

BAKERSFIELD MARATHON

Full | Half | 10K | 5K



SPONSORSHIP PACKAGE

2027-2031

bakersfield.run

WELCOME!

We're thrilled to re-introduce the Bakersfield Marathon for 2027 and beyond. We begin with our 10th Anniversary Race on April 4th, 2027. Then starting in 2027, we'll kick off a 5-year progressive medallion series highlighting cultural landmarks throughout Bakersfield - landmarks all visited along the multiple courses making up race weekend. 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 architecture and vistas, we're excited to celebrate Bakersfield and Kern County in all its glory.



Our inaugural race kicked-off in 2016 with more than 1,800 registrants. And over the years we've grown to over 5000 runners per year visiting from more than 40 US states and 15 countries across 4 continents.

Participants love swag, and we've worked hard to provide premium garments, medallions and awards since our inception. In 2027 we continue the tradition highlighting running through all our iconic neighborhoods.



Every finisher will receive their annual medallion showing the distance they conquered. In addition, over the next 5 years, every participant will get one year closer to earning our Bakersfield Marathon Landmark Plaque.

While we already have a strong Legacy Club - a collection of runners that have been with us from year one - we believe adding another multi-year enticement will drive registrations starting with 2027 and each year through 2031.

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 signature events, partner with us as a sponsor, support as a vendor, volunteer on race day, or cheer from the sidelines — please join us in celebrating a healthy community for all of our residents and welcoming runners from across the U.S. and around the world!

COMMUNITY SUPPORT

Active Bakersfield Alliance believes in expanding access to healthy, community-centered experiences through the Bakersfield Marathon. While producing a world-class running event requires significant financial resources, our charitable focus is on creating opportunities for more people to participate through free and reduced-cost race entries. One example is the Project Blue Zones Kids Races, which provide youth ages 2–12 the opportunity to participate at a reduced rate in one of two special events: the Kids 1K or the 1/4 Mile Diaper Dash. ABA also coordinates with local high schools giving free entries to track and cross-country teams. Through these efforts, Active Bakersfield Alliance continues its mission of encouraging active lifestyles and making the Marathon experience accessible to more members of our community.

For more information, contact:
directors@activebakersfield.org

PRESENTING SPONSORSHIPS

TITLE SPONSORSHIP

\$100,000 (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 Start/Finish Line Arch
- Medallion Ribbon Branding for Full, 10K & 5K
- All event bibs
- All event signage
- All print advertising
- All press releases
- All runner email correspondence
- Bakersfield Marathon website



YOU'LL ALSO RECEIVE...

- 10X10 Expo Activation booth
- Race Day 20x10 VIP Tent
- 100 race entries of your choice (excluding kids run)
- 20% off employee registrations (excluding kids run)
- 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 \$50,000 (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 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...

- 10X10 Expo Activation
- Race Day 10x10 VIP Tent
- 50 race entries of your choice (excluding kids run)
- 20% off employee registrations (excluding kids run)
- 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

10K AND 5K

\$35,000 (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."

10K/5K 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 Start/Finish Line Arch
- Medallion Ribbon Branding for respective race
- All event bibs
- All event signage
- All print advertising
- All press releases
- All runner email correspondence
- Bakersfield Marathon website



YOU'LL ALSO RECEIVE...

- 10X10 Activation Booth-2 days
- Race Day 10x10 VIP Tent
- 35 race entries of your choice (excluding kids run)
- 15% off employee registrations (excluding kids run)
- 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

\$25,000 (EXCLUSIVE)

With this sponsorship level, you gain 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 Activation Booth-2 days
- Logo on Expo signage
- Logo on sidewalls of the start/finish arch
- Race Day 10 x 10 VIP Tent
- 15 race entries
- 15% off employee registrations
- Logo on event t-shirt



TRAFFIC & SAFETY

- Ability to place branding nearly anywhere along the course route
- Logo on sidewalls of the start/finish arch
- 10 x 10 Activation Booth-2 days
- Race Day 10 x 10 VIP Tent
- 15 race entries
- 15% off employee registrations
- Logo on event t-shirt



WATER STATIONS

- Ability to place branding at every water station on the course route (including finish line hydration)
- Logo on sidewalls of the start/finish arch
- 10 x 10 Activation Booth-2 days
- Race Day 10 x 10 VIP Tent
- 15 race entries
- 15% off employee registrations
- Logo on event t-shirt

PRESENTING SPONSORSHIPS

KIDS RUN

\$10,000 (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."

KIDS RUN 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 Start/Finish Line Arch
- Medallion Ribbon Branding for respective race
- All event bibs
- All event signage
- All print advertising
- All press releases
- All runner email correspondence
- Bakersfield Marathon website



YOU'LL ALSO RECEIVE...

- 10X10 Activation Booth-2 days
- Race Day 10x10 VIP Tent
- 50 free KIDS RUN ONLY entries
- 15% off employee registrations (for all runs EXCEPT kids run)
- 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



COMMUNITY SPONSORSHIPS

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: \$15,000

- Business Name (name only, no logo) on Runner Tech Tee for all participants
- 10 x 10 Activation Booth-2 days
- 15 race entries
- 15% off employee registrations
- See Page 9 for all benefits

GOLD: \$8,000

- Business Name (name only, no logo) on Runner Tech Tee for all participants
- 10 x 10 Activation Booth-2 days
- 8 race entries
- 15% off employee registrations
- See Page 9 for all benefits

SILVER: \$4,000

- Social Media Recognition
- 1 paper item and/or promo item insert in runner goodie bags
- 4 race entries
- 10% off employee registrations
- See Page 9 for all benefits

BRONZE: \$2,000

- 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
- 2 race entries
- 10% off employee registrations

SPONSOR BENEFITS

YOUR NAME AND/OR LOGO ON	Presenting Title Sponsor	Presenting Half Marathon	Presenting 10K/5K	Presenting Expo	Presenting Traffic & Safety	Presenting Water Stations	Presenting Kids Race	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$100,000	\$50,000	\$35,000	\$25,000	\$25,000	\$25,000	\$10,000	\$15,000	\$8,000	\$4,000	\$2,000
Race Tech T-Shirt	✖	✖	✖	✖	✖	✖	✖	Business Name Only	Business Name Only		
Finisher's Medallions	✖										
Marathon Signage & Naming Rights	✖										
Half Marathon Signage & Naming Rights		✖									
10K/5K Signage & Naming Rights			✖								
Kids Race Signage & Naming Rights							✖				
Expo Signage & Naming Rights				✖							
Course Signage & Naming Rights					✖						
Water 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	✖	✖	✖	✖	✖	✖	✖				
10x10 Activation Booth-2 Days	1	1	1	4	1	1	1	1			
Finish Line Celebration Booth Space	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	
Discount On Employee Registrations	20%	20%	15%	15%	15%	15%	15%	15%	15%	10%	10%
Free Race Entries	100	50	35	15	15	15	50 (kids only)	15	8	4	2
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	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖





Active Bakersfield Alliance is a local nonprofit 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.

WHY WE RUN



ACTIVE LIFESTYLES

We advocate for physical activity and wellness throughout the Bakersfield community, creating opportunities for residents of all ages to move, participate, and thrive.



SUPPORTING YOUTH

A core part of our mission is directing charitable support to local youth organizations, investing in the next generation of Bakersfield leaders and athletes.



COMMUNITY CHAMPION

Through the production of the Bakersfield Marathon, we put our city on the map — drawing visitors, fostering civic pride, and uniting the community around a shared goal.

ROOTED IN BAKERSFIELD. BUILT TO MOVE.

activebakersfield.org