



3rd Annual WVU Medicine Morgantown Marathon



WVU Medicine 2017 Sponsor Proposal Morgantown Marathon

Provided By:
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Race Director



SPONSORSHIP OVERVIEW

Marathoning is no longer solely a sport for elite athletes; it's now an accessible sport, making runner demographics even more desirable for sponsors:

- Runners are affluent: median household income is \$79,808, while the average household income is \$90,850.
- Runners are educated and professional: 82.9 percent of runners have some form of college education and 54.5 percent have a college degree (much higher than the 33.3 percent of the general U.S. population); 39.4 percent are professionals.
- Runners have buying power: approximately 55 percent of all road race participants in 2011 were 25-44 years of age.

○ - 2011 National Running Survey

The 3rd Annual WVU Medicine Morgantown Marathon Weekend will impact hundreds of thousands of people, not just in North Central WV, but the entire state, yielding many brand impressions:

- 1,500+ runners & walkers
- 2.7 friends and family accompany each runner or walker
- 600+ volunteers, Police, National Guardsmen, EMS, Fire, Medical and Communications personnel help stage the race.
- Up to 5,000 should attend the Health & Wellness Expo.
- Close to 10,000 spectators watch the race.
- Event benefits Operation Welcome Home with a reach of ~50,000 veterans, their families, and loved ones here in North Central WV.
- Expected \$500,000.00 in economic impact to benefit Morgantown's economy.
- In 2015-16, we secured support from WV Tourism, Monongalia County Commission, City of Morgantown, Morgantown Chamber of Commerce, Morgantown CVB, WV State Highway Patrol, Monongalia County Sheriff, Morgantown Police Department, Star City Police Department, Police Departments from 7 surrounding counties, WVU Campus Police, MECCA911, Monongalia County Department of Homeland Security, WV National Guard, WVU Facilities & Events

For the 2015-2016 events, over 2400 runners traveled from 39 states and 8 countries to participate, providing an opportunity for us to showcase the beauty of West Virginia during a prime season.



WVU Medicine Marathon Weekend Event Schedule

Full Marathon, Half Marathon, Mountain Mama 8k, & Family Fun Run
Massage Envy Health and Wellness Expo

THURSDAY (Mon County Baseball Park)

6:00pm–8:00pm Marathon Weekend Kickoff Event – Family Friendly Fun Run/Walk
Community Kickoff event to include Family Friendly Activities,
presentation of Sponsors, Video Presentation, & Entertainment

FRIDAY

11:00am–8:00pm Packet Pick-up/Massage Envy Health and Wellness Expo – WVU
Erickson Alumni Center

SATURDAY

7:00am WVU Medicine Morgantown Marathon
7:15am Morgantown Thirteener
7:30am Mountain Mama 8K
8:00am–TBD Post Race Celebration at Tent City

The race will occur on a WVU Football Away Game weekend, September 21st – 23rd of 2017. This will provide an extra weekend of revenue for the city of Morgantown in addition to football weekends, helping fill hotels, restaurants and retailers. The Roanoke Marathon, with a little over 2000 registered, brings in an average of \$500,000.00 in revenue to the city during the weekend. Pittsburgh averages 37,000 runners, Richmond averages 25,000. The Morgantown Marathon expects 1,500 to 2,000 runners plus 7,500-10,000 in attendance for the 3rd year.



Other community events are being planned for this weekend as well, including the Wine & Jazz Festival, Downtown Morgantown Arts Walk, and WVU Parents Weekend, attracting more visitors to the area. The Morgantown Marathon and the Morgantown Community wants to turn this into a festival atmosphere for the entire weekend.



An Opportunity to Serve

The Morgantown Marathon provides a fantastic opportunity for your organization to invest in the health and viability of our community while supporting West Virginia’s premier organization supporting Veteran’s returning home to West Virginia. All proceeds from the Morgantown Marathon will go to supporting this one of a kind organization. Operation Welcome Home honors and supports veterans through medical and rehabilitation assistance, mentorship, peer counseling, linkages with other programs, and employment. OWH is focused on veterans helping veterans.



