



2011 KIRKLAND HALF MARATHON & 5K SPONSORSHIP LEVELS

Sunday, May 8, 2011

3,000+ person event held at Juanita Beach Park in Seattle, WA

Half Marathon Run & Walk, 5K Run & Walk, free Kid's Dash

Event website: www.kirklandhalfmarathon.com

Sponsorship contact: Garett@promotionevents.com / 206-729-9972

2011 KIRKLAND HALF MARATHON & 5K Sponsorship Benefits	Title \$15,000	Presenting \$7,500	Major \$5,000	Community \$2,500
Naming Rights to the event	"Title"	"Presenting"		
Logo on 4 half-page ads in Northwest Runner magazine	✓	✓	✓	✓
Logo on 2 half-page ads in Seattle Weekly	✓	✓	TBD	TBD
Logo on 1 half-page event notification in Kirkland Reporter	✓	✓		
Name mentioning in multiple event calendar listings	✓	✓		
Name mentioned on PSA's sent to local TV stations	✓			
Name mentioned on Kirkland Half Marathon facebook page	✓	✓	✓	
Name mentioned in PME mass emails (27,000+)	Four	Four	One	One
Logo included in PME mass emails (27,000+)	Four	Two	Two	
Logo or name with URL on all pages of the event website	✓			
Logo with URL link on event website sponsor page	✓	✓	✓	✓
Right to sponsor specific page on the event website	✓			
Logo with URL link on Promotionevents.com sponsor page	✓	✓	✓	✓
Logo on 20,000 Kirkland Half Marathon event brochures	✓	✓	✓	✓
Rights to a 3"x3" sponsor coupon in the 15,000 brochures	✓			
Logo on 500 Kirkland Half Marathon event posters	✓	✓	✓	✓
Logo on 3,000+ Kirkland Half Marathon event shirts	✓			
Logo on 3,000+ Kirkland Half Marathon bib numbers	✓	✓	✓	
Rights to a sponsor coupon on the back of the bib numbers	✓	TBD		
Logo on Kirkland Half Marathon start/finish banner	✓			
Sponsor banners on start/finish line scaffolding	✓	✓		
Sponsor banners on stage located at event	✓	✓		
Sponsor banners onsite at the finish line celebration area	✓	✓	✓	✓
Rights to a free sponsor booth space at the event	✓	✓	✓	✓
Verbal acknowledgement of support in event script	✓	✓	✓	✓
Rights to pre-event registration at your retail location	✓	TBD		
Rights to have a sponsor representative start the races	✓	TBD		
Rights to present top awards at finish line festival	✓	TBD		
Complimentary participant entries into the race (count)	15	10	5	5

In a short amount of time, the Kirkland Half Marathon & 5K has become one of the most popular half marathon events in the Puget Sound region. Providing a scenic tour through Kirkland, this Mother's Day event includes plenty of distance along the shores of Lake Washington.



Event Benefactor:

Hope Heart Institute (non-profit)

Event Demographics:

67% female
33% male
37.6 average age