

# HiTOPS PRINCETON HALF MARATHON

PRESENTED BY nrg



ALL PROCEEDS BENEFIT HiTOPS - SEX EDUCATION & SUPPORT FOR ALL YOUTH

## 2020 SPONSORSHIP INFORMATION

We invite you to be a part of the 8th Annual HiTOPS Princeton Half Marathon, Princeton's largest annual USATF certified Grand Prix running event benefiting HiTOPS.

### **BENEFITS:**

All sponsors enjoy the rewards of connecting with a positive, health-oriented event that attracts enthusiastic participants, spectators, and volunteers from the surrounding tri-state area for a fun-filled day that is celebrated throughout historic Princeton.

### **STATISTICS & DEMOGRAPHICS:** *(Based on 2019 race data)*

- A "limited field" race, restricted to 1,750 maximum runners
- Last year's race SOLD OUT!
- Runner registrations: 56% Male, 44% Female
- Broad age range: under 18 (2%) 18-29 (20%), 30-39 (22%), 40-49 (34%), 50+ (22%)
- Thousands of spectators gather throughout the historic Princeton course at key race locations: Start/Finish line, Victory Village, and the post-race celebration.

### **COURSE HIGHLIGHTS:**

The iconic course begins and ends in the heart of historic Princeton. Landmarks include; the Princeton Battlefield, Institute for Advanced Study, the home of Einstein, Princeton University, the Princeton Boathouse on Lake Carnegie, Westminster Choir College, Mount Lucas and Herrontown Woods.

### **RACE HISTORY:**

Celebrating its 8<sup>th</sup> year, the HiTOPS Princeton Half Marathon is Princeton's largest annual USATF Certified Grand Prix running event. Proceeds from sponsorships, registration fees, fundraising efforts and donations benefit HiTOPS. Since inception, the event has generated over \$775,000 (net funds) for the organization.

### **HiTOPS:**

HiTOPS is a 501(c)(3) non-profit organization that fosters strong and healthy young people of all identities by providing inclusive and youth-informed sex education and LGBTQ+ support for young people throughout New Jersey. Learn more at [HiTOPS.org](http://HiTOPS.org)

## SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL & AVAILABILITY	(1) PRESENTING SPONSOR	(1) FINISH LINE SPONSOR	(1) WATER STATION SPONSOR	(1) MILE MARKER SPONSOR	(7) RUNNER SUPPORTS SPONSOR	(UNLIMITED) SUPPORTING SPONSORS
Sponsorship Fee		\$10,000	\$7,500	\$7,500	\$3,500	\$1,000 - \$250
Race & Medal Logo						Additional Opportunities Available. See accompanying pages.
Website & Race Communications						
Radio Tag						
Victory Village Signage						
Victory Village Table	2	2	1	1	1	
Official Guidebook	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page	
Runner Discount	25%	25%	25%	25%	10%	
Course Signage	Victory Village	Finish Line	Water Stations	Mile Markers		
Race Shirt Logo						
Race Bibs Logo						
VIP Tickets	10	10	5	5	5	
Speaking Opportunity						

## COMPREHENSIVE MARKETING SUPPORT

WPST  
Radio Ads &  
Live Broadcast

HiTOPS  
Princeton Half  
Website

Race T-Shirt

Social Media

HiTOPS  
PRINCETON  
**HALF**  
MARATHON

PRESENTED BY 

Email  
Campaigns

Run Signup  
Runner Website  
& Marketing

Event Day  
Signage

Press Releases



## WATER STATION SPONSOR

**\$7,500 - EXCLUSIVE**

- Exclusive logo presence at all 8 water stations
- Great team building...option to bring your people to staff the tables and wear your corporate colors.
- Logo on race shirt
- Logo included in 2020 race communications including printed materials and emails
- Prominent logo placement and link on HiTOPS Princeton Half Marathon Website
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Half page ad in official participant guidebook
- Inclusion in media releases as water station sponsor
- Exhibitor Table in Victory Village
- 5 VIP Tickets
- 25% discount on race registrations for friends and family of your corporate team.

## MILE MARKER SPONSOR

**\$7,500 - EXCLUSIVE**

- Exclusive logo presence at each of the 13 mile markers.
- Logo on race shirt
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Logo included in 2020 race communications including printed materials and emails
- Inclusion in media releases as mile marker sponsor
- Prominent logo placement and link on HiTOPS Princeton Half Marathon Website
- Half page ad in official participant guidebook
- Exhibitor Table in Victory Village
- 5 VIP Tickets
- 25% discount on race registrations for friends and family of your corporate team.

Interested in Sponsoring?

Email [apasqua@hitops.org](mailto:apasqua@hitops.org) or call 609-683-5155 Ext. 218

## RUNNER SUPPORT SPONSORS

**\$3,500 – 7 Exclusive Opportunities**

### **Finish Line Massage Sponsor**

Your company will benefit from being just past the food tent, the very first to greet the proud finishers with a welcoming massage.

### **Runners Fest Sponsor**

Your company will benefit from congratulating the runners once they finally sit down through speaking rights and signage at our post-race celebration.

### **Finale Food Sponsor**

Your company will benefit from being the first to greet the hungry runners.

### **Volunteer Sponsor**

Your company will benefit from logo inclusion on the shirts of our 300+ volunteers.

### **Runner's Bag Sponsor**

Your company will benefit by having prominent placement of your logo on the 1,750+ bags. Runners' bags, containing their tshirt, bib, and race instructions.

### **Packet Pick Up Sponsor**

Your company will benefit from being the exclusive location for runners to pick up their race packets ahead of the big race creating significant foot traffic for your store.

### **Bag Drop Sponsor**

Your company will benefit from signage at participant bag drop on the day of the event.

## ALL RUNNER SUPPORT SPONSORS RECEIVE

- Logo on race shirt
- Logo included in 2020 race communications including printed materials and emails
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Inclusion in media releases
- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Half page ad in official participant guidebook
- Optional Exhibitor Table in Victory Village
- 5 VIP Tickets
- 10% discount on race registrations for friends and family of your corporate team

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## VICTORY VILLAGE PLATINUM

**\$1,000 – Unlimited**

- Option of Exhibitor Table in Victory Village
- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Logo included in 2020 race communications including printed materials and emails
- 10% discount on race registrations for friends and family of your corporate team

## VICTORY VILLAGE GOLD

**\$500 – Unlimited**

- Exhibitor Table in Victory Village
- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Logo included in 2020 race communications including printed materials and emails

## VICTORY VILLAGE EXHIBITOR

**\$250 – Unlimited**

- Exhibitor Table in Victory Village

## IN-KIND SPONSORS

Please reach out to us with your sponsorship interest, ideas, or in-kind opportunities!



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