Operation Welcome Home Focuses on these Key Goals:

- Ensure that the Greater Morgantown community honors, welcomes, employs, and engages veterans; and,
- Provide medical assistance, psychological counseling resources, and rehabilitation resources for veterans
- Provide supported transitional employment to veterans; and,
- Assist local colleges with support programs for veterans; and,
- Provide a safe and supportive environment for veterans to share their stories with other veterans; and,
- Work closely with related organizations to assist veterans in accessing services.

<p>26.2 ALMOST HEAVENLY MILES THROUGH SCENIC MORGANTOWN WV</p> <ul style="list-style-type: none"> • Gain business exposure to over 10,000 athletes, runner, walkers and spectators • Demonstrate your business’s commitment to corporate health • Be a champion for community wellness 	<p>EXPOSURE FOR OVER SIX MONTHS LEADING UP THE EVENT....</p> <ul style="list-style-type: none"> • Website Exposure • Social Media Exposure • Community Promotion of the Event • National Media and Marketing Campaign
<p>FULL WEEKEND OF EXPOSURE....</p> <ul style="list-style-type: none"> • Event Expo • VIP Celebration • Saturday Mountain Mama 8K Race • Family Fun Run Mile • Race Dinner • Sunday Half Marathon • Sunday Full Marathon • Medal Ceremony 	<p>EXPOSURE AFTER THE EVENTS....</p> <ul style="list-style-type: none"> • T-Shirt, Event Memorabilia • Race Day Photos • Follow up Thank You Emails • Memories from Participants



WVU Medicine Morgantown Marathon Weekend



Titling and Recognition for all Race Weekend Events to Include the Full Marathon, Half Marathon, 8K, and Fun Run

Additional Sponsorship Benefits

- Full/Half/8K Goody Bag will bear the Morgantown Marathon and WVU Medicine Logo exclusively-no other sponsors on bag
- Insert in all bags (to be provided by WVU Medicine, must be paper item)
- Two 8'X3' banners in finish line chute (provided by sponsor)
- Presentation of Medals to Top Finishers
- Logo on all backdrops, finish line banner, and all race timing points
- Logo incorporated into all finishers medals
- Premier PA announcements during the event and awards ceremony for all races
- Company logo on all race bibs in primary position along with Morgantown Marathon logo, individual race sponsor and bib sponsor
- Prominent logo on front and back of all athlete shirts and volunteer shirts
- 20 Invites to the Finish Line VIP Party
- Honorarium at VIP reception and ceremony
- 10 Complimentary race entries to event of your choice- additional employee entries at 25% discount utilizing online registration code
- Logo prominently displayed on website home page "presented by sponsor" with link to company homepage
- Logo inclusion on all distributed printed materials
- Company name and logo inclusion in all radio and television advertising
- Company name included on press releases and Public Service Announcements
- Announcement of Company title sponsor on Morgantown Marathon Facebook & Twitter with at least 20 posts leading up to the event date
- Prominent logo placement on Expo/Schedule of Events signage
- Title logo in Spectator Mobile App and Virtual Event Bag
- First renewal rights for 2018 marathon



WVU Medicine Morgantown Marathon Title Sponsor



Titling and Recognition for all Activities related only to the Full Marathon

Additional Sponsorship Benefits

- Title sponsor for Full Marathon race
- Significant logo placement on front and back of all athlete shirts for specific race
- Honorarium at VIP reception and ceremony
- Logo inclusion on all distributed printed materials
- Company logo on specific race bibs in primary position along with Presenting Sponsor, Morgantown Marathon logo, bib sponsor
- Company name and logo inclusion in major radio and television advertising
- Company name included on press releases and Public Service Announcements
- Premier PA announcements during the event and awards ceremony for specific race
- Announcement of Company title sponsorship on Morgantown Marathon Facebook & Twitter pages, with at least 20 posts leading up to the event date
- Promotional product placement in athlete bags
- Logo significantly displayed on website home page as Full Marathon Title Sponsor with link to company homepage
- Premier expo booth (three booth spaces) with choice of location
- Logo on all Full Marathon backdrops, finish line banner, and race timing points
- 14 Invites to the VIP Party
- 8 Complimentary race entries to event of your choice- additional employee entries at 20% discount utilizing online registration code



