



**Sunday, September 26<sup>th</sup>, 2021**

*The Parks Half Marathon is the Washington, DC area's premier fall half marathon*

- **Over 2,000 runners** from Maryland, Virginia, Washington DC and outside of the Metropolitan area
- Showcases one of the most extensive **metropolitan parks systems** in the country while providing runners with a competitive, top-notch race
- Directed by the Montgomery County Road Runners Club (MCRRC), one of the **largest non-profit running organizations** in the country with over 4,000 members
  - **Finish festival** (tentative) on Beach Drive north of Grosvenor Lane

*The Parks Half Marathon attracts a group of health and wellness-minded, well-educated and influential decision makers from the Metropolitan DC area and beyond. Your business can reach all of these local runners, volunteers, families, friends and supporters as a sponsor of this popular event.*

*Email [parkshalfsponsorship@mcrrc.org](mailto:parkshalfsponsorship@mcrrc.org) for more information.*



# 2021 Parks Half Marathon Sponsorship Levels and Benefits

## **DONOR Level Sponsor- \$500**

- Promotional materials provided to MCRRC through runners' virtual 2,000+ goody bags
- Logo displayed at packet pick-up
- Logo displayed on sponsor acknowledgment in runner goody bags
- Two (2) complimentary race entries

## **BRONZE Level Sponsor- \$1000- *benefits of DONOR plus***

- Logo displayed on 2,000+ runner shirts
- One e-blast with material provided by sponsor sent to all registered runners prior to race date
- Four (4) complimentary race entries

## **SILVER Level Sponsor- \$2000- *benefits of BRONZE plus***

- Logo displayed on race website
- Premium logo placement on runner shirts
- Two e-blasts with material provided by sponsor sent to current registered runners as well as runners from past two years, sent prior to race date
- Logo included on runner instructions and final race wrap-up communications sent to all participants
- Banner (provided by sponsor) displayed at finish line
- Eight (8) complimentary race entries

## **GOLD Level Sponsor- \$3000 to \$5000 - *benefits of SILVER plus***

- For first GOLD sponsor: naming rights for finish line festival plus privilege of giving "G-O" command at race start
- Category exclusivity
- Two post-race marketing e-blasts to entire MCRRC membership (over 4,000 members) between 9/27/2021 and 3/31/2022
- Logo included on runner instructions and final race wrap-up communications sent to all participants
- Complimentary race entries – number of entries subject to discussion with Race Director