

2021 SPONSORSHIP INFORMATION



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



NOVEMBER 1ST - NOVEMBER 14TH

We invite you to be a part of the 9th Annual HiTOPS Princeton Half Marathon. Due to ongoing concerns associated with COVID 19, HiTOPS is offering a virtual half marathon and youth run between November 1st and November 14th. If permitted, a live event of some size will be held on November 14th.

All sponsors enjoy the rewards of connecting with a positive, health-oriented event that attracts enthusiastic participants from across the US to run virtually 13.1 miles. HiTOPS also offers a Youth Run for people up to age 18. Our Youth Run participants sign up to run any distance between the race dates and is offered at a discount when purchased with a half marathon registration.

STATISTICS & DEMOGRAPHICS: (2019 & 2020)

- 2019 Live event registrations: 56% Male, 44% Female. Age range: under 18 (2%) 18-29 (20%), 30-39 (22%), 40-49 (34%), 50+ (22%)
- 2020 Virtual event registrations: Gender not captured. Age range: under 18 (3%) 18-29 (11%), 30-39 (23%), 40-49 (32%), 50+ (31%)

RUNNERS CHOOSE HOW TO RUN THEIR MILES

Runners can complete the 13.1 miles at once or cumulatively between November 1st and November 14th. Plus, they will enjoy our interactive online results tracking that will virtually move them around the HiTOPS Princeton Half Marathon course.

RACE HISTORY:

Celebrating its 9th year, the HiTOPS Princeton Half Marathon is the single largest fundraising event of the year for HiTOPS. Proceeds from sponsorships, registration fees, fundraising efforts, and donations benefit HiTOPS. Since inception, the event has generated over **\$833,000** (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](https://www.hitops.org)

HiTOPS PRINCETON HALF MARATHON

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL & AVAILABILITY	(1) PRESENTING SPONSOR	(1) FINISH LINE & MAIL SPONSOR	(1) YOUTH RUN SPONSOR	(3) RUNNER SUPPORTS SPONSOR	PLATINUM GOLD SILVER
Sponsorship Fee	\$20,000	\$10,000	\$5,000	\$3,500	\$1,000 - \$250
Race & Medal Logo	Half Medal		Youth Medal		Additional Opportunities Available. See accompanying pages.
Website & Race Communications					
Radio Tag					
Official Guidebook	Full Page	Full Page	1/2 Page	1/4 Page	
Runner Discount	25%	25%	25%	10%	
Logo on Mailer					
Race Shirt Logo					
Race Bibs Logo					
Video Highlight					
Video Speaking Opportunity					

COMPREHENSIVE MARKETING SUPPORT

WPST
Radio Ads &
Live Broadcast

HiTOPS
Princeton Half
Website

Race T-Shirt

Social Media

HiTOPS
PRINCETON
HALF
MARATHON

Email
Campaigns

Run Signup
Runner Website
& Marketing

Signage

Press Releases

PRESENTING SPONSOR

\$20,000 - EXCLUSIVE

- Logo will be incorporated into official HiTOPS Princeton Half Marathon logo
- Exclusive customized page on race website highlighting your corporate passion for the cause
- Prominent logo placement on race shirt
- Logo inclusion on all race bibs, visible in all runner photos
- Logo included in 2021 race communications including printed materials and emails
- Inclusion in media releases as presenting sponsor
- 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)
- Full page ad in official participant guidebook
- Sponsorship Feature in two of the 14 emails that will be sent to runners on daily between 11/1 and 11/14 reminding them to log their miles and build event comradery
- Video Highlight in Kick off and Celebration Videos
- 25% discount on race registrations for friends and family of your corporate team

LIVE EVENT OPPORTUNITIES:

- Victory Village Signage both at Race HQ tent and awards stage. Speaking opportunity at Victory Village, starting line and post-race celebration
- Exhibitor Table in Victory Village
- 10 VIP Tickets to a post-race celebration

FINISH LINE & MAILER SPONSOR

\$10,000 - EXCLUSIVE

- Logo printed on mailer that will be used to mail virtual race items
- Prominent logo placement on race shirt
- Logo included in 2021 race communications including printed materials and emails
- Inclusion in media releases as finish line sponsor
- 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)
- Full page ad in official participant guidebook
- Sponsorship Feature in two of the 14 emails that will be sent to runners on daily between 11/1 and 11/14 reminding them to log their miles and build event comradery.
- Video Highlight in Kick off and Celebration Videos
- 25% discount on race registrations for friends and family of your corporate team

LIVE EVENT OPPORTUNITIES:

- Highly visual ownership of the finish line via finish line signage visible in all finisher photos
- Speaking opportunity at Victory Village, starting line and post-race celebration
- Exhibitor Table in Victory Village
- 10 VIP Tickets to a post-race celebration

HiTOPS PRINCETON HALF MARATHON

YOUTH RUN SPONSOR



\$5,000 - EXCLUSIVE

- Exclusive logo on back of Youth Run Medal
- Logo on race shirt
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Logo included in 2021 race communications including printed materials and emails
- Inclusion in media releases as youth sponsor
- Prominent logo placement and link on HiTOPS Princeton Half Marathon Website
- Half page ad in official participant guidebook
- Sponsorship Feature in two of the 14 emails that will be sent to runners daily between 11/1 and 11/14 reminding them to log their miles and build event comradery.
- Video Highlight in Kick off and Celebration Videos
- 25% discount on race registrations for friends and family of your corporate team.

LIVE EVENT OPPORTUNITIES:

- Speaking opportunity at Victory Village
- Exhibitor Table in Victory Village
- 10 VIP Tickets to a post-race celebration

Interested in Sponsoring?
Email apasqua@hitops.org

HiTOPS PRINCETON HALF MARATHON

RUNNER SUPPORT SPONSORS

\$1000 - \$3500

All Runner Support sponsors will be recognized at the level in which they give within this range.

- Logo on race shirt
- Logo included in 2021 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
- Sponsorship Feature included in two of the 14 emails that will be sent to runners daily between 11/1 and 11/14 reminding them to log their miles and build event comradery.
- Video Highlight in Kick off and Celebration Videos
- 10% discount on race registrations for friends and family of your corporate team



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HiTOPS PRINCETON HALF MARATHON

PLATINUM

\$750 – Unlimited

- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Logo included in 2021 race communications including printed materials and emails
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Logo included in the 14 emails that will be sent to runners daily between 11/1 and 11/14 reminding them to log their miles and build event comradery.
- 10% discount on race registrations for friends and family of your corporate team

GOLD

\$500 – Unlimited

- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Logo included in 2021 race communications including printed materials and emails
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Logo included in the 14 emails that will be sent to runners daily between 11/1 and 11/14 reminding them to log their miles and build event comradery

SILVER

\$250 – Unlimited

- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Logo included in 2021 race communications including printed materials and emails
- Logo included in the 14 emails that will be sent to runners daily between 11/1 and 11/14 reminding them to log their miles and build event comradery

IN-KIND SPONSORS

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



Interested in Sponsoring?
Email apasqua@hitops.org