Half-Marathon Title Sponsor: \$20,000

Titling and Recognition for all Activities related only to the Half Marathon

Additional Sponsorship Benefits

- Title sponsor for Half-Marathon race
- Significant logo placement on front and back of all athlete shirts for specific race
- Logo inclusion on all distributed printed materials
- Company logo on specific race bibs in primary position along with Presenting Sponsor, Morgantown Marathon logo, bib sponsor
- Company name and logo inclusion in event specific radio and television advertisements
- PA announcements during the event and awards ceremony for specific race
- Announcement of sponsor on Morgantown Marathon Facebook & Twitter Pages with additional posts leading up to the event date
- Promotional product placement in athlete bags
- Logo displayed on website home page with link to company homepage
- Expo booth (two booth spaces) with second choice of location
- Logo on Half-Marathon backdrops, finish line banner, and race specific timing points
- 10 Invites to the VIP Finish Line Party
- 6 Complimentary race entries to event of your choice- additional employee entries at 15% discount utilizing online registration code



Massage Envy/European Wax Center Health & Wellness EXPO Title Sponsor



The WVU Medicine Morgantown Marathon Massage Envy Health & Wellness Expo is a 1 Day stand-alone event. It will feature exciting and informative vendors and more. It's free and open to the public and should be attended by more than 5,000 people. The benefits listed below can be customized as well.

Benefits/Brand Awareness

Your logo will be included on the following:

- Exhibitor sales brochure
- All race entry forms/promotional postcards
- All Race participant shirts
- Final race instructions
- Exhibitor credentials
- Logo on sponsor and schedule board at Expo and Race Start/Finish

Print Media

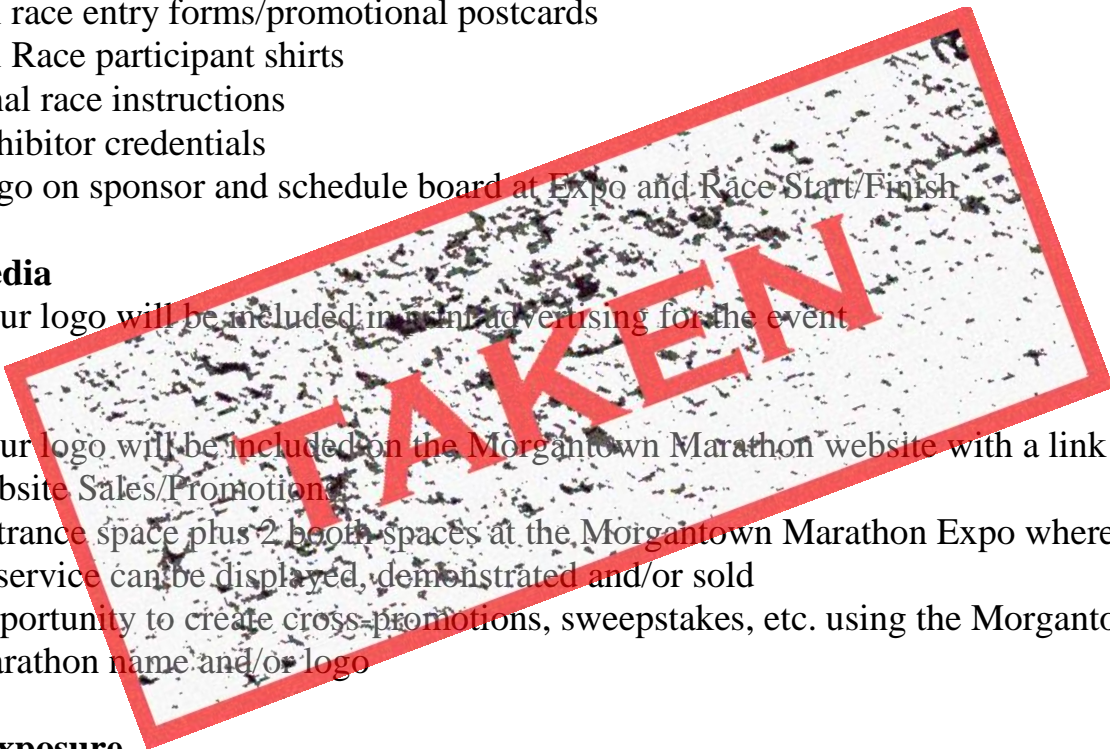
- Your logo will be included in print advertising for the event

