



2016

**Sponsorship
Packages**



2015 South Padre Marathon

As the sun rose of the South Padre Island horizon on November 14th, 2015, nearly 3,000 runners were ready to become a part of history by taking part in the Inaugural South Padre Marathon. The Grand Marshal was 6-year old Aaron Silva, who was born with CHD (Congenital Heart Defect) and has undergone four open heart surgeries with more expected to come. Through it all, Aaron's spirit and enthusiasm is inspiring. As Aaron signaled the beginning of this inaugural race, anxious and excited runners began making their way through Port Isabel, Texas and onto the 2.5 mile Queen Isabella Causeway.

The 26.2 and 13.1 mile routes include beautiful views of the Gulf of Mexico, South Padre skyline, Isa Blanca Park and the natural beauty of the South Padre Island beaches. In the pack were runners from 37 different states and countries from around the world, including Japan, Sweden and Mexico. In true Texas fashion, the finish line festival was larger than life as runners and spectators made their way to the decks of Clayton's Beach Bar, the largest beach bar in Texas.

The USA TODAY Sports Active Alliance is a robust network of the finest full and half marathons across America. For brands and marketers, the USA TODAY Sports Active Alliance is a centralized source for reaching the endurance marketplace in a meaningful capacity with significance and scale. For the independent races, the USA TODAY Sports Active Alliance is a vehicle that provides awareness, coverage and promotion at a national and local level through USA TODAY and Gannett's unique suite of assets.

RunSPI.com

Who does a Marathon?

Young, educated, affluent people with buying power as shown by the percentages below.

Marathon Participants Are*:

- » 61% are females (Avg. age: 35.6)
- » 39% are males (Avg. age 38.5)
- » 77% are between the ages of 25 and 54
- » 34.7% have a bachelor's degree
- » 35.4% have a graduate degree
- » 71% have an annual household income over \$75,000
- » 52% have an annual household income over \$100,000
- » 25% have an annual household income over \$150,000
- » 12% have an annual household income over \$200,000

**Statistics from Running USA, Running Industry Report*

2016 South Padre Marathon Projected Attendance:

- » Relay600 (200 teams)
- » Half Marathon 3,000
- » Marathon 900
- » Expo Visitors..... 12,000+



**USA
TODAY
SPORTS
ACTIVE ALLIANCE**

Title Sponsor \$100,000



As the title sponsor you will receive category exclusivity, as well as, prominent recognition and naming rights to the SPI Marathon. Your name will be branded with the SPI Marathon and all the official events that will take place during the marathon weekend.

TITLE SPONSOR BENEFITS

Your logo will be included prominently everywhere the SPI Marathon logo is used, including, but not limited to the following:

- » All event t-shirts
 - » All event bibs
 - » All event signage
 - » All national, regional and local advertising
 - » All press releases
 - » All runner email correspondence
 - » SPI website
- You also receive:
- » Expo Booth - 10'x30' booth
 - » Finish Line/Race Day Festival - 10'x20' booth
 - » 100 entries into the race of your choice
 - » Access to, and naming rights of, VIP hospitality tents at the start & finish lines
 - » Right to use the SPI race name and logo in advertising
 - » Coupon or promotional product in the runner packets
 - » Recognition by announcers throughout the event and expo.

This sponsorship can be created through a combination of monetary or product of \$100,000.

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Category Sponsor \$50,000



As Category Sponsor you will receive category exclusivity, as well as, prominent recognition as the official "Your Category" of the SPI Marathon.

CATEGORY SPONSOR BENEFITS & BRAND AWARENESS

Your logo will be included in the following (but not limited to):

- » Marathon Finisher shirts
- » All Marathon signage
- » All Marathon advertising (see Marketing Plan)
- » All press releases
- » All runner email correspondence
- » SPI website

You also receive:

- » Expo Booth - 10'x20' booth
- » Finish Line/Race Day Festival - 10'x20' booth
- » 20 entries into the race of your choice
- » Access to VIP hospitality tent
- » Right to use the SPI race name and logo in advertising
- » Coupon or promotional product in the runner packets
- » Recognition by announcers throughout the event and expo.

CURRENT CATEGORY SPONSORS



This sponsorship can be created through a combination of monetary or product of \$50,000.

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Expo Presenting Sponsor - \$20,000



As Presenting Sponsor of the SPI Marathon Expo you will receive category exclusivity, as well as, prominent recognition throughout the SPI Marathon weekend. Your name will be branded with the SPI Marathon Expo, the SPI Marathon Expo presented by "Your Company".

EXPO PRESENTING SPONSOR BENEFITS & BRAND AWARENESS

Your logo will be included prominently everywhere the SPI Marathon Expo logo is used and will be included as a sponsor with the following:

- » Marathon Finisher shirts
- » All press releases
- » All runner email correspondence
- » SPI website

You also receive:

- » Expo Booth - 10'x20' booth
- » Finish Line/Race Day Festival - 10'x20' booth
- » 20 entries into the race of your choice
- » Access to VIP hospitality tent
- » Right to use the SPI race name and logo in advertising
- » Coupon or promotional product in the runner packets
- » Recognition by announcers throughout the event and expo.

This sponsorship can be created through a combination of monetary or product of \$20,000.

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Platinum, Gold & Silver Sponsorships



Platinum Sponsor - \$10,000

Benefits & Brand Awareness

- » Expo Booth - 10'x20' booth
- » Finish Line/Race Day Festival - 10'x10' booth
- » Logo on event t-shirt
- » Logo on the SPI website
- » Logo on all print advertising
- » Logo on all runner email correspondence
- » 10 entries into the race of your choice
- » Access to VIP hospitality tent
- » Right to use SPI race name and logo in advertising
- » Coupon or promotional product in the runner packets
- » Recognition in all press releases
- » Recognition by announcers throughout the event and expo

CURRENT PLATINUM SPONSORS



Gold Sponsor - \$5,000

Benefits & Brand Awareness

- » Expo Booth - 10'x20' booth
- » Logo on the SPI website
- » Logo on all runner email correspondence
- » 10 entries into the race of your choice
- » Right to use SPI race name and logo in advertising
- » Coupon or promotional product in the runner packets
- » Recognition in all press releases
- » Recognition by announcers throughout the event and expo

CURRENT GOLD SPONSORS



Silver Sponsor - \$2,500

Benefits & Brand Awareness

- » Expo Booth - 10'x10' booth
- » Logo on the SPI website
- » Right to use SPI race name and logo in advertising
- » Coupon or promotional product in the runner packets

CURRENT SILVER SPONSORS



These sponsorships can be created through a combination of monetary or product of \$10,000, \$5,000, or \$2,500 respectively.

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Please note that we will be happy to work with you to tailor a sponsorship that fits your budget as well as meets your company's marketing goals and objectives.



Contact Information:

Tim Scrivner, Tim@RunSPI.com

Taylor Houston, Taylor@RunSPI.com

Jennifer Steele, Jennifer@RunSPI.com

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