

HiTOPS PRINCETON HALF MARATHON

Go the Distance for **ALL** Youth!

IN PERSON - NOVEMBER 10th, VIRTUAL & YOUTH RUN



2024 SPONSORSHIP OPPORTUNITIES

We invite you to be a part of the 12th Annual HiTOPS Princeton Half Marathon on November 10th. 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: (2022 & 2023)

- 2023 Live and Virtual event registrations: Age range: under 18 (4%) 18-29 (26%), 30-39 (22%), 40-49 (25%), 50+ (23%) Geographic location: 81% from New Jersey, 27% from Princeton.
- 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.

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. The HiTOPS Princeton Half Marathon is the single largest fundraising event for HiTOPS. Since its inception, the event has generated over \$1.1 million (net funds) for the organization. Learn more at [HiTOPS.org](https://www.hitops.org)

SPECIAL OFFER – HiTOPS DEI PROFESSIONAL DEVELOPMENT TRAINING

HiTOPS offers DEI Trainings on Gender and Sexuality designed to build inclusive and affirming workplaces that support employees and communities. Any Exclusive Sponsor interested in hosting one has the option of swapping out some benefits for one session or receiving a 50% discount on one session.

PRESENTING SPONSOR

\$20,000 - EXCLUSIVE

- 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,
- Logo inclusion on all free photos provided to runners
- 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.
- Two complimentary HiTOPS DEI Trainings on Gender and Sexuality (SOGIE 101 & SOGIE 102)



FINISH LINE SPONSOR

\$10,000 - EXCLUSIVE

- 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.

COURSE SPONSOR

\$10,000 - EXCLUSIVE

- Logo on race shirt
- Logo on the 13 Mile Markers & Victory Village
- 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, or post-race celebration
- Double Exhibitor Table in Victory Village
- 25% discount on race registrations for friends and family of your corporate team

RACE BAG SPONSOR

\$5,000 - EXCLUSIVE

- Logo on race shirt
- Logo on Race Bag
- Half page ad in official participant guidebook
- 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
- 20% discount on race registrations for friends and family of your corporate team

COURSE TIMING SPONSOR

\$3,500 - EXCLUSIVE

- Logo on race shirt
- 5 clocks on the course at mile 1, 3, 6, 9 and 12 will be outfitted with signage promoting your business. See attached picture.
- Throughout the race updates on our lead runners will be brought to listeners by the Course Timing Sponsor.
- Quarter page ad in official participant guidebook
- 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
- 15% discount on race registrations for friends and family of your corporate team

VIRTUAL RACE SPONSOR

\$2,500 - EXCLUSIVE

- Logo on race shirt
- Logo on Mailers
- Quarter page ad in official participant guidebook
- 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
- 15% discount on race registrations for friends and family of your corporate team

YOUTH RUN SPONSOR

\$2,500 - EXCLUSIVE

- 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 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
- 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

AWARDS SPONSOR

\$1,500 – EXCLUSIVE

- Logo on race shirt
- Exclusive logo on Awards Stage
- Quarter page ad in official participant guidebook
- 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
- 10% discount on race registrations for friends and family of your corporate team

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