

HiTOPS PRINCETON HALF MARATHON

Go the Distance for **ALL** Youth!

IN PERSON - NOVEMBER 14th, VIRTUAL & YOUTH RUN



SPONSORSHIP OPPORTUNITIES

We invite you to be a part of the 9th Annual HiTOPS Princeton Half Marathon. The powers-that-be have given us permission to move forward with a live race and we are thrilled to welcome runners back to our community in person! We'll continue to offer both the youth run and the virtual option for folks who cannot be with us in Princeton, or who wish to break up their run.

All sponsors enjoy the rewards of connecting with a positive, health-oriented event that attracts enthusiastic participants from across the US to run 13.1 miles in person and virtual.

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 join us live on November 14th or can complete the 13.1 miles at once or cumulatively between November 1st and November 14th. HiTOPS also offers a Youth Run for people up to age 18. Our Youth Run participants sign up to run any distance during the race dates and is offered at a discount when purchased with a half marathon registration.

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	(1) PPE SPONSOR	(3) RUNNER SUPPORTS SPONSOR	PLATINUM GOLD SILVER
Sponsorship Fee			\$5,000	\$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	1/2 Page	1/4 Page	
Runner Discount	25%	25%	25%	25%	10%	
Logo on Mailer						
Logo on PPE						
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

YOUTH 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

PPE SPONSOR

\$5,000 - EXCLUSIVE

- Exclusive logo on face coverings that will be provided to all runners
- 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
- Exclusive logo on PPE for Volunteers & Volunteer Shirts
- Exhibitor Table in Victory Village
- 10 VIP Tickets to a post-race celebration

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RUNNER SUPPORT SPONSORS

\$1,000 - \$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 \

Exclusive Runner Support Sponsor Opportunities - \$3,500

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.

Runner's Bag Sponsor

Your company will benefit by having prominent placement of your logo on the 1,200 + 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.



Interested in Sponsoring?
Email apasqua@hitops.org

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

