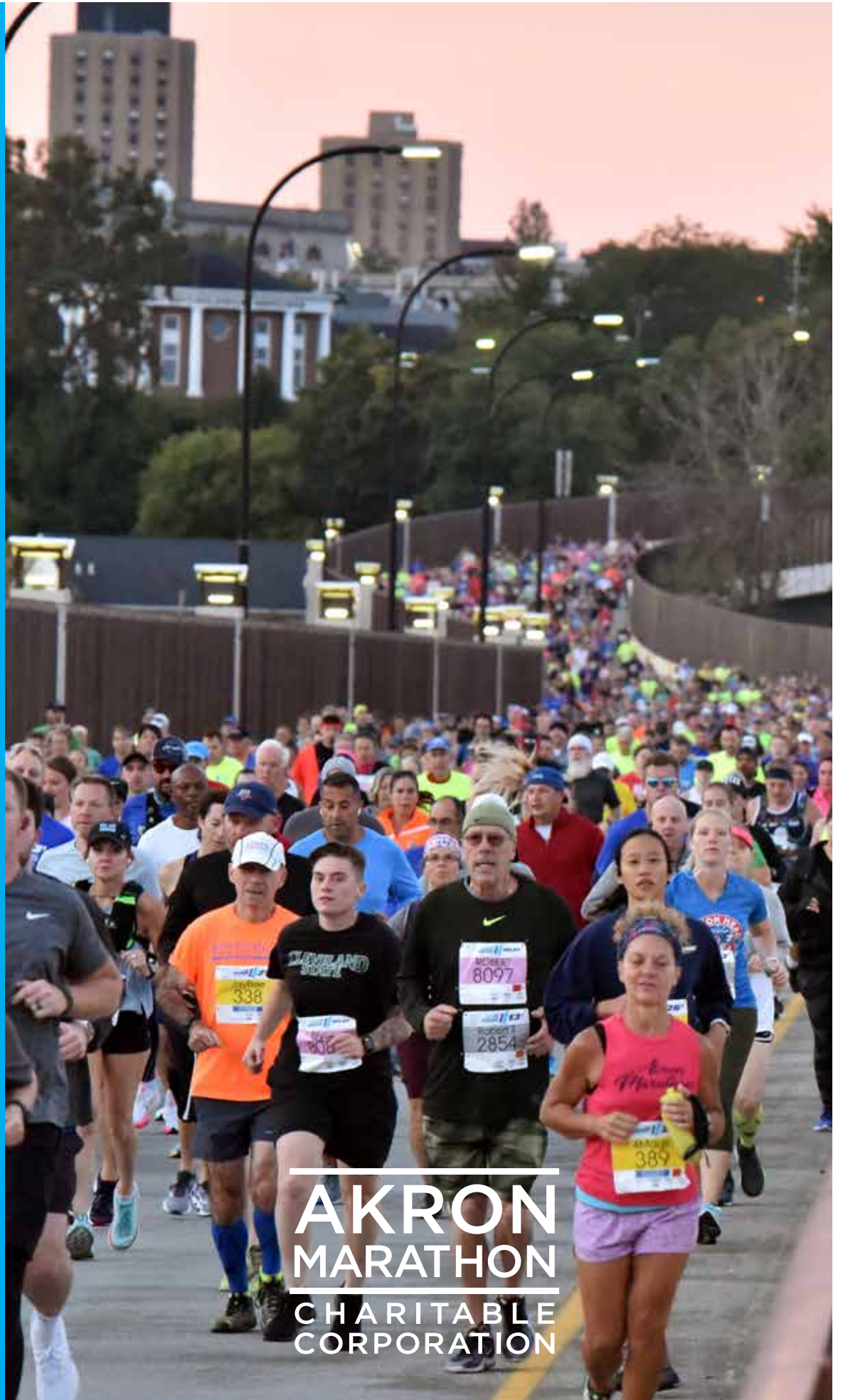


# Sponsorship Opportunities



AKRON  
MARATHON  
CHARITABLE  
CORPORATION

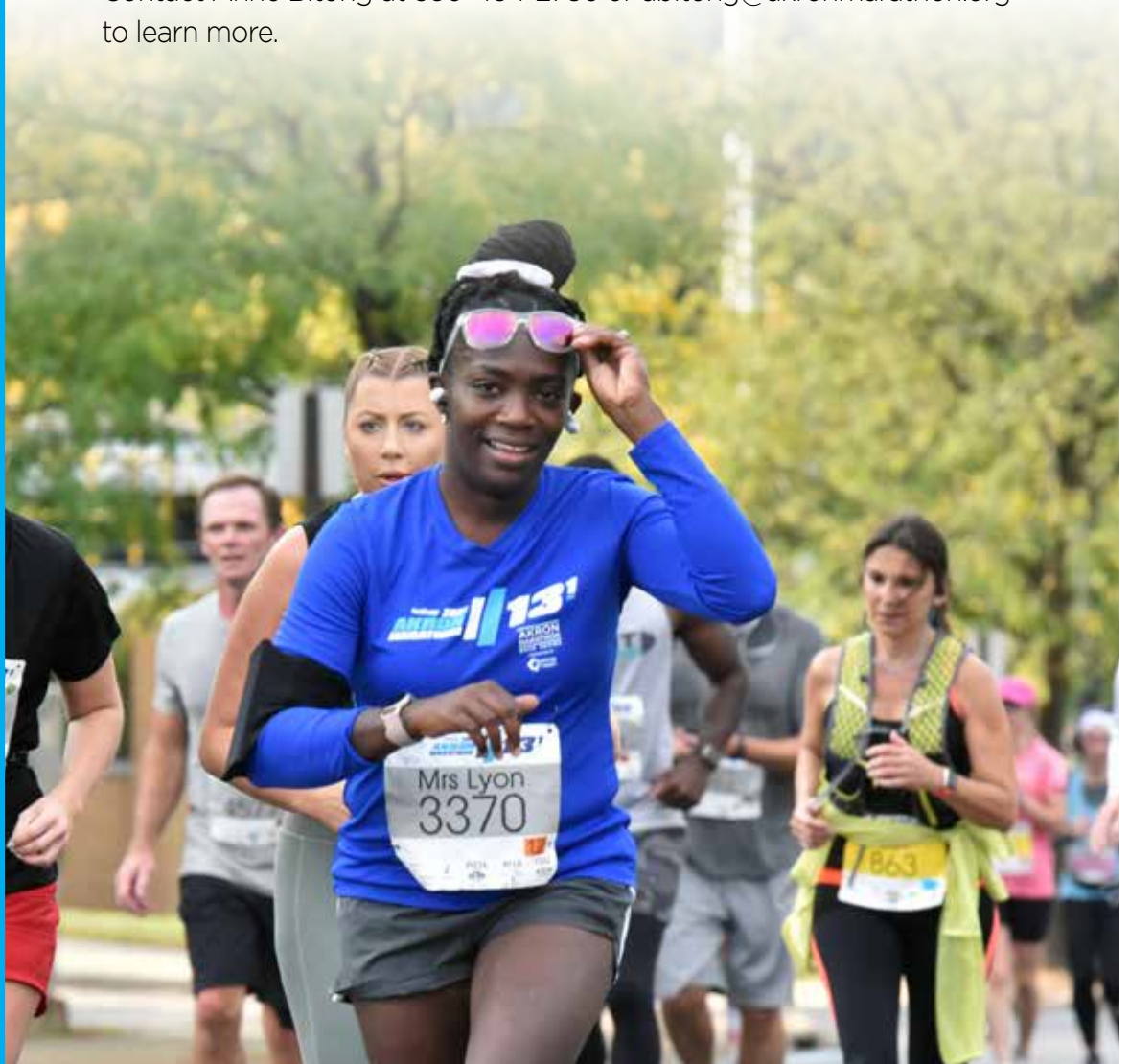
# Make a Blue Line difference!

Join the Akron Marathon Charitable Corporation, an Ohio nonprofit charitable organization, to help improve the health and wellness of our community. Each year over 14,000 runners, 120,000 spectators and 2,000 race volunteers participate in our world-class Akron Marathon Race Series events which generate an economic impact of more than \$6 million to the Greater Akron area.

