



the benefits of
SPONSORSHIP



GREETINGS

We would like to personally invite you to discover the numerous marketing, promotional, and community relations opportunities that the Colorado Marathon sponsorships offer. The Colorado Marathon is a Colorado based organization that focuses on developing and promoting other organizations that focus on the Colorado community. Our premier event, the Colorado Marathon - Old Town, Fort Collins, is one of the premier race events in the Rocky Mountain region.

MORE THAN A MARATHON

For sponsors, the Colorado Marathon is more than just a running event. *We create additional opportunities:* race expos, event parties, advertising, online and social media exposure, email marketing, event signage, team building activities, and more. *We make connections* between sponsors, participants, volunteers, spectators, and the local community. *And we deliver value* to sponsors by helping you find unique ways to reach your audience. With multiple racing events, including the 5K, 10K, half marathon, and full marathon, we have something for everyone.

MORE RUNNERS. MORE OPPORTUNITY.

Our business continues to grow. Participation in the Colorado Marathon events has increased by 270% since 2006. We attract over 4,300 participants and generate millions of impressions each year, and demand for our events continues to grow. Let us show you why our sponsors stay with us mile after mile, race after race, year after year. As you review the enclosed material, sponsorship ideas may start running through your head—we are here to help find the best ways for you to take advantage of those ideas.

Not just another marathon in Colorado...The Colorado Marathon!

Sincerely,

LOGAN MARTIN

Race Director
720-236-4338
logan@thecoloradomarathon.com

PAUL SOVIK-SIEMENS

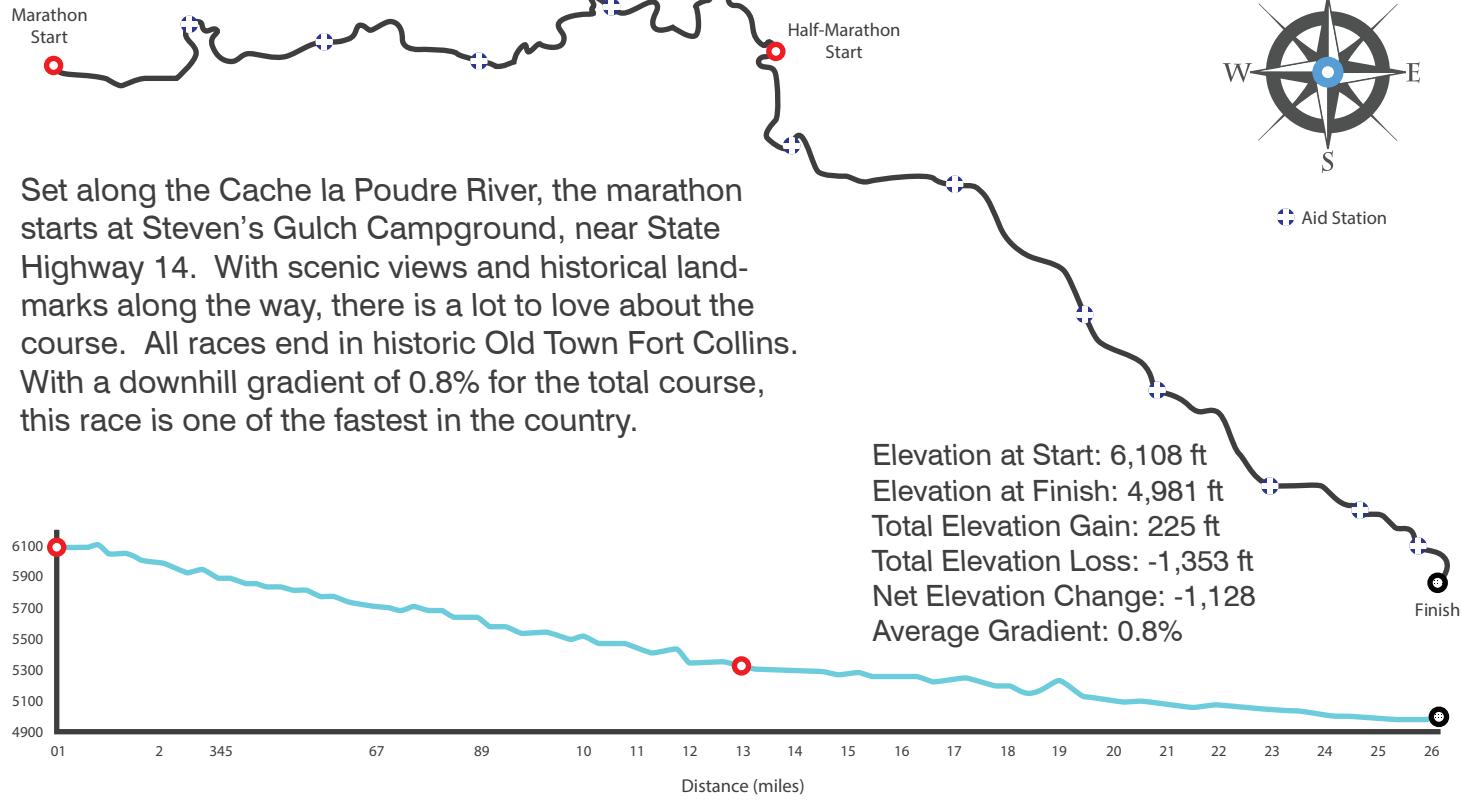
Race Director
303-981-3818
paul@thecoloradomarathon.com

