

# SPONSORSHIP OPPORTUNITIES

**AKRON  
MARATHON**  
RACE SERIES

PRESENTED BY



# 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 12,000 runners, 100,000 spectators and over 1,200 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.



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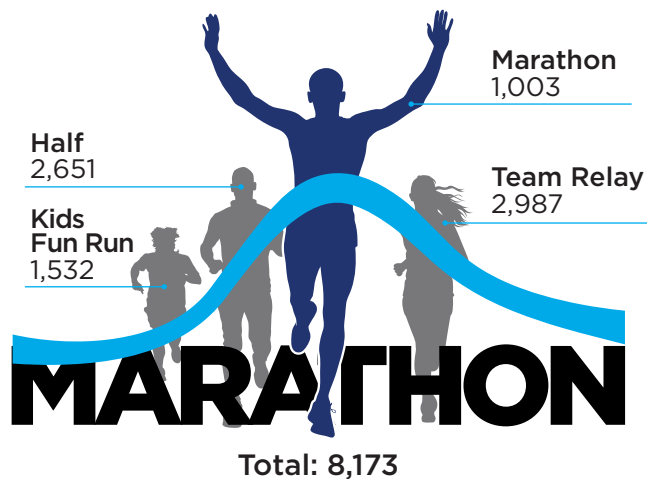
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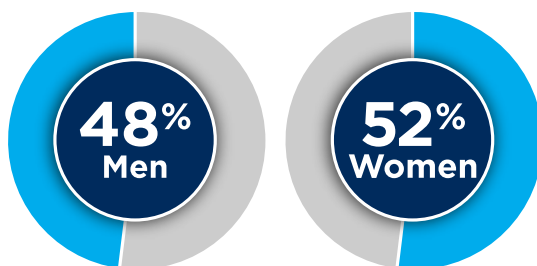
# RACE DEMOGRAPHICS

## PARTICIPANTS:



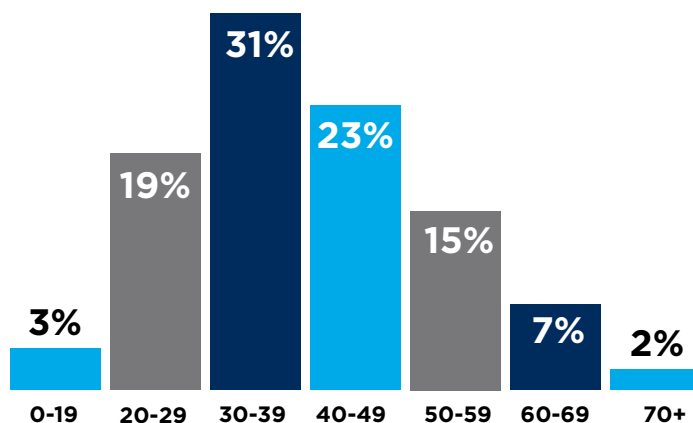
The 2025 Akron Marathon Race Series saw participation from **7 countries and 45 states**

## AVERAGE AGE: 39



0.2% - Non-Binary/Gender Non-Conforming

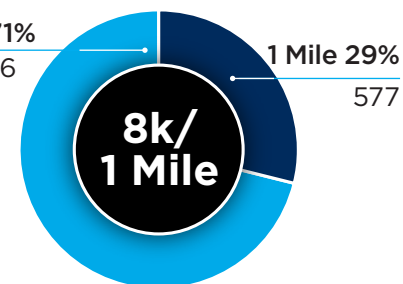
## AGE BREAKDOWN:



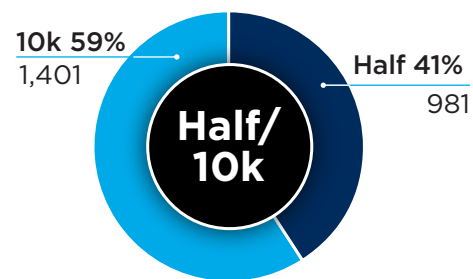
## MARKETING IMPACT:



Digital Marketing Impressions  
**1.8 Million**  
Earned Media Impressions:  
**5.7 million**



Total Runners:  
**2,013**



Total Runners:  
**2,382**

## COMMUNITY IMPACT:



Economic Impact:  
**\$6 Million**



Raised for Charity:  
**\$200,000**



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



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



Spectators:  
**100,000**



Volunteers:  
**1,200**



Volunteer Hours:  
**5,140**



Social Media  
**3.9 Million** Impressions

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# SPONSORSHIP 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

**Deadline to  
receive sponsor  
benefits is May 31**

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## 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)



# SPONSORSHIP 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, \$700

- 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

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

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# MARK YOUR CALENDARS!



**8k & 1 Mile June 27, 2026**



**Half Marathon & 10k  
August 8, 2026**



**Akron Marathon  
Kid's Fun Run  
September 25, 2026**



**Akron Marathon,  
Half Marthon & Team Relay  
September 26, 2026**

## AKRON MARATHON RACE SERIES

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