Share your organization's brand as a major Akron Marathon Race Series Sponsor and enjoy the following perks:

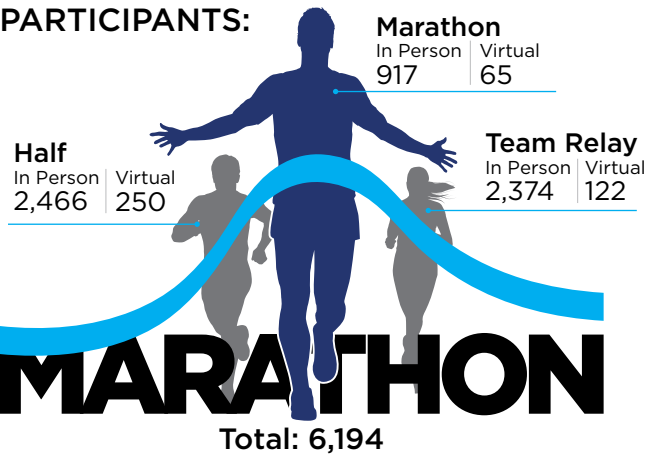
- Help improve the health and wellness in our community.
- Be a part of Akron's largest, single-day sporting event.
- Promote your product or service to thousands of health and fitness enthusiasts.
- Your sponsorship is viewed as a charitable gift and is tax-deductible (minus the value of any tangible benefits received).

Sign up today to be a sponsor for the region's premier sporting event. Contact Anne Bitong at 330-434-2786 or [abitong@akronmarathon.org](mailto:abitong@akronmarathon.org) to learn more.



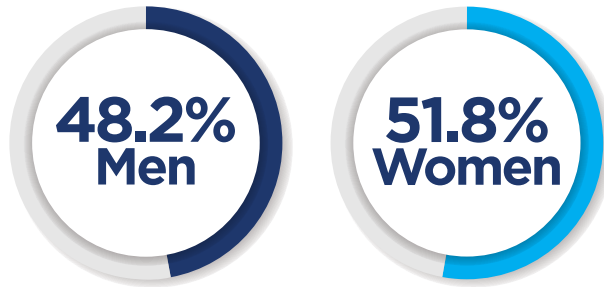
# Race Demographics

## PARTICIPANTS:

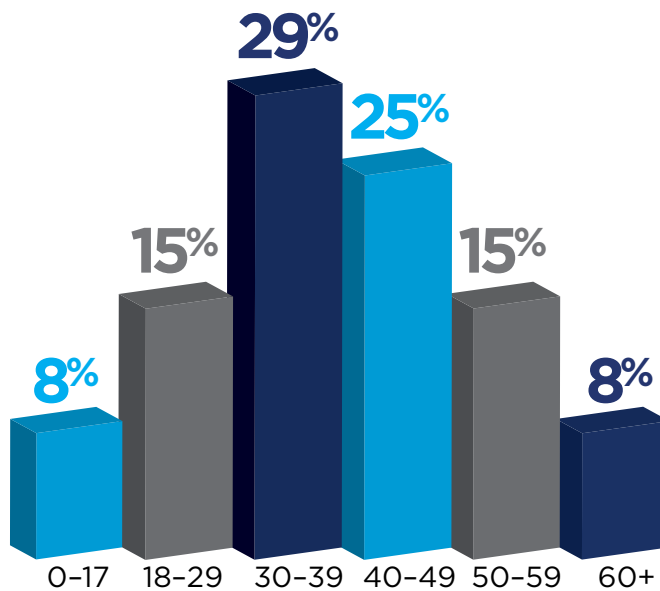


The Blue Line Nation Represents:  
10 States & DC, and 10 Cities

## AVERAGE AGE: 40



## AGE BREAKDOWN:



## MARKETING IMPACT:



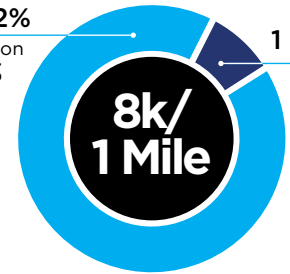
Earned Media Impressions:  
**3.7 million**



Social Media Interactions:  
**3 Million**

## 8k 92%

In Person  
1,623  
Virtual  
90



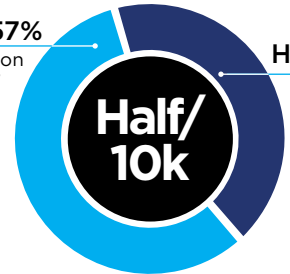
## 1 Mile 8%

In Person  
137  
Virtual  
17

Total Runners:  
**1,867**

## 10k 57%

In Person  
1,327  
Virtual  
107



## Half 43%

In Person  
983  
Virtual  
51

Total Runners:  
**2,468**

## COMMUNITY IMPACT:



Economic Impact:  
**\$6 Million**



Businesses & Residences Along Course:  
**3,000**



Health & Fitness Expo Attendees:  
**10,000**



Spectators:  
**120,000**



Volunteers:  
**2,000**



Volunteer Hours:  
**8,651**

# Sponsor Levels

## Presenting Sponsorships & Naming Rights

Call Anne Bitong at **330-434-2786** or via email at [abitong@akronmarathon.org](mailto:abitong@akronmarathon.org) for additional information on presenting sponsorships and naming rights.