Web

- Your logo will be included on the Morgantown Marathon website with a link to your website Sales/Promotions
- Entrance space plus 2 booth spaces at the Morgantown Marathon Expo where product or service can be displayed, demonstrated and/or sold
- Opportunity to create cross-promotions, sweepstakes, etc. using the Morgantown Marathon name and/or logo

Onsite Exposure

- Banner placement at the Expo
- Banner placement in start/finish line area* (Banner provided by sponsor)
- Recognition by announcers throughout the event
- Ten (10) invites to VIP reception/party
- Six (6) complimentary individual entries for event of your choosing – additional employee entries at 10% discount utilizing online registration code





Mountain Mama 8K Sponsor: \$10,000

Titling and Recognition for all Activities related only to the Mountain Mama 8K

Additional Sponsorship Benefits

- Significant logo placement on front and back of all athlete shirts for specific race
- Logo inclusion on all distributed printed materials
- Company logo on specific race bibs in primary position along with Presenting Sponsor, Morgantown Marathon logo, bib sponsor
- PA announcements during the event and awards ceremony for specific race
- Announcement of sponsor on Morgantown Marathon Facebook & Twitter pages with additional posts leading up to the event date
- Promotional product placement in athlete bags
- Logo displayed on website home page with link to company homepage
- Expo booth (two booth spaces)
- 10 Invites to the VIP Party
- 5 Complimentary race entries to event of your choice- additional employee entries at 10% discount utilizing online registration code

Photography & Video Presenter

- Logo Placement on ALL racer photos during the Full Marathon, Half Marathon, & 8K
- Logo Placement on ALL racer videos during the Full Marathon, Half Marathon, & 8K
- Logo Placement on back of all athlete shirts
- Logo inclusion on distributed printed materials
- Logo displayed on website home page with link to company homepage
- Announcement of sponsor on Morgantown Marathon Facebook & Twitter Page with additional posts leading up to the event date
- Promotional product placement in athlete bags
- Expo booth (two booth spaces)
- 10 Invites to the VIP Party
- 5 Complimentary race entries to event of your choice- additional employee entries at 10% discount utilizing online registration code



Host Hotel Sponsor: \$8,000 (Cash/In-Kind)

- Premier recognition as Host Hotel on Website Lodging Landing Page
- Notable logo placement on the back of all athlete shirts
- Logo inclusion on distributed printed materials
- Logo displayed on website home page with link to company homepage
- Announcement of sponsor on Morgantown Marathon Facebook & Twitter Page with additional posts leading up to the event date
- Hotel can provide promotional product placement in athlete bags
- 10 Invites to the VIP Party
- 4 Complimentary race entries to event of your choice- additional employee entries
10% discount utilizing online registration code

Race Shirt Sponsor



- Notable logo placement on the back of all athlete shirts
- Logo inclusion on distributed printed materials
- Logo displayed on website home page with link to company homepage
- Announcement of sponsor on Morgantown Marathon Facebook & Twitter Page with additional posts leading up to the event date
- Promotional product placement in athlete bags.
- Expo booth (one booth space)
- 4 Invites to the VIP Party
- 2 Complimentary race entries to event of your choice- additional employee entries at
10% discount utilizing online registration code



