



# BAKERSFIELD MARATHON

RUNNING ON KERN COUNTY ENERGY

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FULL | HALF | 10K | 6K

[bakersfield.run](http://bakersfield.run)

2023-2026  
SPONSORSHIP  
PACKAGE

# WELCOME!

We're thrilled to re-introduce the Bakersfield Marathon for 2023 and beyond!

Imagined as a 4-year progressive endeavor, there has 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 Kern County.



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 1,600 registrants from more than 20 states and 3 continents -- and quickly grew to nearly 3,000 registrants in 2019.

Participants love swag – and we've worked hard to provide premium garments, medallions and awards since our inception. In 2023 we were excited to introduce our Kern County Energy Series!

Every finisher will receive their annual medallion showing the distance they conquered. In addition, over the next four years, every participant will get one year closer to our Lightning Bolt medallion. Our progressive Lightning Bolt medallion will only be available after "acquiring" all four sections, by running each year from 2023-2026.

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 2023 and each year through 2026.





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 (ABA) 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

## FULL MARATHON

### \$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
- Title Branding on our New Start/Finish Line Arch
- Medallion Ribbon Branding for Full, 10K, & 6K
- 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 20 x 10 VIP Tent
- 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





# PRESENTING SPONSORSHIPS

## HALF MARATHON

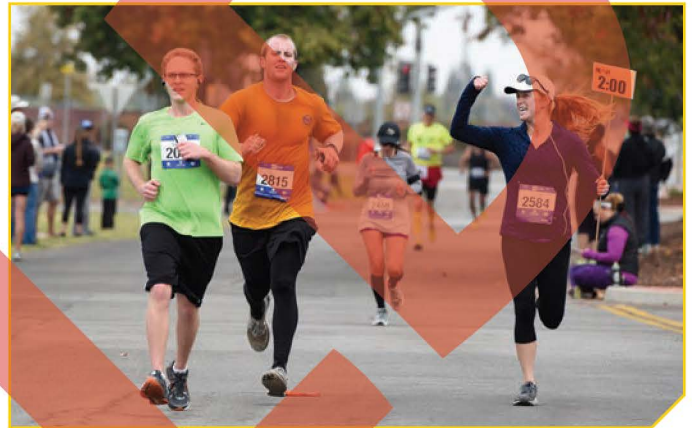
### \$30,000 (EXCLUSIVE)

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
- Title Branding on our New Start/Finish Line Arch
- Medallion Ribbon Branding for Half Marathon
- 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 10 x 10 VIP Tent
- 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

# Presenting Sponsors

## \$15,000 (3 SPECIALIZED OPPORTUNITIES)

With this sponsorship level, you have the opportunity to exclusively brand portions of the Bakersfield Marathon course and festivities. Your company would be prominently displayed during that portion of our race weekend that highlights what you value most in your business.

### HEALTH & WELLNESS EXPO

- Naming Rights for Expo
- Up to four, 10 x 10 Expo Spaces
- Logo on Expo signage
- Logo on start/finish arch
- Finish Line 10 x 10 VIP Tent
- 15 race entries
- 20% off employee registrations



### TRAFFIC & SAFETY

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



### HYDRATION

- Naming Rights for all 13 Aid/ Water Stations
- Ability to declare and/or become the sole water provider for the event (in-kind up to \$8K)
- Ability to staff multiple Aid/ Water Stations, if desired
- Logo on start/finish arch
- 10 x 10 Expo Space
- Finish Line 10 x 10 VIP Tent
- 15 race entries
- 20% off employee registrations





# 2023-2026 Kern County Energy Series

Kern County has a proud history of being an innovative developer and top performer in many industries. We are proud to promote our county's strong economy and community with the introduction of the 2023-2026 Kern County Energy Series!

This monumental medallion will be awarded, at the finish line in 2026, to those who ran every year from 2023-2026

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



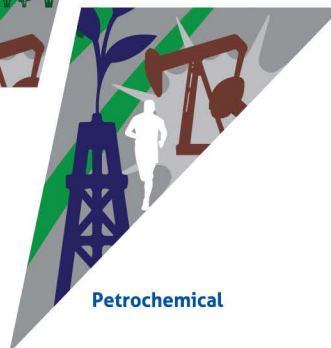
Space Exploration



Renewable Energy



Agriculture



Petrochemical



# 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: \$10,000

- Logo on Runner Tech Tee for all participants
- 10 x 10 Expo booth
- Finish Line Space for your Organization
- 10 race entries
- 15% off employee registrations
- See Page 10 for all benefits

## GOLD: \$6,000

- Business Name (name only, no logo) on Runner Tech Tee for all participants
- Finish Line Space for your Organization
- 6 race entries
- 15% off employee registrations
- See Page 10 for all benefits

## SILVER: \$3,000

- Social Media Recognition
- Finish Line Space for your Organization
- 1 paper item and/or promo item insert in runner goodie bags
- 3 race entries
- 10% off employee registrations
- See Page 10 for all benefits

## BRONZE: \$1,250

- 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 VIP OPPORTUNITIES



### GROUP REGISTRATIONS

If you're going to train and run this world-class event, why not accomplish it with family and friends? If you have a group of 15+, you can receive 15% off your registration fees.

For a truly memorable race weekend experience, add on the "VIP Package" during registration for VIP parking, VIP packet pick-up, access to the Marathon VIP Experience Tent, plus other awesome benefits!

**Group VIP Rate: \$30 per Runner (reg. \$40)**

Please reach out to [directors@activebakersfield.org](mailto:directors@activebakersfield.org) for more information on how to register your group for the 2026 Bakersfield Marathon.



### CORPORATE VIP TENTS

Corporate 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, energy drinks, and local craft beer (21+).

Reach out to [directors@activebakersfield.org](mailto:directors@activebakersfield.org) to inquire about custom options.

#### TENT SIZES

#### COST

##### 10 x 10

**\$1500**

Roughly 25 guests with tables and chairs

##### 10 x 20

**\$2750**

Roughly 50 guests with tables and chairs

##### 20 x 40

**\$3750**

Roughly 150 guests with table, chairs and fenced enclosure





# SPONSOR BENEFITS

Presenting Title Sponsor	Presenting Half Marathon	Presenting Expo	Presenting Traffic & Safety	Presenting Hydration	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	YOUR NAME AND/OR LOGO ON
\$60,000	\$30,000	\$15,000	\$15,000	\$15,000	\$10,000	\$6,000	\$3,000	\$1,250	
*	*	*	*	*	*	Business Name Only			Race 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
*	*	*	*	*					Finish Line VIP Tent
1	1	4	1	1	1				Expo Booth Space
					*	*	*		Finish Line Celebration Booth Space
20%	20%	20%	20%	20%	15%	15%	10%	10%	Discount On Employee Registrations
60	30	15	15	15	10	6	3	1	Free Race Entries
*	*	*	*	*	*	*	*		Promotional Product In All Runner Goodie Bags
*	*	*	*	*	*	*	*	*	Paper Insert In All Runner Goodie Bags
*	*	*	*	*	*	*	*		Recognition By Announcer Throughout Event And Expo
*	*	*	*	*	*	*	*		Recognition On Social Media
*	*	*	*	*	*	*	*	*	Access to Bakersfield Marathon Logo



# 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!

Two light blue silhouettes of runners are positioned in the background. One runner is on the left, facing right, and the other is on the right, facing left. They are both in a running stride.

# See you at the Finish Line!