

HiTOPS PRINCETON HALF MARATHON

November 8, 2026

SPONSORSHIP OPPORTUNITIES

We invite you to be a part of the 14th Annual HiTOPS Princeton Half Marathon on November 8th, Princeton's largest annual running event. The race 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 \$300 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: (2024 & 2025)

2025 Live and Virtual event registrations: Age range: under 18 (4%) 18-29 (32%), 30-39 (22%), 40-49 (22%), 50+ (20%) Geographic location: 77% from New Jersey, 30% from Princeton.

2024 Live and Virtual event registrations: Age range: under 18 (4%) 18-29 (30%), 30-39 (22%), 40-49 (22%), 50+ (22%) Geographic location: 76% 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 \$1.5 million (net funds) for the organization. Learn more at [HiTOPS.org](https://www.hitops.org)

SPECIAL OFFER – HiTOPS PROFESSIONAL DEVELOPMENT TRAINING

HiTOPS offers 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.



Exclusive Sponsorship Opportunities

Presenting Sponsor

\$20,000

- Logo will be incorporated into HiTOPS official Princeton Half Marathon logo
- Announcement of partnership to race database (6,000 members), and to HiTOPS' database (5,000 members).
- Customized page on race website highlighting your corporate passion
- Prominent logo placement on race shirt
- Logo inclusion on all race bibs and medals
- 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 Website
- Social Media coverage/mentions in both HiTOPS and HPHM feeds)
- Full page ad in official participant guidebook
- Speaking opportunity at Victory Village, starting line and post-race awards
- 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 team
- Two complimentary HiTOPS DEI Trainings on Gender and Sexuality

Finish Line Sponsor

\$10,000

- 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 & emails
- Social Media coverage/mentions in both HiTOPS and HPHM feeds
- Inclusion in media releases as finish line sponsor
- Prominent logo placement and link on Princeton Half Marathon Website
- Full page ad in official participant guidebook
- Speaking opportunity at Victory Village, starting line and post-race awards
- Double Exhibitor Table in Victory Village
- 25% discount on race registrations for friends and family of your team

Exclusive Sponsorship Opportunities

ALL SPONSORS AT THE \$5,000 LEVEL RECEIVE

\$5,000

- Logo on race shirt
- Prominent logo placement and link on HiTOPS Princeton Half Marathon Website
- Social Media coverage/mentions in both HiTOPS and HPHM feeds
- Speaking opportunity at Victory Village, starting line, or post-race celebration
- Exhibitor Table in Victory Village
- 20% discount on race registrations for friends and family of your corporate team

SPECIFIC OPPORTUNITIES

RACE BAG SPONSOR:

Put your brand in every runner's hands! Your company's logo will be prominently displayed on 1,800 reusable race bags, distributed to participants during packet pickup for lasting exposure.

TIMING SPONSOR:

Be the name behind the clock! Your company's logo will adorn the 5 race clocks on the course, and all race updates throughout the morning will be announced to the finish line crowd in partnership with your brand.

VOLUNTEER SPONSOR:

Empower our team of heroes! Your company's logo will take center stage on the back of shirts worn by our dedicated team of 250+ volunteers, showcasing your support at the heart of the event.

BAG DROP SPONSOR:

Gain visibility in a high-traffic area! Your company's logo will be showcased at the bag drop station and on all related signage in Victory Village, where runners gather before and after the race.

Exclusive Sponsorship Opportunities

ALL SPONSORS AT THE \$2,500 LEVEL RECEIVE

\$2,500

- Logo on race shirt
- Quarter page ad in official participant guidebook
- Prominent logo placement and link on HiTOPS Princeton Half Marathon Website
- Social Media coverage/mentions in both HiTOPS and HPHM feeds Logo included in race communications including printed materials & emails
- Exhibitor Table in Victory Village
- 15% discount on race registrations for friends and family of your corporate team

SPECIFIC OPPORTUNITIES

COURSE SPONSOR:

Showcase your brand every step of the way! Your company's logo will appear on prominent lawn signs placed at all 13-mile markers and 7 water stations along the racecourse, ensuring visibility to runners and spectators alike.

PACKET PICK UP SPONSOR: Be the place where everything HiTOPS Princeton Half Marathon begins. For three days leading up to race day, runners and volunteers will walk through your doors to pick up their bibs, shirts, and race-day essentials making your business the official starting line of the weekend. Benefit from visibility, foot traffic, and opportunities for on-site engagement before the race even starts.



Exclusive Sponsorship Opportunities

ALL SPONSORS AT THE \$1,500 LEVEL RECEIVE

\$1,500

- Logo on race shirt
- Prominent logo placement and link on HPHM Website
- Social Media coverage/mentions in both HiTOPS and HPHM feeds
- Logo included in race communications including printed materials & emails
- Exhibitor Table in Victory Village
- 10 % discount on race registration for friends & family of your corporate team

SPECIFIC OPPORTUNITIES

RUNNER WELCOME SPONSOR: Welcome participants with your brand front and center! Your company's logo will be featured on all signage guiding runners to Victory Village and directional signs leading them to the information table for assistance.

RUNNER RECOVERY SPONSOR: Position your brand as the key to post-race relief! Your company will be promoted as the official recovery sponsor, offering valuable pre- and post-race services such as stretching, massage, or cupping. This sponsorship highlights your commitment to runner wellness.

VIRTUAL RUN SPONSOR: Extend your reach nationwide! Your company's logo will be featured on all packaging used to ship race swag to virtual participants, ensuring your brand travels far and wide.

REPEAT RUNNER SPONSOR: Celebrate loyalty and showcase your brand! The HiTOPS Princeton Half Marathon proudly boasts a high number of repeat participants. As a Repeat Runner Sponsor, your company can provide exclusive branded swag to honor and reward our dedicated returning runners.

YOUTH RUN SPONSOR: Celebrate the next generation of runners! Your company's logo will appear on the medals awarded to all youth participants, leaving a lasting impression on families and supporters.

AWARDS SPONSOR: Be part of the big moment! Your company's logo will be prominently displayed around the awards stage creating lasting impressions in all award photos.

Non Exclusive Sponsorship Opportunities

Platinum

\$1,000

- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Logo included in race communications including printed materials and emails
- Social Media coverage/mentions in both HiTOPS and HPHM feeds
- Exhibitor Table in Victory Village
- 10% discount on race registrations for friends and family of your corporate team

Gold

\$500

- Logo placement and link on HiTOPS Princeton Half Marathon Website
- Logo included in race communications including printed materials and emails
- Social Media coverage/mentions in both HiTOPS and HPHM feeds
- Exhibitor Table in Victory Village

Silver

\$300

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

Want to learn more?

Have an idea for sponsorship that isn't listed?

Want to support the race but our sponsorship levels don't quite fit your budget or your corporate needs?

Let's talk! Email Judy Walker, Sr. Director of Development at jwalker@hitops.org.