Transportation Sponsor: \$7,500

- Company logo displayed on website home page with link to company page
- Logo on Race shirts
- Announcement of sponsor on Morgantown Marathon Facebook & Twitter Page with additional posts leading up to the event date
- Logo in Marathon event guide
- Expo booth (one booth space)
- 4 invites to the VIP Party
- 2 complimentary race entries to event of your choice – additional employee entries at 10% discount utilizing online registration code

Volunteer Shirt Sponsor: \$7,500

- Worn by volunteers during the entire Marathon weekend
- Logo displayed on website home page with link to company homepage
- Company logo on volunteer shirts
- Logo inclusion on distributed printed materials
- Announcement of sponsor on Morgantown Marathon Facebook & Twitter Page
- Promotional product placement in athlete bags
- Expo booth (one booth space)
- 4 Invites to the VIP Party
- 2 Complimentary race entries to event of your choice- additional employee entries at 10% discount utilizing online registration code



Pacer Sponsorship: \$5,000

- Logo on Morgantown Marathon website
- Logo in brochure
- Logo on pace team bib
- Logo on pace team shirts
- Logo on pace team Expo Booth
- Listing in event guide
- Includes 10 marathon pacers/5 half marathon pacers
- 4 Invites to VIP Party

Pace Car Sponsor

- Showcase your car as the Marathon pace car
- Place your business magnetic signs on pace car
- Two business banners that you provide placed on Finish Line of All Races
- Five announcements over PA system during race day
- Logo on Health & Wellness Expo Sponsor & Schedule Board
- Logo on Morgantown Marathon website and flyers
- Exhibitor Booth at Health & Wellness Expo
- Name identification on specific printed materials (flyers, posters)
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- Premier PA announcements on stage during Post-Race Festival
- 4 Invites to VIP Party

Racer Bib Sponsorship

- Sponsorship of all bibs for all races
- Company logo on all race bibs along with Morgantown Marathon, individual race Title Sponsors and Weekend Presenting sponsor logo (approximately 1500 bibs).
- Logo on Health & Wellness Expo Sponsor & Schedule Board
- Two business banners that you provide placed on Finish Line of All Races
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- Logo on www.MorgantownMarathon.com with link to website
- 4 Invites to VIP Party



Media Sponsor: \$3,500.00 (In Kind Offerings)

- Logo(s) on Post-Race Festival stage backdrop
- Logo on sponsor and schedule board at Health & Wellness Expo
- Name identification on specific printed materials (flyers, posters)
- Logo on www.MorgantownMarathon.com with link to website
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- 1 (One) Company banner near finish line (to be supplied by sponsor)*
- Invitation to set up a booth at Packet Pick-up/ Vendor Expo
- Premier PA announcements on stage during Post-Race Festival
- 4 Invites to VIP Party

Boston Certification Sponsor: \$2,500.00 (Limit 1)

- Logo on sponsor and schedule board at Health & Wellness Expo
- Name identification on specific printed materials (flyers, posters)
- Logo on www.MorgantownMarathon.com with link to website
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- Company banner near marathon finish line (to be supplied by sponsor)*
- Invitation to set up a booth at Packet Pick-up/Vendor Expo
- 4 Invites to VIP Party

Finish Line Sponsor: \$2,500.00

- Logo on www.MorgantownMarathon.com with link to website
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- Company banner near marathon finish line (to be supplied by sponsor)*
- Invitation to set up a booth at Packet Pick-up/Vendor Expo
- 4 Invites to VIP Party

Clapper Cheer Sponsor: \$2,500.00 (Limited to 1)

- Exclusive Name Identification on 1000 Plastic Cheer Clappers for spectators
- Logo on www.MorgantownMarathon.com with link to website
- Invitation to include promotional items in registration bags (items supplied by sponsor)
- Invitation to set up a booth at Packet Pick-up/Vendor Expo
- 4 Invites to VIP Party



First Aid Station Sponsorship: \$2,000 (Limited to 4)

