



RUNNING ON KERN COUNTY ENERGY

FULL | HALF | 10K | 5K

bakersfield.run
virtualbakersfield.run

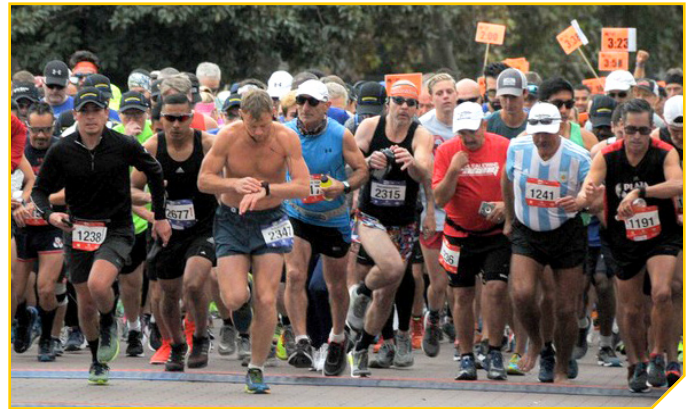
2021-2025 SPONSORSHIP PACKAGE

WELCOME!

We're thrilled to re-introduce the Bakersfield Marathon for 2022 and beyond! After a challenging few years surrounding COVID, the Bakersfield Marathon is poised for an in-person return in the spring of 2022. Imagined as a 4-year progressive endeavor, there's never been a better time to align with the largest public athletic event ever hosted in Kern County. With a renewed focus on our local energy economy, we're excited to celebrate the individuals and organizations adding fuel to our community.



Bakersfield and Kern County include a wonderful collection of companies providing energy for its residents. Starting with petroleum and gas discovered underneath our soil, to the bountiful crops we grow on top of it. Whether it's the energy we derive from the food we cultivate, our successful solar and wind farms, or the new energy sources we'll discover as we reach for the stars, Kern County is at the center of it all.



Our inaugural race kicked-off in 2016 with more than 1600 registrants from more than 20 states and 3 continents -- and quickly grew to nearly 3000 registrants in 2019. With our re-imagined event, we see local, US and international participation growing even larger into the future.

Participants love swag – and we've worked hard to provide premium garments, medallions and awards since our inception. In 2022 we are excited to introduce DOUBLE medallions. Every finisher will receive their primary medallion showing the distance they conquered. In addition, over the next four years, every participant will receive one piece of a stacking medallion. Our progressive Lightning Bolt medallion will only become complete after acquiring all four sections. While we already have a strong Legacy Club — a collection of runners that have been with us from year one — we believe adding this new, multi-year enticement will drive registrations starting with 2022 and each race through 2025.



We hope you'll consider joining the ranks of our Sponsor Partners. While you'll find plenty of off-the-shelf sponsorship opportunities within this guide, we are open to outside the box concepts as well. Don't hesitate to reach out to offer your own ideas of how you might like to integrate your organization into the Bakersfield Marathon.



Active Bakersfield Alliance is a local non-profit organization with a three-fold mission: advocate for healthy, active lifestyles; raise funds for youth charities; and champion the City of Bakersfield while inviting the world to visit.

We produce the Bakersfield Marathon as means to fulfill our mission.

Whether you choose to run one of our many virtual or in-person events, partner with us as a sponsor, volunteer on race day, or cheer from the sidelines, please join us to celebrate the Bakersfield Marathon — Running on Kern County Energy!



PRESENTING SPONSORSHIPS

TITLE SPONSORSHIP

\$60,000 (EXCLUSIVE)

As the Title Event 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 marathon weekend.

TITLE SPONSOR BENEFITS

Your logo will be featured most prominently alongside the Bakersfield Marathon logo, 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 x 10 Expo booth
- Finish Line Celebration booth
- 60 race entries of your choice
- 20% off employee registrations
- Right to use the Bakersfield Marathon race name and logo in advertising
- Paper and/or promo item in runner packets
- Recognition by announcers throughout the marathon weekend

NEW FOR 2022-2025

(with a 4-year Commitment)

- Title branding on our new Start/Finish Arch
- Branding on all course Mile Markers



PRESENTING SPONSORSHIPS HALF MARATHON \$30,000 (EXCLUSIVE)

