



SPONSORSHIP OPPORTUNITIES

It's all about reach!

Expose your brand to Servus Edmonton Marathon's growing network of active participants! The Servus Edmonton Marathon has become a signature event for Edmonton as one the strongest cultural activities in Western Canada and grows steadily year after year. Partner with us today!

AUGUST 18, 2024
edmontonmarathon.ca



SPONSOR

EXPOSURE TO

- A network of potential new customers
- Social Media Marketing
- Event Brand Awareness
- Media Coverage
- An established track record
- Association with key business, governmental agencies, and organizations

HISTORY

- 33rd Annual Running
- Previously over 4,000 participants
Thousands of spectators
- Beautiful Downtown start/finish

FEATURES

Opportunity to reach your customer and demographic through:

- **Activation** - Promote your company and products in association with the Servus Edmonton Marathon brand
- **Special Events** - Provide prizes or promotional items in the Digital Event Kit and at events such as Volunteer Orientation, and Media Conference
- **Exposure** - Thousands of participants and spectators and hundreds of volunteers will see your company name, products and services. As well as exposure to countless non-participants walking and driving past on race weekend

2024 TITLE SPONSOR



SPONSORSHIP OPPORTUNITIES

Please contact:

Tom Keogh

info@edmontonmarathon.ca



SPONSOR RECOGNITION LEVELS

CUSTOM PACKAGES AVAILABLE

Recognition Type	Level 1	Level 2	Level 3
Business Category Exclusivity	✓		
Marketing Material			
Brochures	✓	✓	
Posters	✓	✓	✓
Media			
Print	✓	✓	✓
Social Media	✓	✓	
Website	✓	✓	✓
Digital Marketing	✓		
Media Coverage	✓		
Signs			
Start Gantry	✓		
Start Fence	✓	✓	✓
Finish Gantry	✓		
Finish Fence	✓	✓	✓
Volunteer Night	✓	✓	✓
Course	✓		
Other Benefits			
Digital Event Kit	✓	Fee	Fee
Complimentary Event Passes (number of passes varies)	✓	✓	
Use of Event Logo	✓	✓	✓
Event days PA Announcement	✓	✓	✓
Access to Event Media & Image Bank	✓	✓	✓

OPTIONAL SPONSORSHIP OPPORTUNITIES

- Special Events
- Distance Markers
- Volunteer Program
- Branded Products
- Media Features
- Banners
- Programs
- Keepsake
- Tear Drop Flags
- Results/Mapping

PROMOTE YOUR LOCAL BUSINESS!

Allows local businesses promotional advertising to thousands of targeted people. A great opportunity for local start up companies.

INTEGRATED MARKETING & COMMUNICATIONS PROGRAM



Promotion

Advertising

Incentives

Media Relations

Build Awareness, partnerships & relationships



Registration & Participation

Community & Volunteers

Sponsors & Exhibitors



REGISTRATION

DEMOGRAPHICS

Participants:

Marathon: 20%

Half Marathon: 45%

Other (10K, and 5K) : 35%

Gender breakdown:

Female: 56%

Male: 44%

Age Breakdown:

Under 30: 29%

30-50: 52%

Over 50: 19%

Total Attendance:

Approximately 13,000 (including spectators)



VALUE OF SPONSORSHIP

Large Volunteer Community

Exceptional Media Coverage Race Day

Prestige of Association with the Event

- Attracts national and international participants
- Business exposure

Awareness

- Puts brand in the public eye

Exclusivity

- Category exclusivity within the same industry (depending on level of sponsorship)

Audience Interest/Loyalty

- Participants, sponsors and exhibitors return year after year
- Media coverage potential
- Local, regional, national and international coverage
- Elite athletes from Canada and other countries

Benefits

- Prestige of Event
- Awareness
- Exclusive Categories
- Audience Loyalty
- Media Coverage
- Established Track Record
- Logo/Brand Recognition
- Community Investment
- Achieving Your Objectives
- Health, Lifestyle and Fitness Sector
- Employee Wellness, Team Building and Engagement

Established Track Record

- 2023 will be the 32nd Annual Running
- Logo/Brand Recognition
- Long-term sponsorship relationship builds recognition