- Listing on website
- Listing in event guide
- Company banner or sign at first aid station
- Promotion product placement in athlete bags
- Station staffed with medical volunteers, work with Medical Director on supplies

Mile Marker Sponsor: \$500 (38 Total, Granted in order of payment date)

- Logo placement on sponsored Mile Marker sign, 1 marker per mile (logo to be provided by sponsor)
- Listing on website
- Listing in event guide
- Promotional product placement in athlete bags
- Mile Marker Selection done in order of payment



Water Station Sponsorship: \$500 (13 Total, Granted in order of payment date)

- Sponsorship of a water stop on the race course (13 stops)
- Opportunity for you to staff a water stop with your employees wearing your brand
- Place your Company banner or signage at water stop
- Promotional product placement in athlete bags
- Sponsor is responsible for providing 10 volunteers to man the water stop

Vendor Table at Health & Wellness Expo: \$250

- Opportunity to showcase your business and sell your products to approximately 10,000 athletes, families, and community members
- Custom booth setups available
- Electrical hookups



Registration Bag Participant: \$250

- Placement of Company Promotional Items in Race Packet (items provided by sponsor)

Friends of Morgantown Marathon: \$100

- Recognition on Friends of Morgantown Marathon page

In Kind Donations:

- Pre-approval /value determined by the Morgantown Marathon Executive Committee

Custom Sponsorships:

- Custom sponsorship opportunities available. Call the Morgantown Marathon office at (304) 826 - 0311 for additional donation information



2017 SPONSOR AGREEMENT

This agreement is made by and between the Morgantown Marathon / Operation Welcome Home (a 501 (C3) organization) and the below business (hereinafter referred to as "Sponsor".)

Please complete this agreement in full.

Name of Sponsor	Contact Name
Contact Address	City State Zip
Phone 1 ()	Phone 2 ()
Web site	Email

Sponsorship Level: (please check one)

- Individual Race Sponsor – Please indicate specific race (Half – 8K)
- Photo/Video Presenter (\$10K) Health Expo Sponsor (\$10K) Race Shirt Sponsor (\$7,500)
- Transportation Sponsor (\$7,500) Volunteer Shirt Sponsor (\$5,000) Pace Team Sponsor (\$5,000)
- Pace Car Sponsor (\$5,000) Bib Sponsor (\$5,000) Media Sponsor(\$3,500)
- Boston Certification Sponsor (\$2,500) Finish Line Sponsor (\$2,500) Clapper Sponsor (\$2,500)
- First Aid Station Sponsor (4 @ \$2,000) Water Station Sponsor (per Station – 13 Total) (\$750)
- Mile Marker Sponsor (Limit 38 - \$500) Expo Vendor Booth Sponsor (\$250)
- Registration Bag Participant (\$250) Friends of Morgantown Marathon (\$100) In-Kind Donation

Authorized Signature	Date / /
<input type="checkbox"/> Cash <input type="checkbox"/> Check <input type="checkbox"/> Other (please specify)	

SPONSORSHIP DONATIONS ARE DUE WITHIN 15 DAYS OF SIGNING CONTRACT

Please complete contract and e-mail to rd@morgantownmarathon.com

Please make checks payable and mail to:

Operation Welcome Home (MEMO-Morgantown Marathon)

ATTN: Jamie Summerlin 452 Mylan Park Ln Morgantown WV 26501

For more information, contact **Jamie Summerlin, Race Director** at 304-826-0311

It is the sponsor's responsibility to provide a "vector line art" pdf file of their logo in order to include it on marketing materials. Please send to: rd@morgantownmarathon.com

In order to have your logo as a live link on our website, please supply us with your URL:

DISCLAIMER: THE MORGANTOWN MARATHON AND OPERATION WELCOME HOME AND ITS ORGANIZERS ARE NOT RESPONSIBLE FOR INFORMATION PROVIDED TO US BY SPONSORS. PLEASE MAKE SURE ALL INFORMATION PROVIDED TO US IS CORRECT