



SPONSORSHIP OPPORTUNITIES

For more information regarding marathon sponsorships, please contact Laura Baldwin with the Olathe Chamber at 913-764-1050 or lbaldwin@olathe.org.

TITLE SPONSOR BENEFITS - \$20,000

- Civic involvement and event support.
- Company name attached to the event and referenced in all national and local promotional materials.
(Some outlets include - www.marathonguide.com, www.mararunning.org, *Marathon & Beyond*, KC Sports Commission and Active.com.)
- Company name mentioned in press release.
- E-mail blast advertisement to all participants.
- Company logo on Marathon flyer (20,000). Available at more than 45 national events and 50 local events and numerous sports stores and health clubs across the country.
- Company logo with link to your company's web site on the official Marathon Web site - www.ozmarathon.com (Receives more than 4,000 visitors.)
- Unlimited complimentary entries to all races.
- Company marketing piece inserted in event race packets (2,500).
- Company logo in race brochure located on official Marathon calendar.
- Complimentary full page ad in Marathon calendar distributed to every participant valued at \$1,000.
- Company logo on signage at packet pick up.
- Complimentary booth at packet pick up valued at \$200.
- Company banner at race start.
- Company logo on all signage throughout course.
- Company logo on event and volunteer shirts (2,500).
- Company banner at race finish.
- Complimentary booth at post race pavilion.
- Company logo on awards.
- Presenter at awards ceremony.
- Recognition at awards ceremony.
- PA announcements throughout the event.
- Finish Line Festival — complimentary beverages and food.

PRESENTING SPONSOR BENEFITS - \$8,000

- Civic involvement and event support.
- Company name attached to the event and referenced in all national and local promotional materials.
(Some outlets include - www.marathonguide.com, www.mararunning.org,
Marathon & Beyond, KC Sports Commission and Active.com.)
- Company logo on Marathon flyer (20,000). Available at more than 45 national events and 50 local events and numerous sports stores and health clubs across the country.
- Company logo with link to your company's web site on the official Marathon Web site - www.ozmarathon.com (Receives more than 4,000 visitors a month)
- Ten complimentary entries to race (any combination between marathon, 1/2 marathon and 5K).
- Company logo on event and volunteer shirts (2,500).
- Company logo in race brochure located on official marathon calendar.
- Complimentary half page ad in Marathon calendar distributed to every participant valued at \$500.
- Company banner at race finish.
- Complimentary booth at packet pick-up valued at \$200.
- Recognition at awards ceremony.
- PA announcements throughout the event.
- Exclusive benefit - company logo on marathon finisher tshirts.

EVENT SPONSOR BENEFITS - \$2,000

- Civic involvement and event support.
- Company logo with link to your company's web site on the official Marathon Web site - www.ozmarathon.com (Receives more than 4,000 visitors a month.)
- Three complimentary entries to race (any combination between marathon, 1/2 marathon and 5K).
- Company logo in race brochure located on official Marathon calendar.
- Complimentary coupon in Marathon calendar distributed to every participant valued at \$250.
- Company logo on event and volunteer shirts (2,500).
- Company banner at race finish.
- Complimentary booth at packet pick-up valued at \$200.
- Recognition at awards ceremony.

**SIGN UP NOW FOR BOTH THE EXPO BOOTH AND MARATHON CALENDAR COUPON
AND RECEIVE BOTH FOR ONLY \$400!!!**

(Savings of \$50)

BOOTH AT MARATHON EXPO - \$200

- Company booth at packet pick-up on Friday, April 15 - table provided.
- Location TBD.
- Pass out samples/brochures to participants.

COUPON IN MARATHON CALENDAR - \$250

- Marathon calendar will include the race day information and will be given to all participants.
- 2,500 pieces will be printed.
- Two 4" perforated ads/coupons will be placed at the bottom of each page - 24 spots available.

HALF PAGE AD IN MARATHON CALENDAR - \$500

- Marathon calendar will include the race day information and will be given to all participants.
- 2,500 pieces will be printed.
- Size of ad - 5" wide x 8" tall.

FULL PAGE AD IN MARATHON CALENDAR - \$1,000

- Marathon calendar will include the race day information and will be given to all participants.
- 2,500 pieces will be printed.
- Size of ad - 10 1/2" wide x 8" tall.

LISTING IN MARATHON CALENDAR - \$50

- Marathon calendar will include the race day information and will be given to all participants.
- 2,500 pieces will be printed.
- Race logo displayed on race day.

2011 "MUNCHKIN RUN" TITLE SPONSOR - APRIL 16, 2011 (\$2,000)

- The Olathe Kids Marathon was created to promote health and fitness in children. The Olathe Kids Marathon is structured to allow children kindergarten through sixth grade to complete a full 26.2 mile marathon at a pace that is fun and safe for their growing bodies, one mile at a time. Your sponsorship allows no cost to participate for these 600 Olathe children and for each child to receive a t-shirt, finishers medal and goodie bag.
- Company logo on marketing materials.
- Company logo on race apparel.
- Company banner displayed at race start.
- Marketing piece inserted into all race packets.