



October 22nd & 23rd, 2016 Morgan Hill Half Marathon, 5k, Kids Run and Bike Tour

Why become a Sponsor?

Becoming a sponsor of the Morgan Hill Half Marathon will expose your brand to a targeted audience of tens of thousands of runners and non-runners through advertising. It will also secure your position as a supporter of one of the fastest growing half marathons in Northern California. In our brief 6-year history, Morgan Hill Half Marathon racer registration has grown 150%, and we are expecting approximately 30% more athletes to participate this year. When you combine those athletes with their accompanying family members and friends, plus our volunteers, we bring over 10,000 individuals to the community over race weekend.

Because of the growing popularity of the Morgan Hill Half Marathon, we are excited to offer the opportunity to promote your company and help you grow too!

Sponsorship Benefits

- ✓ Increased Sales
- ✓ Create new interest in your products and services
- ✓ Name recognition to a highly desirable, global audience through our advertising
- ✓ Associate your business with a new local, organized event
- ✓ Invest in the future of our community
- ✓ Mass media exposure
- ✓ Charity foundations
 - ✓ Jenny's Light
 - ✓ Team in Training
 - ✓ Mini Mermaids
- ✓ Health awareness

FACTS

The Morgan Hill Half Marathon is a USTAF certified course.



MISSION

The Morgan Hill Half Marathon provides a world-class foot race. We want to promote healthy lifestyles through action and opportunity, while showcasing our local talents, community support and ongoing enthusiasm.

VISION

The Morgan Hill Half Marathon will be the best organized and conducted Half Marathon race in Northern California. It includes competition in a unique setting with unparalleled participant satisfaction. It broadens community cooperation and participation in healthy events. The Morgan Hill Half Marathon serves as a model of health motivation for other communities throughout the world. We will be working with the Mini Mermaid Foundation, Jenny's Light and Team in Training.

OBJECTIVES

- ✓ Increase interest in health and exercise in the community.
- ✓ Promote our city as a world class destination for Sport, Recreation and Tourism.
- ✓ Generate a spirit of community involvement and volunteerism.
- ✓ Promote and publicize the Morgan Hill Half Marathon.
- ✓ Provide a world class sporting event.



Sponsorship Opportunities

PREMIER SPONSORSHIP - \$10,000

Benefits to your company:

- ✓ Naming Rights: Company name/logo part of the official event name and logo (ex: Company Name Morgan Hill Half Marathon)
- ✓ Company name/logo will be prominently displayed on all print Material, t-shirts, banners, event home page and registration page
- ✓ Company name/logo with link placed on Half Marathon website
- ✓ Introductory email/post to our newsletter and Facebook community, introducing sponsor and services offered, outreach, etc.
- ✓ Company name/logo displayed on Half Marathon shirts, volunteer shirts and Bike Tour jerseys
- ✓ Prominent logo placement on ALL promotional material
- ✓ Company name/logo displayed in all event email newsletters (~8)
- ✓ Free booth at Expo on race weekend
- ✓ 3 Social Media posts recognizing sponsor and services offered (Facebook)
- ✓ Promotional materials placed in all participant swag bags, approx. 2,500 – 3,000

The Title Sponsor will also receive:

- ✓ 6 Morgan Hill Half Marathon Shirts
- ✓ Employee Perk: 10 Complimentary entries + 50% off all additional entries
- ✓ Framed and matted 2016 Event Medal

Available Opportunities: 1

- ❖ This is an incredible opportunity to “own” an event!
- ❖ Create positive awareness and visibility
- ❖ Showcase Community Responsibility



GOLD SPONSORSHIP - \$5,000

Benefits to your company:

- ✓ Company name/logo with link placed on Half Marathon website
- ✓ Company name/logo placement on ALL event promotional material
- ✓ Company name/logo display on Half Marathon Shirts and Bike Tour jerseys
- ✓ 2 Social media post to our Facebook community, introducing sponsor and services offered, outreach, etc.
- ✓ Company name/logo displayed in all event email newsletters (~8)
- ✓ Free booth at Expo on race weekend
- ✓ Promotional materials placed in all participant swag bags, approx. 2,500 – 3,000

The Gold Sponsor will also receive:

- ✓ 4 Morgan Hill Half Marathon Shirts
- ✓ Employee Perk: 8 Complimentary entries + 25% off all additional entries
- ✓ Framed and matted 2016 Event Medal

Available Opportunities: 1

SILVER SPONSORSHIP - \$2,500

Benefits to your company:

- ✓ Corporate sponsor name/logo with link placed on Half Marathon website
- ✓ Company name/logo recognition on promotional material
- ✓ Company name/logo displayed in all event email newsletters (~8)
- ✓ 1 Social Media posts recognizing sponsor and services offered (Facebook)
- ✓ Free booth at Expo on race weekend
- ✓ Promotional materials placed in all participant goody bags, approx. 2500-3000