ED RIEGERT

Race Director
217-898-6386
ed@thecoloradomarathon.com



RACE COURSE



CONNECTING WITH THE COMMUNITY AND BEYOND

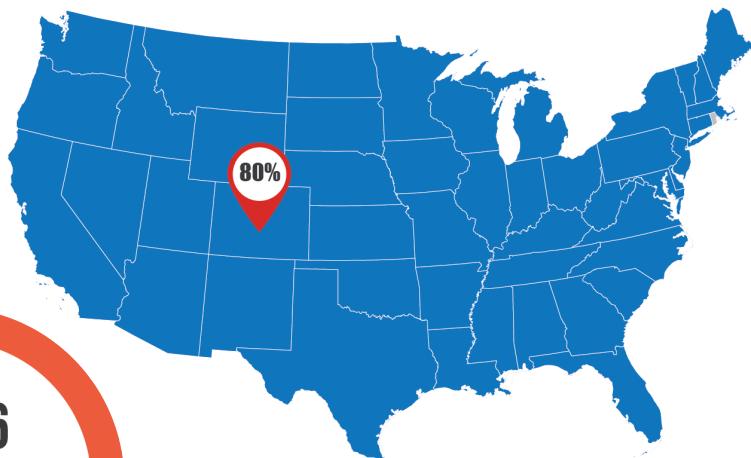
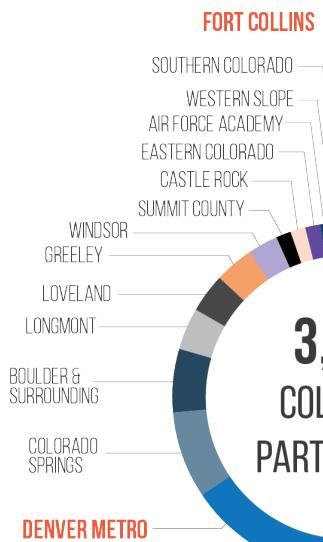


