

Go the Distance for **ALL** Youth!

HiTOPS PRINCETON HALF MARATHON

IN PERSON - NOVEMBER 13th, VIRTUAL & YOUTH RUN



REMAINING SPONSORSHIP OPPORTUNITIES

We invite you to be a part of the 10th Annual HiTOPS Princeton Half Marathon on November 13th. This is Princeton's largest annual USATF certified Grand Prix running event benefiting HiTOPS. 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: (2020 & 2021)

- 2020 Virtual event registrations: Gender not captured. Age range: under 18 (3%) 18-29 (11%), 30-39 (23%), 40-49 (32%), 50+ (31%)
- 2021 Live and Virtual event registrations: Gender not required to participate. Age range: under 18 (3%) 18-29 (20%), 30-39 (21%), 40-49 (30%), 50+ (26%) Geographic location: 82% from New Jersey

RUNNERS CHOOSE HOW TO RUN THEIR MILES

Runners join us live on November 13th or can complete the 13.1 miles at once or cumulatively between November 13th and November 27th. 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 10th 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 \$933,000 (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)

COURSE SPONSOR

\$7,500 - EXCLUSIVE

- Logo on race shirt
- Logo on the 13 Mile Markers and 8 Water Stations
- Half page ad in official participant guidebook
- 25% discount on race registrations for friends and family of your corporate team
- 10 VIP Tickets to a post-race celebration
- 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)
- Logo included in 2022 race communications including printed materials and emails
- Exhibitor Table in Victory Village

VIRTUAL HALF SPONSOR

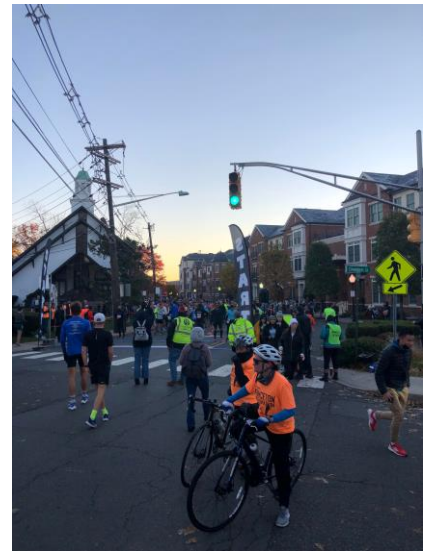
\$5,000 - EXCLUSIVE

- Logo on race shirt
- Logo on Mailers
- Half page ad in official participant guidebook
- 20% discount on race registrations for friends and family of your corporate team
- 5 VIP Tickets to a post-race celebration
- 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)
- Logo included in 2022 race communications including printed materials and emails
- Exhibitor Table in Victory Village

RACE BAG SPONSOR

\$5,000 - EXCLUSIVE

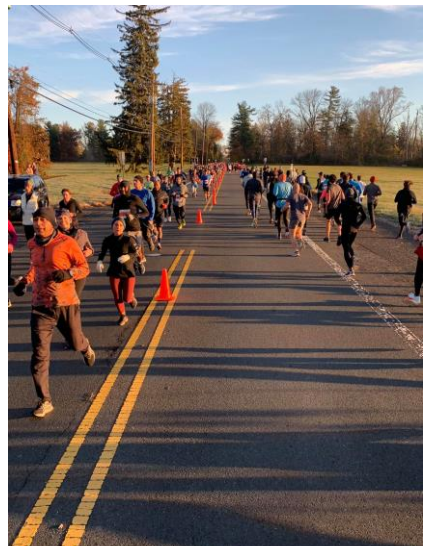
- Logo on race shirt
- Logo on Race Bag
- Half page ad in official participant guidebook
- 20% discount on race registrations for friends and family of your corporate team
- 5 VIP Tickets to a post-race celebration
- Prominent logo placement and link on HiTOPS Princeton Half Marathon Website
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Logo included in 2022 race communications including printed materials and emails
- Exhibitor Table in Victory Village



FINISH LINE MASSAGE SPONSOR

\$1,500 - EXCLUSIVE

- Logo on race shirt
- Provide Massages at Finish Line
- Quarter page ad in official participant guidebook
- 10% discount on race registrations for friends and family of your corporate team
- 3 VIP Tickets to a post-race celebration
- 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)
- Logo included in 2022 race communications including printed materials and emails
- Exhibitor Table in Victory Village



HiTOPS PRINCETON HALF MARATHON

PLATINUM

\$1,000 – Unlimited

- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Logo included in 2022 race communications including printed materials and emails
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Exhibitor Table in Victory Village
- 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 2022 race communications including printed materials and emails
- Social Media coverage/mentions (FB, Twitter, Instagram in both HiTOPS and Princeton Half Marathon feeds)
- Exhibitor Table in Victory Village

SILVER

\$250 – Unlimited

- Exhibitor Table in Victory Village OR Logo placement and link on HiTOPS Princeton Half Marathon Website

IN-KIND SPONSORS

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



Interested in Sponsoring?
Email apasqua@hitops.org

