


ESTES PARK MARATHON



2010 SPONSORSHIP OPPORTUNITIES

A scenic landscape photograph featuring a large mountain range in the background with significant snow cover on the peaks. The middle ground shows a valley with a lake, surrounded by green hills and scattered buildings. In the foreground, a paved road curves through a grassy area, with several people running. The sky is clear and blue.

"Do this run to celebrate all that you love about running. . .and to experience the grandeur of a spectacular part of the world."
2007 feedback www.marathonguide.com

www.EPmarathon.org

The Estes Park Marathon provides superior, fun and challenging running events which encourage healthy lifestyles that benefit youth, family and community in a spectacular mountain location.



www.EPmarathon.org

Our Mission

Contacts

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- Website www.EPmarathon.org
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Estes Park Marathon

- Established in 2004 as a fund raiser for local youth projects — 2010 will be our seventh year!
- Experiencing steady growth, expecting nearly 1,000 runners in 2010
- Choose to be a small race—entries capped at 2,000
- Reputation for being well organized
- Known for being one of the most spectacular marathon locations
- Best Weekend Get Away Race 2006 — *Colorado Runner*
- Family oriented race weekend including KIDS FUN RUN!
- Highly rated among runners — average 4.5 stars for course and organization on *marathonguide.com*

www.EPmarathon.org

Demographics

- Estes Park is 35 miles from Boulder and 60 miles from the Denver metro area
- Estes Park and Rocky Mountain National Park are established as worldwide destinations for active people
- Race entrants represent the cutting edge of health, sports and fitness and viewed as trend setters
- 72% of 2009 entrants were from Colorado Front Range
- 33% of entrants in 2009 race in 30-39 age group
- 20% of entrants in 2009 race in 40-49 age group
- 2009 race - 52% female entries / 48% male entries

Partnership Objectives

- Transfer the healthy, family fun image of the Estes Park Marathon to your brand or company
- Increase health awareness and well being through exercise
- Raise funds for youth projects in the Estes Valley
- Promote environmental awareness and it's benefits for youth and the community
- Promote charity fundraising for organizations that focus on wellness, youth, and families
- Align with American Cancer Society — Marathon Team Relay

Benefits of Sponsorship

- Opportunity to demonstrate image as supporting wellness, families, youth and the environment
- Increase in sales through product exposure
- Enhanced product credibility by associating with a successful event that promotes health and awareness of environmental impact
- Product sampling to key target markets
- Participation with a race that is a major attraction on the running calendar in Colorado, USA and world wide

Media Coverage

- Estes Park News, Estes Park Trail Gazette
- Estes Park Community Visitor's Bureau, website and center
- KEPL 1470 local radio
- Channel 8 local TV station
- Boulder Daily Camera
- Denver Post
- Colorado Runner
- Rocky Mountain Sports
- Racing Colorado
- Press releases throughout the Rocky Mountain Region

Levels of Sponsorship

- Longs Peak Sponsorship
- Mount Meeker Sponsorship
- Hallett's Peak Sponsorship
- Prospect Mountain Sponsorship
- Home Stretch Sponsorship

Longs Peak Sponsorship

- Limited to 2 sponsors at this level
- Logo featured on front of race shirt or shoe bag & drinks bottle
- Opportunity to provide banners at registration and finish area
- Option to provide vendor booth at finish area
- Logo on all race brochures, website (with hyperlink), press releases
- Company name featured on all TV coverage
- Company name featured on all radio advertising campaigns
- Pre and post event photo opportunities
- This sponsorship can be created by a combination of monetary contribution or product of \$3500 or more

Mount Meeker Sponsorship

- Limited to 10 sponsors at this level
- Logo featured on back of race shirt or shoe bag & drinks bottle
- Opportunity to provide banners at registration and finish area
- Option to provide vendor booth at finish area
- Logo on all race brochures and website with hyperlink
- This sponsorship can be created by a combination of monetary contribution or product of \$2000

Hallett's Peak Sponsorship

- Limited to 10 sponsors at this level
- Logo featured on back of race shirt or shoe bag & drinks bottle
- Option to provide vendor booth at finish area
- Logo on all race brochures and website with hyperlink
- This sponsorship can be created by a combination of monetary contribution or product of \$1500

Prospect Mountain Sponsorship

- Limited to 10 sponsors at this level
- Logo featured on back of race shirt or shoe bag & drinks bottle
- Option to provide vendor booth at finish area
- Logo on all race brochures and website with hyperlink
- This sponsorship can be created by a combination of monetary contribution or product of \$1000

Home Stretch Sponsorship

- Limited to 20 sponsors at this level
- Name on website with hyperlink
- This sponsorship can be created by a combination of monetary contribution or product of \$500



SPONSORSHIP AGREEMENT
2010 ESTES PARK MARATHON
HALF MARATHON, 10K & 5K, & KIDS FUN RUN!
American Cancer Society Marathon Team Relay

This agreement is made by and between the **Estes Park Marathon** and _____
(hereinafter referred to as “**Sponsor**”) and dated this _____ day of _____, 20__

The **Estes Park Marathon** agrees to provide the following services and privileges to the sponsor as outlined in the sponsorship prospectus:

- Longs Peak Sponsorship** (more than \$3500.)
- Mt. Meeker Sponsorship** (more than \$2000.)
- Hallett’s Peak Sponsorship** (more than \$1500.)
- Prospect Mountain Sponsorship** (more than \$1000.)
- Home Stretch Sponsorship** (less than \$1000)

Other terms mutually agreed upon: (if none, so state):

Sponsor shall pay to the **Estes Park Marathon** the sum of \$ _____, which sum is due and payable within 15 days of this contract or by _____. If the sponsor is donating product, the delivery date will be _____.

This sponsorship agreement will continue for _____ years between the **Estes Park Marathon** and the Sponsor.

FOR THE ESTES PARK MARATHON:
BY: _____

FOR THE SPONSOR:
BY: _____

TITLE: _____

TITLE: _____