



GEORGETOWN
— HALF —
MARATHON
& 5K

2022

SPONSORSHIP PROPOSAL



ABOUT THE GEORGETOWN HALF MARATHON & 5K



The obsession with running is really an obsession with the potential for more and more life.



Georgetown, Texas is nestled in central Texas just outside of Austin. Home to the “Most Beautiful Town Square in Texas”, Georgetown Half Marathon & 5K offers one of the most gorgeous courses around.

The vision of the Georgetown Half Marathon & 5K is to establish a sustainable community-focused running event, while encouraging participation from all over Texas and the US to further their personal fitness goals through running.

SPONSORSHIP OPPORTUNITIES

Sponsorship of the inaugural Georgetown Half Marathon & 5K provides area businesses and organizations a unique opportunity to become a founding partner of the event.



Your sponsorship will illustrate your commitment to the community, healthy living, and fun, family events!

LEVELS

- Presenting
- Gold
- Silver
- Bronze
- Packet Pick-up
- Hydration
- In-Kind

Questions? Contact
support@irunproductions.com





Presenting Sponsor (Limit One)

- Exclusive naming rights for the event to be named after the Presenting Sponsor.
- Recognition (company name & logo) on all marketing/pre-promotional print pieces (including flyers, posters, postcards, banners & print ads.)
- Top logo placement on start/finish lines & additional race day banners.
- Company representative to be named honorary event announcer.
- Logo on the FRONT of all race participant t-shirts.
- Dedicated Press Release announcing the partnership to state-wide media.
- Prominent company recognition on event website with click-through.
- Permanent logo inclusion on monthly marketing newsletters (Distribution: 65,000+)
- Exposure through social media campaigns (Facebook and Instagram).
- Opportunity to provide a promotional item/ flyer in race bags.
- Dedicated tent space at event post-race party
- 15 complimentary race entries

SPONSORSHIP FEE: \$10,000

Gold Sponsor

- Recognition (company name & logo) on all marketing and pre-promotional print pieces (includes flyers, posters, postcards, banners, and print ads.)
- Exclusive logo placement on neck ribbon of finisher medals.
- Logo placement on start/finish lines & additional race day banners.
- Logo on the BACK of all race participant t-shirts.
- Company recognition on event website with click-through.
- Logo inclusion on marketing newsletters (Distribution: 65,000+).
- Exposure through social media campaigns (Facebook & Instagram).
- Opportunity to provide a promo item/flyer in participant race

SPONSORSHIP FEE: \$7,500

Silver Sponsor

- Recognition (company name & logo) on all marketing and pre-promotional print pieces (includes flyers, posters, postcards, banners, and print ads.)
- Exclusive logo placement on all participant race bibs.
- Logo placement in finish line corral.
- Logo on the BACK of all race participant t-shirts.
- Company recognition on event website.
- Logo inclusion on marketing newsletters (Distribution: 65,000+).
- Exposure through social media campaigns (Facebook & Instagram).
- Option to host a packet pick-up at your place of business.
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party

SPONSORSHIP FEE: \$5,000

Bronze Sponsor

- Recognition (company name & logo) on all marketing/ pre-promotional print pieces (includes flyers, posters, postcards, banners, and print ads.)
- Includes exclusive Gear Check sponsorship.
- Logo on the BACK of all race participant t-shirts.
- Company recognition on the event website.
- Logo inclusion on marketing newsletters (Distribution: 65,000+).
- Exposure through social media campaigns (Facebook & Instagram).
- Opportunity to provide a promotional item or flyer in participant race bags.
- Dedicated tent space at event post-race party
- 5 complimentary race entries

SPONSORSHIP FEE: \$3,000

Packet Pick-Up Sponsor (Limit Two)

- Host a packet pick-up at your place of business.
- Company recognition on event website.
- Logo on the BACK of all participant t-shirts.
- Logo inclusion on marketing newsletters (Distribution: 65,000+).
- Exposure through social media campaigns (Facebook & Instagram).
- Opportunity to provide a promotional item or flyer in participant race bags.

SPONSORSHIP FEE: \$1,500





Hydration Sponsor

- Logo on the BACK of all participant t-shirts.
- Company signage at water stations.
- Company recognition on event website.
- Logo inclusion on four marketing newsletters (Distribution: 65,000+).
- Exposure through social media campaigns (Facebook & Instagram).
- Opportunity to provide a promo item or flyer in participant race

SPONSORSHIP FEE: \$500

In-Kind Food & Beverage Sponsor

- Company recognition on event website.
- Logo on the BACK of all participant t-shirts.
- Logo inclusion on (2) marketing newsletters (Distribution: 65,000+).
- Exposure through social media campaign (Facebook & Instagram).
- Opportunity to provide a promotional item or flyer in participant

SPONSORSHIP FEE: IN-KIND DONATION OR \$250

*value of food/beverage donation must equal a minimum of \$250 to receive sponsorship marketing benefits