The Silver Sponsor will also receive:

- ✓ 3 Morgan Hill Half Marathon Shirts
- ✓ Employee Perk: 5 Complimentary entries

Available Opportunities: 5



BRONZE SPONSORSHIP - \$1,500

Benefits to your company:

- ✓ Company name/logo on sponsor page of Half Marathon Website
- ✓ 1 Social Media posts recognizing sponsor and services offered (Facebook)
- ✓ Promotional materials placed in all participant goody bags, approx. 2500-3000
- ✓ Free booth at Expo on race weekend

The Bronze Sponsor will also receive:

- ✓ 2 Morgan Hill Half Marathon Shirts
- ✓ Employee Perk: 4 Complimentary entries

Available Opportunities: 5

DRAWSTRING BAG SPONSOR - \$3,500

Benefits to your company:

- ✓ Company name/logo will be printed exclusively with the title sponsor logo on 3000 race goody bags given to all participants
- ✓ Company name/logo on sponsor page of Half Marathon Website
- ✓ 2 Social Media posts recognizing sponsor and services offered (Facebook)
- ✓ Promotional materials placed in all participant goody bags, approx. 2500-3000
- ✓ Free booth at Expo on race weekend
- ✓ Logo displayed in all event email newsletters (~8)

The Drawstring Bag Sponsor will also receive:

- ✓ 2 Morgan Hill Half Marathon Shirts
- ✓ Employee Perk: 4 Complimentary entries

Available Opportunities: 1



FREE PHOTO SPONSOR - \$3,000

Benefits to your company:

- ✓ Company logo on sponsor page of Half Marathon Website
- ✓ 2 Social Media posts recognizing sponsor and services offered (Facebook)
- ✓ Promotional materials placed in all participant goody bags, approx. 2500-3000
- ✓ Free booth at Expo on race weekend
- ✓ Company name/logo displayed in all event email newsletters (~8)
- ✓ Company logo on free photos received by each athlete, promoting your business as they “share” their accomplishment!

The Free Photo Sponsor will also receive:

- ✓ 2 Morgan Hill Half Marathon Shirts
- ✓ Employee Perk: 4 Complimentary entries

You will have an opportunity to promote your business at our Expo with a 10×10 sponsor booth where there will be a sponsor banner with your business logo. The banner will also be used in the finish area of the marathon.

Your logo will be exclusively on the downloadable free photos and web pages the runners go to for selecting their free photos. We will also feature your business at the free photo booth on race day where the runners can pick up free photos and have a commemorative photo taken.

Available Opportunities: 1



AID STATION SPONSORSHIP - \$250

Sponsor an aid station and enter the 2nd annual “Themed Station Challenge”, aid station judging contest. Prize goes to the most vibrant, outgoing, fabulous aid station on course! We encourage a theme, costumes, music, balloons, banners, etc.

Get noticed by runners and by the community!

Benefits to your company:

- ✓ Company logo on sponsor page of Half Marathon Website
- ✓ Promotional materials placed in participant goody bags, approx. 2,500- 3,000

Sponsorship Options:

- a) Donate \$250, add your signage and we will assign volunteers to your aid station
- b) Donate, decorate and compete your way, with your coworkers and friends

Available Opportunities: 8

FRIENDS OF MARATHON SPONSORSHIP - \$100+

- ✓ Mile marker opportunity – Company name prominently Displayed on a Mile Marker sign along the course
- ✓ Company logo on sponsor page of Half Marathon Website
- ✓ Packet Inserts - promotional material, coupons, samples or other information will be placed in participant goody bags

Sponsorship Options:

- a) Donations of equipment or services needed for event weekend
- b) In Kind Services

Available Opportunities: Unlimited

BOOTH AT EXPO - \$500

- ✓ Corporate Booth Set Up at Expo
- ✓ There will be Expo Booth space available inside as well as outside the Centennial Recreation Center

If you have any other sponsorship ideas or suggestions we would be happy to discuss these with you. Each category can be tailored to provide your company's service or product the best exposure. For additional information on sponsorship, contact Debbie@svendurance.com

SPONSORSHIP FORM

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Website: _____

Contact: _____

Contact Phone: _____ Contact's Email: _____

Sponsorship Level (Please check your sponsorship level)

- Premier (\$10,000) Gold (\$5,000) Silver (\$2,500)
 Bronze (\$1,500) Drawstring Bag (\$3,500) Photo Booth (\$3,000)
 Aid Station (\$250) Friends of Marathon (\$100+) Booth at Expo (\$500)

Thank you for your support!

Please send form and check payable to South Valley Endurance C/O of Morgan Hill Half Marathon to: 18330 Sutter Blvd. Morgan Hill, CA 95037

For more information, please visit our website www.mhmarathon.com