Tickets/Hospitality

- Opportunity to network and bring potential clients into event and expo areas

Geographic Reach

- Local, regional, national and international

Community Investment

- Volunteers drawn from the community
- Brand recognition reaches non-participatory groups
- Opportunities for Start Up Business
- Great for Business New to the Downtown Area and also all along our Route



For sponsorship inquiries or more information, please contact:
Event Director: Tom Keogh info@edmontonmarathon.ca

edmontonmarathon.ca



 servus
credit union





SERVUS EDMONTON MARATHON'S REACH

SERVUS Edmonton Marathon's Email Blast database x ~5 EBlasts/year

- 5K past participant contacts
- 29K contacts in Western Canada

Social Media

- Edmonton Marathon Facebook Page: 4.6K followers
- Edmonton Marathon X Page: 1.5K followers
- Edmonton Marathon Instagram Page: 3K followers

Website

Running Room website: 6.5 million visits/year

E-Blast database

270K contacts

Social media

Running Room Facebook Page: 111K followers
Running Room Twitter Page: 26.7K followers
Running Room Instagram Page: 26.4K followers



LEVERAGE SERVUS & RUNNING ROOM'S SOCIAL MEDIA!

Running Room is a proud sponsor of the Servus Edmonton Marathon and is North America's largest runner and walker specialty chain with over 82 locations in Canada and the United States. Millions of racers return to Running Room's stores, website, and training programs each year for the equipment and guidance they need, as well as to learn about exciting races like the Servus Edmonton Marathon. Leveraging Running Room's large number of contacts and database can enhance your business.





ATTENTION ALL EDMONTONIANS

May 13, 2024

The non-profit Servus Edmonton Marathon, known as “The Friendly Marathon” has been gracing the streets of Edmonton for 33 years. The event has seen steady growth in participation and spectators, with 4,500 registered runners and 7,500 (estimated) spectators in 2023. The Servus Edmonton Marathon has been classified as a City of Edmonton’s signature event and has risen to be one of the prominent annual road running events in Canada. It is also a qualifier for major events like the Boston Marathon. For 2024, we are on track for a 15% growth, to hit 5,500 runners with an estimated 10,000 spectators. In 2025-2026 the Servus Edmonton Marathon has been awarded to host Athletics Canada Canadian Half-Marathon Championships, that will be added to the Marathon, Half-Marathon, Army 10km, Family 5km, and Kids 1km. The Servus Edmonton Marathon has been named as a 2023 finalist for the Edmonton Tourism Awards.

All distances start and finish at the Edmonton Convention Center and the course has been recognized as one of the best flat and fast courses in Canada, featuring several of Edmonton scenic neighborhoods, such as Ada Blvd, Glenora, Valleyview, Crestwood and Laurier – runners travel along the north bank of the North Saskatchewan River. With the City of Edmonton’s support, the Servus Edmonton Marathon is one of a very few road running events that closes their main street, Jasper Avenue, giving the runners a truly energy-pumping start and exciting finish. Along the routes there are several music DJ stations and spectator viewing points.

We are offering an exclusive sponsorship opportunity for select Edmonton businesses and organizations to promote themselves and to show their support for this well recognized sporting event.

- Have your company’s logo branded and displayed on 3-foot A-frame Kilometer Markers along each 5km the course - \$250.00 each for the 2024, 2025 and 2026 events; and/or
- Have your company’s logo branded and displayed on Large Tear Drop Flags along each of the last 3 Kilometers on the course - \$1,000.00 each for the 2024, 2025 and 2026 events.
- Your company can use the Event’s Digital Advertising and Promotion system for you to design and send your offering to over 5,000 runners (and their friends & family). The event participants are a ‘captive audience’ that are ready and willing to engage with you – they will have access to your promotion before and after the event. Digital engagement gives you the opportunity to connect with that audience in a way that’s more meaningful and effective (than the old style ‘goodie bags’). Let us know and we will have someone from the event team contact you.

I look forward to meeting with you at a mutually convenient time to discuss our new partnership.

Sincerely,

Julian Romanetti

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