

# 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, 100,000 spectators and over 1,000 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).

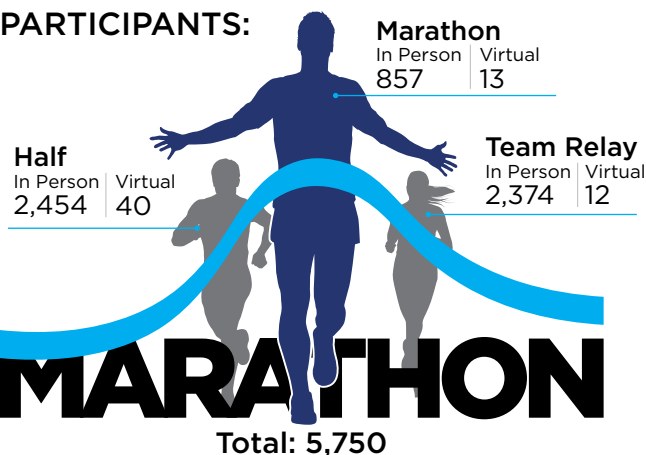
Sign up today to be a sponsor for the region's premier sporting event. Contact Anne Bitong at 330-434-2786 or [abitong@akronmarathon.org](mailto:abitong@akronmarathon.org) to learn more.



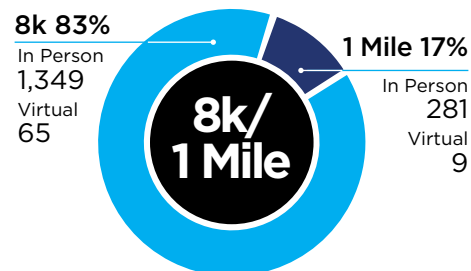


# Race Demographics

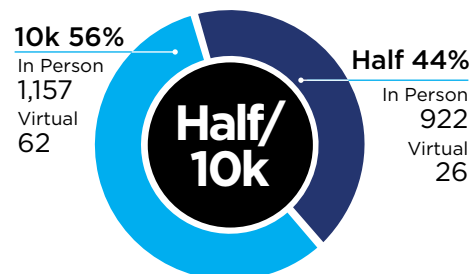
## PARTICIPANTS:



The 2022 Akron Marathon Race Series saw participation from **4 Countries, 46 States, and 566 Cities**

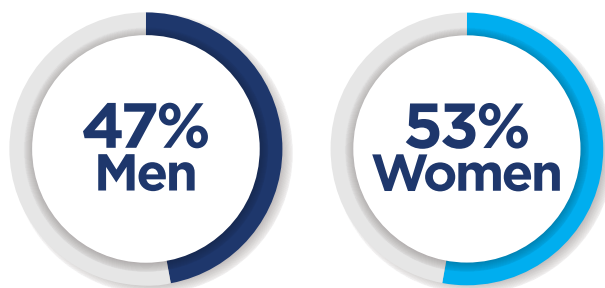


Total Runners: 1,704

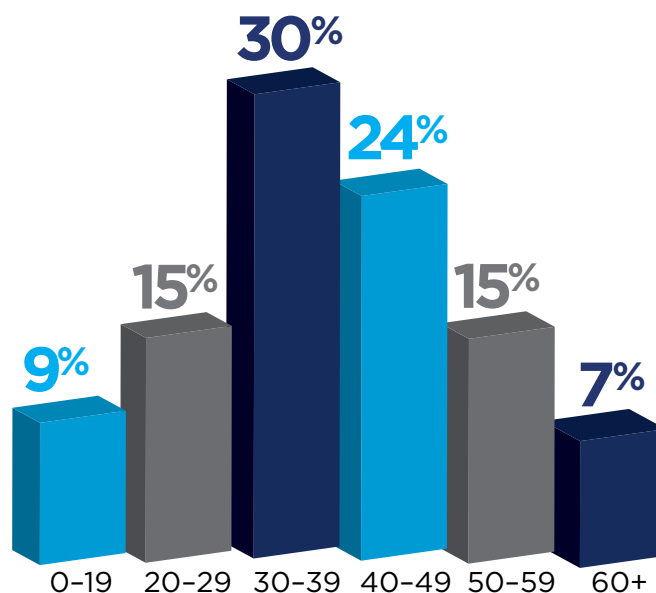


Total Runners: 2,167

## AVERAGE AGE: 39



## AGE BREAKDOWN:



## COMMUNITY IMPACT:



## MARKETING IMPACT:



Earned Media Impressions: **4.1 million**



Social Media Interactions: **2.3 Million**

# 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.

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

### 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

## Mile/Kilometer Marker, \$750

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

## Expo Vendor, \$600

- Standard 10x10 booth (additional sizes available) at Heath & 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!

**AKRON  
MARATHON**  
CHARITABLE  
CORPORATION

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



**AKRON  
MARATHON**  
RACE SERIES

PRESENTED BY



8K | 1 MILE

**1 Mile June 23, 2023**

**8k June 24, 2023**



HALF | 10K

**Half Marathon & 10k  
August 12, 2023**



PRESENTED BY  
Akron Children's Hospital

**1 Mile Kids Fun Run  
September 29, 2023**



MARATHON  
HALF | RELAY

**Akron Marathon  
Health & Fitness Expo  
September 29, 2023**

**Akron Marathon,  
Half & Team Relay  
September 30, 2023**