As a Presenting Sponsor you will receive exclusivity for your organization, 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 featured prominently alongside the Bakersfield Marathon logo, 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 x 10 Expo booth
- Finish Line Celebration booth
- 30 race entries of your choice
- 20% off employee registrations
- Right to use the Bakersfield Marathon race name and logo in advertising
- Paper and/or promo item in runner packets
- Recognition by announcers throughout the marathon weekend

NEW FOR 2022-2025

(with a 4-year Commitment)

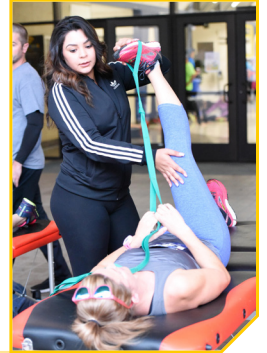
- Branding on our new Start/Finish Arch
- Branding on all course Mile Markers



PRESENTING SPONSORSHIPS

HEALTH & WELLNESS EXPO: \$20,000 (EXCLUSIVE)

- Naming Rights for Expo
- Up to four, 10 x 10 Expo booths
- Logo on Expo signage
- Logo on start/finish arch
- Finish Line Celebration booth
- 20 race entries
- 20% off employee registrations



TRAFFIC & SAFETY: \$20,000 (EXCLUSIVE)

- Ability to place branding nearly anywhere along the course route
- Logo on start/finish arch
- 10 x 10 Expo booth
- Finish Line Celebration booth
- 20 race entries
- 20% off employee registrations



HYDRATION: \$20,000 (EXCLUSIVE)

- Naming Rights for all 16 Aid Stations
- Ability to declare and/or become the sole water provider for the event (in-kind up to \$8K)
- Ability to staff multiple aid stations if desired
- Logo on start/finish arch
- 10 x 10 Expo booth
- Finish Line Celebration booth
- 20 race entries
- 20% off employee registrations



