



# 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 of the strongest cultural activities in Western Canada and grows steadily year after year. Partner with us today!



**AUGUST 20, 2023**

[edmontonmarathon.ca](http://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

- 32nd 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 Virtual Event Bag 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

## 2023 TITLE SPONSOR

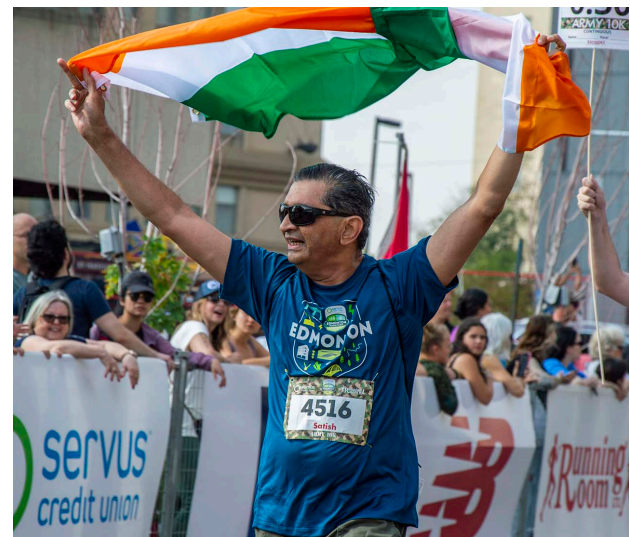


## SPONSORSHIP OPPORTUNITIES

Please contact:

**Tom Keogh**

[info@edmontonmarathon.ca](mailto:info@edmontonmarathon.ca)



# SPONSOR RECOGNITION LEVELS

CUSTOM PACKAGES AVAILABLE

Recognition Type	Level 1	Level 2	Level 3
Business Category Exclusivity	✓		
<b>Marketing Material</b>			
Brochures	✓	✓	
Posters	✓	✓	✓
<b>Media</b>			
Print	✓	✓	✓
Social Media	✓	✓	
Website	✓	✓	✓
Digital Marketing	✓		
Media Coverage	✓		
<b>Signs</b>			
Start Gantry	✓		
Start Fence	✓	✓	✓
Finish Gantry	✓		
Finish Fence	✓	✓	✓
Volunteer Night	✓	✓	✓
Course	✓		
<b>Other Benefits</b>			
Virtual Event Bag	✓	✓	fee
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
- Volunteer Program
- Branded Products
- Media Features
- Banners
- Programs
- Keepsake
- 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 32<sup>nd</sup> 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](mailto:info@edmontonmarathon.ca)

[edmontonmarathon.ca](http://edmontonmarathon.ca)  






## 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.

## SERVUS EDMONTON MARATHON'S REACH

### SERVUS Edmonton Marathon's Email Blast database

- 4,200 contacts X approximately 5 Email Blasts/year

### Social Media

- Edmonton Marathon Facebook Page: 4.5K followers
- Edmonton Marathon Twitter Page: 1.5K followers
- Edmonton Marathon Instagram Page: 2.4K followers

### Website

Running Room website: 6.5 million visits/year

### E-Blast database

140,000 contacts

### Social media

Running Room Facebook Page: 112,276 followers

Running Room Twitter Page: 27.1K followers

Running Room Instagram Page: 25.6K followers

