



**AUGUST 19-20**  
edmontonmarathon.ca



## SPONSORSHIP OPPORTUNITIES

### IT'S ALL ABOUT REACH!

Expose your brand to our 3.2 Million unique website users, 107K members on Facebook and 25K Twitter followers. The Servus Edmonton Marathon, in partnership with Running Room, has an amazing network of active participants and the ability to expose your brand to this targeted audience.

# SPONSOR

## 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

## HISTORY

- 25th Anniversary
- 4300 participants
- Beautiful Downtown start/finish

## FEATURES

**Opportunity to reach your customer and demographic through:**

- **Activation** - Promote company/products in association with the Servus Edmonton Marathon brand
- **Special Events** - Provide prizes or promotional items at events such as Volunteer Orientation, Appreciation Events, or the Media Conference
- **Exposure** - Over 4,000 participants, plus thousands of spectators will see your company name, products and services. As well as exposure to countless non-participants walking and driving past on race weekend

## TITLE & PRESENTING SPONSORSHIP

Opportunities available - Please contact Tom Keogh - [info@edmontonmarathon.ca](mailto:info@edmontonmarathon.ca)



## SPONSOR RECOGNITION LEVELS

RECOGNITION TYPE	GOLD	SILVER	BRONZE
Business Category Exclusivity	✓		
<b>MARKETING MATERIAL</b>			
Brochures	✓	✓	
Posters	✓	✓	✓
<b>MEDIA</b>			
Print	✓	✓	✓
Social Media	✓	✓	✓
Website	✓	✓	✓
<b>SIGNS</b>			
Start Gantry	✓		
Start Fence	✓	✓	✓
Finish Gantry	✓		
Finish Fence	✓	✓	✓
Expo	✓	✓	
Volunteer Night	✓	✓	✓
Course	✓		
<b>OTHER BENEFITS</b>			
Participants Package Inserts	✓	✓	
Expo Booth	✓	✓	✓
Complimentary Event Passes <i>(number of passes varies)</i>	✓	✓	✓
Use of Event Logo	✓	✓	✓
Event days PA Announcement	✓	✓	✓
Access to Event Media & Image Bank	✓	✓	✓

## OPTIONAL SPONSORSHIP OPPORTUNITIES

- Special Events
- Distance Markers
- Brunch
- Volunteer Program
- Branded Products
- Media Features
- Banners
- Programs
- Keepsake

## ALSO AVAILABLE

“Show your bib and get...”

- Allows local businesses to advertise discounts during race weekend

## INTEGRATED MARKETING & COMMUNICATIONS PROGRAM

PROMOTION

ADVERTISING

INCENTIVES

MEDIA RELATIONS

SOCIAL MEDIA

BUILD AWARENESS,  
PARTNERSHIPS &  
RELATIONSHIPS

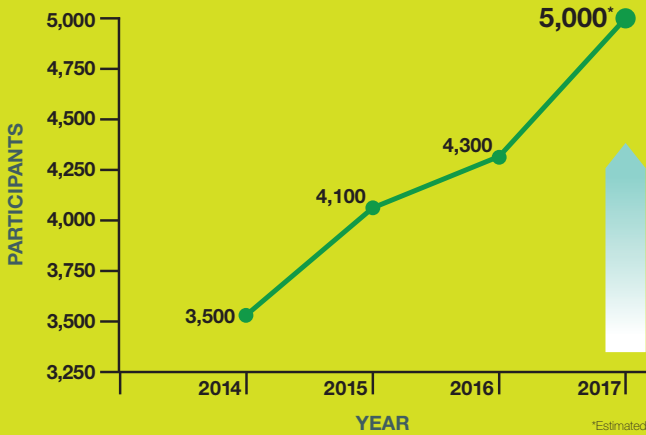
REGISTRATION &  
PARTICIPATION

COMMUNITY &  
VOLUNTEERS

SPONSORS &  
EXHIBITORS



## REGISTRATION



## DEMOGRAPHICS

PARTICIPANTS: MARATHON: 750  
HALF MARATHON: 2050  
OTHER: 1700

GENDER BREAKDOWN: FEMALE: 55%  
MALE: 45%

AGE BREAKDOWN: UNDER 30: 30%  
30-50: 50%  
OVER 50: 20%

TOTAL ATTENDANCE: Approximately 12,000  
(including spectators)

## VALUE OF SPONSORSHIP

### 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

### Established Track Record

- 2017 will be the 26<sup>th</sup> annual event
- 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



For more info, please contact:  
Event Director: Tom Keogh  
info@edmontonmarathon.ca



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