PRESENTING SPONSORSHIPS

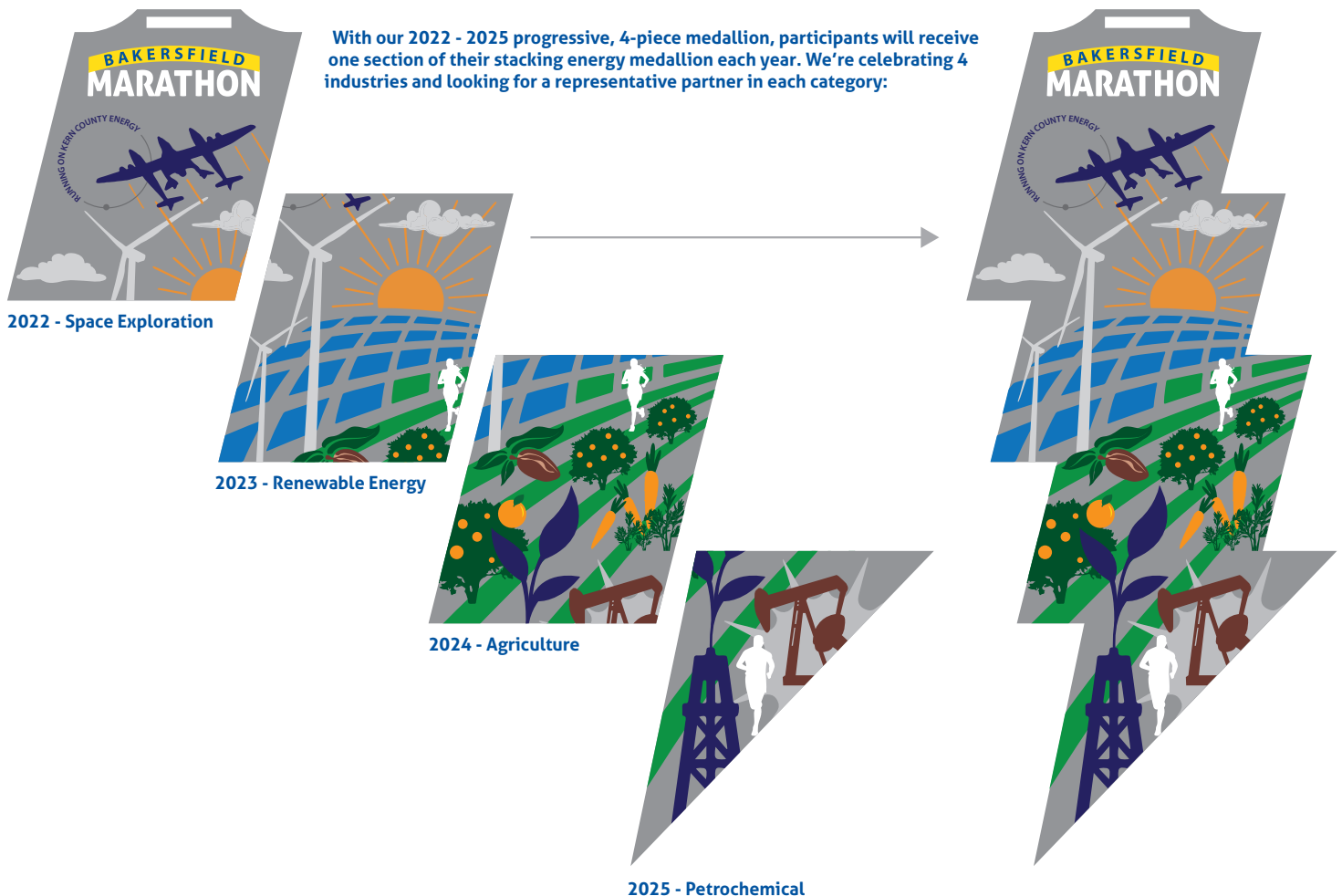
MEDALLION SPONSORS: \$15,000

(FOUR EXCLUSIVE SPONSORS - 1 PER YEAR)

With our 2022 - 2025 Progressive, 4-piece medallion, participants will receive one piece of their stacking energy medallion each year. We're celebrating 4 industries and looking for a representative partner in each category:

- > **Space Exploration**
- > **Renewable Energy**
- > **Agriculture**
- > **Petrochemical**

- Logo on back of appropriate segment of our 4-year Progressive Medallion, based on industry
- 10 x 10 Expo booth
- Finish Line Celebration booth
- 15 race entries
- 15% off employee registrations



COMMUNITY SPONSORS

It takes a village to produce the Bakersfield Marathon. There is no way we could pull this event together without wide support at many levels from a whole host of local organizations. To this end we've structured multiple tiers of sponsorships that can suit any business. These sponsorships can be a combination of financial support or in-kind support and can be constructed in a multitude of ways. We present a starting point for the benefits we can provide at each tier, but we are always open to crafting a custom sponsorship to meet your unique needs.

PLATINUM: \$12,000

- Logo on Runner Tech Tee for all participants
- 10 x 10 Expo booth
- Finish Line Celebration booth
- 12 race entries
- 15% off employee registrations

GOLD: \$6,000

- Business name (name only, no logo) on Runner Tech Tee for all participants
- Finish Line Celebration booth
- 6 race entries
- 15% off employee registrations

SILVER: \$3,000

- Dedicated social media posts
- Recognition in all Press Releases
- Finish Line Celebration booth
- 1 paper item and/or promo item insert in runner goodie bags
- 3 race entries
- 10% off employee registrations

BRONZE: \$1,000

- Logo on all runner correspondence
- Logo on Bakersfield Marathon Website
- Social media recognition
- Access to Bakersfield Marathon Logo
- 1 paper item insert in runner goodie bags
- 1 race entry
- 10% off employee registrations



GROUP PROGRAMS & CORPORATE 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 where your organization may congregate before, during and after the race.



FINISHER'S TENTS

Finisher's 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, energy drinks, and local craft beer (21+).

Reach out to directors@activebakersfield.org to inquire about custom options.

TENT SIZES	COST
10 x 10	\$1000
Roughly 25 guests with tables and chairs	
10 x 20	\$2000
Roughly 50 guests with tables and chairs	
20 x 40	\$3000
Roughly 150 guests with table, chairs and fenced enclosure	

THE VIRTUAL BAKERSFIELD MARATHON

WEEKEND OF NOVEMBER 12TH - 14TH, 2021

When all in-person events were sidelined in 2020, and it was clear we wouldn't be holding our traditional race, our board pivoted to a "virtual" marathon. Held in December of 2020 the Inaugural Virtual Bakersfield Marathon was a resounding success. Inviting runners to complete a marathon—or a 5K mini marathon—in a multitude of ways, we enticed hundreds of participants to take to the streets virtually in celebrating Bakersfield. We'll be keeping with the tradition and are excited to announce the 2nd Annual Virtual Bakersfield Marathon taking place over the weekend of November 12th through 14th, 2021.

