

# HiTOPS PRINCETON HALF MARATHON

Go the Distance for **ALL** Youth!

IN PERSON - **NOVEMBER 12th**, VIRTUAL & YOUTH RUN



## 2023 SPONSORSHIP OPPORTUNITIES

We invite you to be a part of the 11th Annual HiTOPS Princeton Half Marathon on November 12th. This is Princeton's largest annual running event benefiting HiTOPS. The event includes a live half marathon, a virtual half marathon and a run for youth. All sponsors enjoy connecting with a positive, health-oriented event that attracts enthusiastic participants.

We've detailed sponsorship opportunities ranging from \$250 to \$20,000. However, we are open to your creative combination of our sponsorship offerings so that your business can maximize the benefit of supporting the HiTOPS Princeton Half Marathon. Reach out to have a chat!

### STATISTICS & DEMOGRAPHICS: (2021 & 2022)

- 2022 Live and Virtual event registrations: Age range: under 18 (3%) 18-29 (20%), 30-39 (24%), 40-49 (28%), 50+ (25%) Geographic location: 81% from New Jersey, 28% from Princeton.
- 2021 Live and Virtual event registrations: Age range: under 18 (3%) 18-29 (20%), 30-39 (21%), 40-49 (30%), 50+ (26%) Geographic location: 82% from New Jersey, 29% from Princeton.

### HiTOPS & RACE HISTORY:

HiTOPS is a 501(c)(3) non-profit organization that empowers youth with sex education, social support and communities that affirm them. Celebrating its 11th year, the HiTOPS Princeton Half Marathon is the single largest fundraising event for HiTOPS. Since its inception, the event has generated over \$1 million (net funds) for the organization. Learn more at [HiTOPS.org](https://www.hitops.org)

## PRESENTING SPONSOR



- Logo will be incorporated into HiTOPS official 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 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
- Speaking opportunity at Victory Village, starting line and post-race celebration
- Double Exhibitor Table in Victory Village
- Victory Village Signage both at Race HQ tent and awards stage.
- 25% discount on race registrations for friends and family of your corporate team.



## FINISH LINE SPONSOR



- Highly visual ownership of the finish line
- Finish line signage visible in all finisher photos
- Logo on race shirt
- Logo included in 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 as finish line sponsor
- Prominent logo placement and link on HiTOPS Princeton Half Marathon Website
- Full page ad in official participant guidebook
- Speaking opportunity at Victory Village, starting line and post-race celebration
- Double Exhibitor Table in Victory Village
- 25% discount on race registrations for friends and family of your corporate team.

## VICTORY VILLAGE & COURSE SPONSOR



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

## VIRTUAL HALF SPONSOR



- 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
- 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 race communications including printed materials and emails
- Exhibitor Table in Victory Village

## RACE BAG SPONSOR



- 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
- 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 race communications including printed materials and emails
- Exhibitor Table in Victory Village

## VOLUNTEER SPONSOR

**\$3,500 - EXCLUSIVE - AVAILABLE**

- Logo on race shirt
- Exclusive logo on Volunteer T-Shirt
- Quarter page ad in official participant guidebook
- 20% discount on race registrations for friends and family of your corporate team
- 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 race communications including printed materials and emails
- Exhibitor Table in Victory Village

## YOUTH RUN SPONSOR



- Logo on race shirt
- Exclusive logo on Youth Medal
- Quarter page ad in official participant guidebook
- 15% discount on race registrations for friends and family of your corporate team
- 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 race communications including printed materials and emails
- Exhibitor Table in Victory Village

## FINISH LINE MESSAGE SPONSOR

**\$1,500 - EXCLUSIVE - AVAILABLE**

- 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
- 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 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 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 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](mailto:apasqua@hitops.org)

