	×	×	×				All press releases
×	×	×	×	×	×	×	×	All runner email correspondence
×	×	×	×	×	×	×	×	Bakersfield Marathon website
								<b>ADDITIONAL BENEFITS</b>
×	×	×						20% discount on employee registrations
			×	×	×			10% discount on employee registrations
×								30 free race entries
	×							20 free race entries
		×						15 free race entries
			×					10 free race entries
				×				5 free race entries
					×			2 free race entries
×	×	×	×	×				Recognition in all press releases
×	×	×	×	×	×	×		Access to Bakersfield Marathon Logo
×	×	×	×	×	×	×		Coupon or promotional products in all runner bags
×	×	×	×	×	×	×		Recognition by announcer throughout event and expo
×	×	×	×	×	×	×		Right of first refusal for the 2020 Bakersfield Marathon



# COMMUNITY SUPPORT

**CSU BAKERSFIELD  
ROADRUNNER ATHLETICS**



The Bakersfield Marathon is a proud supporter of CSU Bakersfield Roadrunner Athletics – an NCAA Division I athletics program. We're inspired by the level of competition of all CSU Bakersfield student athletes who prove themselves in the classroom and on the field. Roadrunner athletes are some of the best and brightest across the CSU system. We are proud to support our goal-oriented, results driven competitors who are future leaders of the Bakersfield community. A significant portion of the proceeds of the 2019 Bakersfield Marathon will be presented to the CSUB Roadrunner Scholarship Fund to continue supporting these exemplary student athletes. Please consider making your own gift to this worthwhile organization.



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**November 17, 2019**

For more information about sponsorships, contact us at [directors@activebakersfield.org](mailto:directors@activebakersfield.org)