



April 13 & 14, 2012

Palmetto Half Marathon

2012 Sponsorship Opportunities



PALMETTO HALF MARATHON

Expo Sponsorship Opportunity

April 13 & 14, 2012

Expo Sponsorship Description

At-event marketing will play a key role in making the Palmetto Half Marathon an event and not just another race. This package is designed to allow businesses to showcase their products and/or services directly to participants and their family and friends. Expo space includes the Friday afternoon and evening prior to the race. This is a high traffic time since it's the only time participants can pick-up their packet prior to race day. Plus it's when the Youth Half Marathon will be held. We expect the majority of participants to come through on Friday night, which is close to 3,000 people.

Expo Sponsorship Elements

- At-event marketing space at packet pick-up during Expo leading up to event day.
- 10x10 booth space where your company can promote your business (no electricity).
- Opportunity for 10x10 booth space at Event in Post Race area.

Investment \$200 (If applicable, 10% of sales must be donated to charity benefactors)



Event Details

The third annual Palmetto Half Marathon will be held at the Village at Sandhills. It's not just a race but an event to strengthen and support our community. Last year we had over 1500 participants and this year we hope to **DOUBLE** participation by attracting more than 3,000 runners and walkers. In addition to outstanding

participation, last year's event raised over \$30,000 to support Friends of Juvenile Justice and D.I.V.A., Inc. in the Columbia area.

The 2012 event will feature our scenic Half Marathon but also include an Expo, Youth Half Marathon, 5K and Kids Fun Run. A unique feature of this event is the offering of 2 course lengths (3.1 miles and 13.1 miles) both are certified, thus giving different people the opportunity to compete in this event. The proceeds will benefit two local charities – **Daybreak Crisis Pregnancy Center** and **Work in Progress**. These organizations are an integral part of our community by providing much needed support and services to residents throughout the Columbia area.



DAYBREAK CRISIS PREGNANCY CENTER

The mission of Daybreak Ministries is to offer practical services in a compassionate and responsive manner that will empower women, men, and families to choose life for their pre-born child. We offer hope, healing and the truth of God’s love through: abstinence education, all stages of crisis pregnancy, and comfort during the aftermath of devastating decisions.



The mission of Work In Progress is to provide qualified candidates to the local job market by referring people who have experienced mental illness or emotional problems to the appropriate job opportunity. Work in Progress provides individual placement and support programs that provides intense job coaching and follow along services within Lexington and Richland Counties.

Did You Know...?

- There are over 37 million runners in the US – 11 million run at least 100 times per year.
- Runners spend \$125 billion on health-related goods and services.
- Major corporations continue to tap into the growing popularity of running and marathons.
- The runner demographic includes high trends in education, household income and purchasing.
- Favorite distances for female runners include 5K, 10K and HALF MARATHON.
- Favorite distances for male runners include 10K, HALF MARATHON and marathon.
- In two short years the Palmetto Half Marathon has reached national and international exposure via participation. In 2010 the inaugural race included:
 - 1,250 participants
 - 26 US States represented by participants
 - 2 Countries represented by participants



2012 Palmetto Half Marathon Event will include:

- Friday, April 13, 2012
 - EXPO
 - Youth Half Marathon – Final Mile
- Saturday, April 14, 2012
 - Half Marathon (13.1 miles)
 - 5k (3.1 miles)
 - Kids Fun Run

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Your support of these endeavors helps our community and puts your organization in front of thousands of current and potential customers! We look forward to your partnership in the Palmetto Half Marathon.





Palmetto Half Marathon

Sponsorship Commitment Form

April 13 & 14, 2012

Company/Organization Name: _____

Address: _____

City/State: _____ Zip Code: _____

Contact Name: _____

Contact Phone: _____

E-mail: _____

Authorized Signature: _____

Printed Name (if different than above): _____

Title: _____

SPONSORSHIP COMMITMENT LEVEL:

- Presenting (2 yrs.- \$25,000) Youth Half Marathon (\$5,000) 5K Event (\$3,000)
 Gold (\$2,500) Silver (\$1,500) Bronze (\$500) Expo (\$200)
 Race Day Food (\$5,000) Radio (\$8,000) Print (\$5,000) TV (\$10,000)
 Other \$ _____

Logo, Sponsorship Commitment Forms and payments must be received by February 10, 2012, to ensure your name and/or logo will appear on the T-shirt.

Please make checks payable to Palmetto Half Marathon.

Mail Sponsorship Commitment Forms and checks to:

Palmetto Half Marathon c/o NTBC, 6515 North Trenholm Road, Columbia, SC 29206

Questions? Please call Jaime Lomas, Eggplant Events (803) 600-1800

info@palmettohalfmarathon.org