- 20-Year Celebration, Naming/Presenting/Supporting
- Race Series, Presenting
- 8k & 1 Mile, Presenting
- Half Marathon & 10k, Presenting
- Marathon, Half Marathon & Team Relay, Presenting
- Age Group Awards, Presenting
- Ambassador Program, Presenting
- Blue Line Block Party Kits, Presenting
- Blue Line Crew Volunteer Program, Presenting
- Corporate Cup, Presenting
- Course Entertainment, Presenting
- Elite Athlete Program, Presenting
- Exchange Zones (4 Locations), Naming
- Finish Line (3 Races), Naming
- Health & Fitness Expo, Presenting
- Kids Fun Run, Presenting
- Medical, Naming
- Prize Money, Presenting
- Race Series App, Presenting
- Race Series Loyalty Program, Presenting
- Start Line (3 Races), Naming
- VIP Party, Presenting
- Winners Podium (3 Races), Naming

## Gold Sponsor - \$60,000

### Prior to race day:

- Logo on website
- Social Media mentions (4)
- Race Entries (60)
- VIP kick-off party invitations (10)
- Health & Fitness Expo booth

### On race day:

- Logo at Start & Finish Lines
- Logo in event guide
- Listing on volunteer t-shirts
- Recognition by race announcer
- Race day VIP hospitality passes (20)

## Silver Sponsor - \$30,000

### Prior to race day:

- Logo on website
- Social Media mentions (4)
- Race Entries (30)
- VIP kick-off party invitations (5)
- Health & Fitness Expo booth

### On race day:

- Logo at Start & Finish Lines
- Logo in event guide
- Listing on volunteer t-shirts
- Recognition by race announcer
- Race day VIP hospitality passes (10)



Deadline to receive sponsor benefits is June 1

# Sponsor Levels

CONTINUED

## Bronze Sponsor – \$15,000

### Prior to race day:

- Logo on website
- Social Media mentions (4)
- Race Entries (15)
- VIP kick-off party invitations (2)
- Health & Fitness Expo booth

### On race day:

- Logo at Start & Finish Lines
- Logo in event guide
- Listing on volunteer t-shirts
- Recognition by race announcer
- Race day VIP hospitality passes (5)

## Elite Sponsor, \$5,000

- Logo on website
- Listing in event guide
- Listing on volunteer t-shirts
- 5 race entries
- 2 race day VIP hospitality passes

## Special Supporting Sponsor, \$2,500

- Listing on website
- Listing in event guide
- Listing on volunteer t-shirts
- 2 race day VIP hospitality passes

## Fluid Or Energy Gel Station, \$1,000

- Listing on website
- Listing in event guide
- Set-up and staff a fluid station along the course
- Promoting your business or organization
- Provide volunteers to work the station

## Mile/Kilometer Marker, \$750

- Logo decorates mile/kilometer marker along the course
- Listing on website
- Listing in event guide

## Expo Vendor, \$550

- Standard 10x10 booth (additional sizes available) at Health & Fitness Expo
- Listing on website
- Listing in event guide

## Official Sponsor, \$500

- Listing on website
- Listing in event guide

To learn more about these and other sponsorship opportunities, contact Anne Bitong at **330-434-2786** or [abitong@akronmarathon.org](mailto:abitong@akronmarathon.org).



Deadline to receive sponsor benefits is June 1

# Mark Your Calendars!

**National  
Interstate  
1 Mile  
06.24.22**

**National  
Interstate  
8k  
06.25.22**

**Goodyear  
Half Marathon  
& 10k  
08.13.22**

**Heath & Fitness Expo  
09.23.22**

**Kids Fun Run  
09.23.22**

**FirstEnergy Akron Marathon,  
Half Marathon & Team Relay  
09.24.22**



**AKRON  
MARATHON**  
CHARITABLE  
CORPORATION

155 E. Voris Street  
Akron, OH 44311  
330-434-2786  
AkronMarathon.org  
info@AkronMarathon.org