5 EVENTS:

- **2021 Virtual: 5K / 10K / Half / Marathon**
- **2021 Challenge: 2 x 4 across 52 hours**
(26 total miles) Starts Friday at 4PM,
ends Sunday 8PM

All sponsors of our 2022 in-person event will receive complimentary sponsorship benefits commiserate with their sponsorship tier for our 2021 Virtual Bakersfield Marathon taking place over the weekend of November 12th through 14th. We'll be providing logo'd runner tech tees and medallions for all participants up for the challenge.

We have every intention of continuing our new tradition of running a unique set of virtual events each fall in addition to our spring flagship, in-person event. **All renewing sponsors will continue to receive benefits for our virtual race at no additional cost.**





SPONSOR BENEFITS

Presenting Title Sponsor	Presenting Half Marathon	Presenting Expo	Presenting Traffic & Safety	Presenting Hydration	Presenting Industry Medallion	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	YOUR NAME AND/OR LOGO ON
\$60,000	\$30,000	\$20,000	\$20,000	\$20,000	\$15,000	\$12,000	\$6,000	\$3,000	\$1,000	
*	*	*	*	*	*	*	Business Name Only			Race Tech T-Shirt
*					*					Finisher's Medallions
*										Marathon Signage & Naming Rights
	*									Half Marathon Signage & Naming Rights
		*								Expo Signage & Naming Rights
			*							Course Signage & Naming Rights
				*						Aid Station Signage & Naming Rights
*	*	*	*	*	*					Start/Finish Arch
*	*									Mile Markers Throughout Courses
*	*	*	*	*	*	*				All Print Advertising
*	*	*	*	*	*	*				All Press Releases
*	*	*	*	*	*	*	*	*		Social Media Dedicated Posts
*	*	*	*	*	*	*	*	*	*	All Runner Email Correspondence
*	*	*	*	*	*	*	*	*	*	Bakersfield Marathon Website
										ADDITIONAL BENEFITS
*	*	*	*	*	*					VIP Finisher's Tent
1	1	4	1	1	1	1				Expo Booth Space
*	*	*	*	*	*	*	*	*		Finish Line Celebration Booth Space
20%	20%	20%	20%	20%	15%	15%	15%	10%	10%	Discount On Employee Registrations
60	30	20	20	20	15	12	6	3	1	Free Race Entries
*	*	*	*	*	*	*	*	*		Promotional Product In All Runner Goodie Bags
*	*	*	*	*	*	*	*	*	*	Paper-Only Insert In All Runner Goodie Bags
*	*	*	*	*	*	*	*	*	*	Recognition By Announcer Throughout Event And Expo
*	*	*	*	*	*	*	*	*	*	Recognition On Social Media
*	*	*	*	*	*	*	*	*	*	Access To Bakersfield Marathon Logo
*	*	*	*	*	*	*	*	*	*	Included Sponsorship Benefits For Virtual Bakersfield Marathon

COMMUNITY SUPPORT

Active Bakersfield Alliance believes in the power of community. While producing a world-class running event takes an enormous amount of financial resources, we always strive to generate a bit more funding than we spend. Since our inception in 2016, Active Bakersfield Alliance has gifted more than \$23,000 to support the wellbeing of young people in our community. Please consider making your own contributions to these worthwhile organizations.

CSU BAKERSFIELD ROADRUNNER SCHOLARSHIP FUND

We're inspired by the level of competition of all CSUB student athletes who prove themselves in the classroom and on the field. Roadrunner athletes are some of the best and brightest across the entire CSU system. We are proud to support our goal-oriented, results driven, student athletes with our contributions to the Roadrunner Scholarship Fund.

HEALTHY KIDS IN HEALTHY HOMES

The 8-session program provides information to children on the topics of nutrition, exercise, and lifestyle. ABA supports this program developed by our title sponsor, Dignity Health.

DOWNTOWN ELEMENTARY SCHOOL JOG-A-THON

ABA lends financial and cheer-squad support to the students of Downtown Elementary School during their annual Jog-a-Thon. In addition to presenting a Healthy Lifestyle Assembly for the student body, our board loves to volunteer on campus to encourage students to run, run, run!