4,300
official entrants*

8,000
spectators

300
volunteers

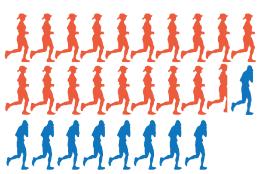
2014 RESULTS



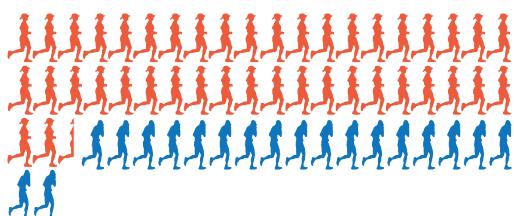
49/50 STATES
7 COUNTRIES

additional reach
 4,000
 17,000

3.1 5K
271 entrants



6.2 10K
612 entrants

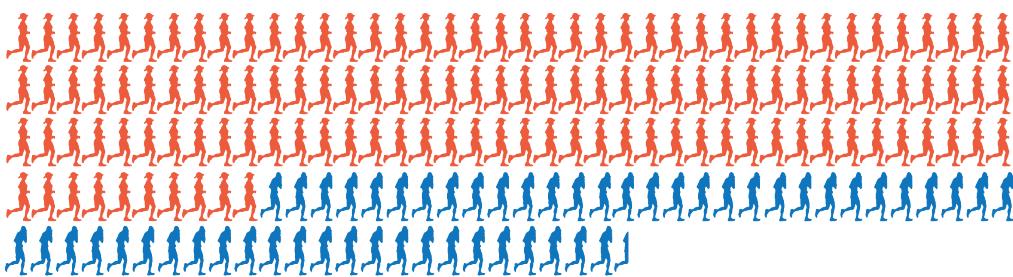


13.1 HALF MARATHON

1,844 entrants

MOLLY SMITH
1:27:24

MATTHEW FLACHS
1:14:25



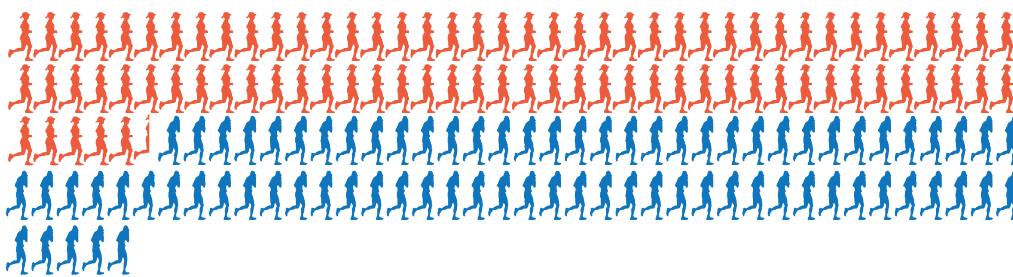
Avg 2:16:58
2:02:53

26.2 MARATHON

1,643 entrants

JENNIFER BRANDON
2:58:47

KORY COOL
2:33:03



Avg 4:35:16
4:08:40

*for all races
runner = 10 people

SPONSORSHIP OPPORTUNITIES

	Official Sponsor	Exclusive Sponsor	Presenting Sponsor <small>popular</small>	Title Sponsor
Price	\$1,000	\$2,500	\$5,000-10,000	\$25,000+
Complimentary Entries	2	5	7-10	15+
Company logo on finish line banner & website	yes	yes	yes	yes
10x10 booth at pre-race Expo & post-race party	yes	yes	yes	yes
Advertisement in e-goody bag	yes	yes	yes	yes
Race day recognition & announcement	yes	yes	yes	yes
Opportunity for email blast to event database	yes	yes	yes	yes
Company logo on event shirts	no	yes	yes	yes
Exclusive sponsor for your industry	no	yes	yes	yes
Company logo on event and age group awards*	no	no	yes	yes
Company logo on all advertising	no	no	yes	yes
Company logo on runner bibs & finisher's print	no	no	yes	yes
Company logo on back of full/half medals*	no	no	yes	yes
Priority section in email blast to event database	no	no	yes	yes
Banners at starting line & post race party	no	no	yes	n/a
Incorporation into event name	no	no	no	yes
Company logo on front of all medals**	no	no	no	yes
Marquee banners at finish line & on course	no	no	no	yes
Involvement in new event logo	no	no	no	yes
Exclusive email blasts to event database	no	no	no	yes

* For corresponding sponsored race.

** Event logo with incorporated company logo.

Most importantly we want to provide all of our sponsors with the opportunity to engage with our past and present participants in a way that is inline with your current and future goals. Working with our sponsors to guarantee a powerful return on their investment is of our highest priority.



MARATHON

- Named “Race of the Year” by Colorado Runner Magazine
- Named “Race of the Year” by Competitor Magazine
- Won “Best Marathon” in the Mountain West Region for Best of Competitor 2013
- 2015 will be our 14th year

GIVING BACK

Each year we partner with numerous beneficiaries to put on a great event. Our beneficiary groups provide necessary volunteers and other resources required to pull off an event of this size while earning money for their organization. It's simply a win-win partnership.

On average, the Colorado Marathon donates **\$25,000** per year to local charities.

TESTIMONIALS

“The event was awesome and we were so happy to be a part of it. You guys went all out for us with publicity and coverage. Thank you so much!”

- Leslie Andrews, Sport Clips

“I just wanted to thank you for an amazing race day experience. Besides the very long lines at the potties, race day was fantastic! The volunteers were very attentive as well as the finish line medical help. I finally got my BQ, and I couldn't be happier it was in my home state. I appreciate all your hard work and will definitely be back to run again and again!”

- Cecilia, race participant

FOR COLORADO. BY COLORADO.

The Colorado Marathon has dually represented our world class running event and the group of dedicated staff and volunteers who have made each marathon spectacular for the past 13 years. Over this time, the organization behind the event has changed. We've grown in size, added new activities, and built a solid reputation as a premier fitness event in the Mountain West region. We continue to serve our community by promoting health and fitness through the inspiration and achievements of people of all ages and abilities.

We also want to develop local partnerships with companies also looking to promote health and fitness in our community. The Colorado Marathon is nearly 100% sponsored by other Colorado-based companies, both large and small, and utilize 100% Colorado-based vendors for necessary race supplies. We want to support our local communities and continue to develop events for Colorado, by Colorado.

OUR MISSION

The Colorado Marathon is a locally supported, nationally recognized, high quality running event which attract athletes of all ages and abilities and promotes health and fitness.

