



## RACE DEMOGRAPHICS

This year approximately 800+ runners, 50 volunteers and over 100 spectators are expected on race day. Here's how the participant numbers breakdown:

- 67% Women
- 47% Between the ages of 30 and 49
- 71% Travel Less than 30 Miles to Participate
- 12% Travel More than 100 Miles to Participate



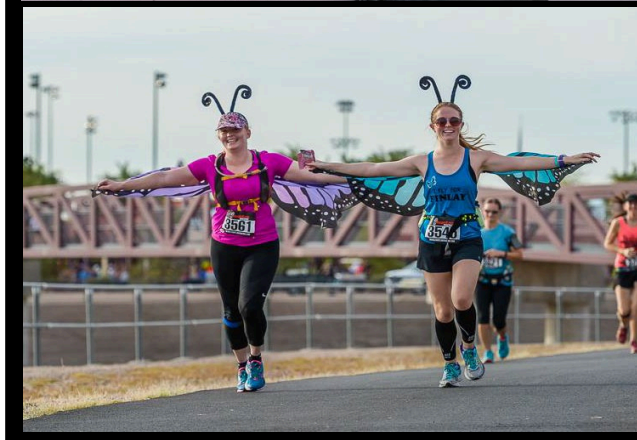
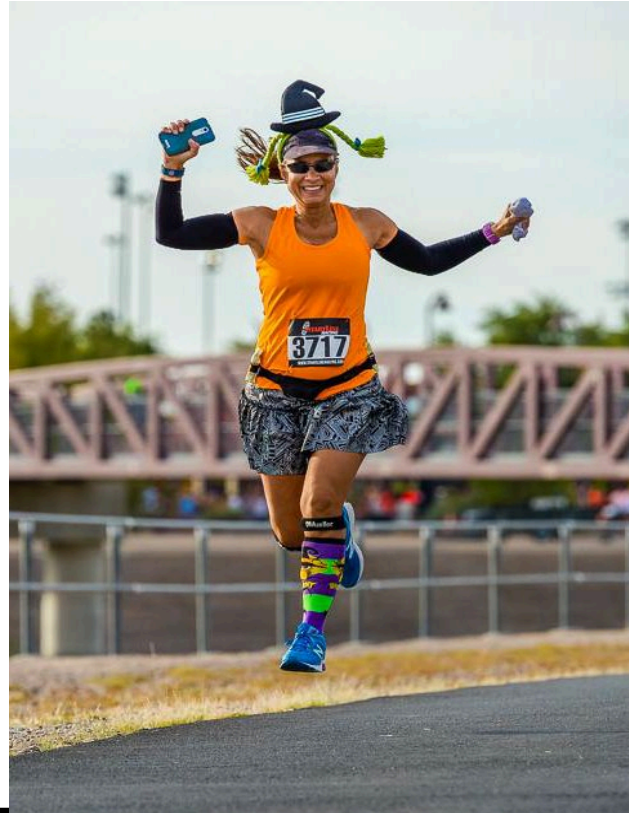
Businesses searching for creative and interactive ways to reach new, loyal and active customers are invited to partner with the Wicked Half Marathon and StartLine Racing.

By partnering with StartLine Racing you can increase your business exposure within the Tucson area running communities as well as enhance your customer base.

The cross-marketing opportunities will benefit your business and strengthen your roots in the community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. Get face to face with hundreds of new customers!

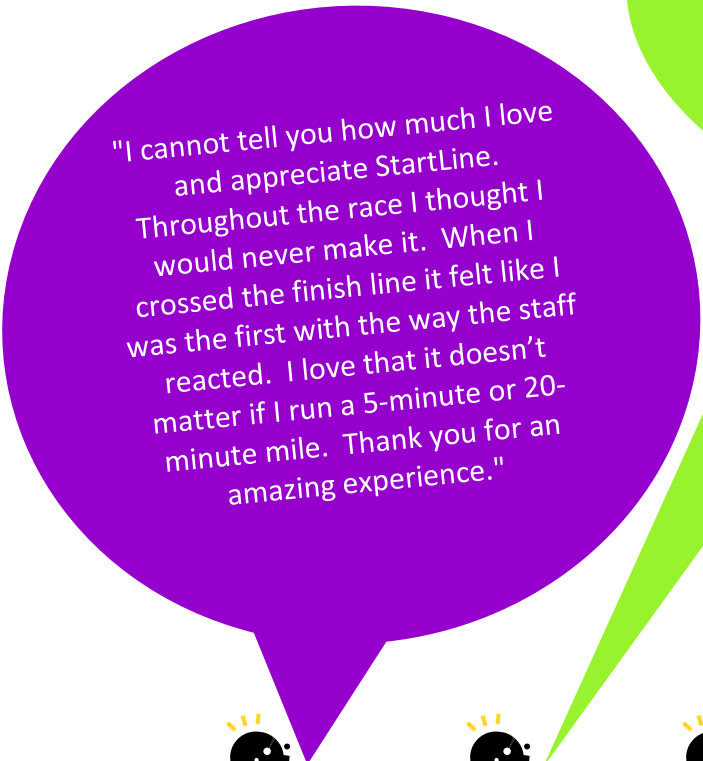
The Wicked Run was founded in October 2016 and is now in its 9th year. The event features a half marathon, 10K and 5K distances. Also included is a half mile Spooky Sprint for kids that features trick-or-treating from along the course.





[WWW.STARTLINERACING.COM](http://WWW.STARTLINERACING.COM)


StartLine Racing was created to give every runner the best possible race day experience every time. Whether it is a charity race of 100 or an event of 2,000, all events are judged by the experience that each individual walk away from the event with. We make it our goal to provide the best service and experience to EACH participant EVERY time!



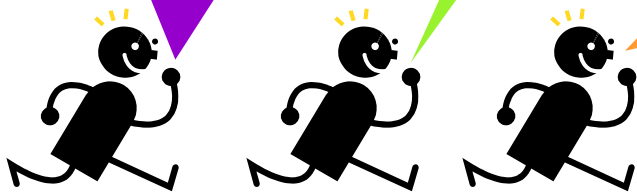
"I cannot tell you how much I love and appreciate StartLine. Throughout the race I thought I would never make it. When I crossed the finish line it felt like I was the first with the way the staff reacted. I love that it doesn't matter if I run a 5-minute or 20-minute mile. Thank you for an amazing experience."



"Best racing company in Phoenix! Responsive and caring people!"



"StartLine Racing is awesome! They are so organized and always keep the runners pumped and ready to go! The entry fees are always reasonable, and they sponsor tons of great charities. Keep it up!"



# SPONSORSHIP BENEFITS & DETAILS

## Witch Sponsorship \$5,000

- Naming rights to the event
- Logo on Race Photos
- Logo on Front of Event Shirt
- Banners in Event Area
- Logo on Finisher Medal Lanyards
- Corporate Item in Goodie Bags
- 20' x 10' Space in Vendor Village
- Social Media Promotion
- Website Presence
- Recognition in Email Blasts
- Recognition on Race Flyers
- Option to Host Packet Pick-up
- Company Logo integrated with Event Logo
- Inclusion in Company Newsletter
- Logo on Screens throughout Event Area
- 20 Free Race Entries

## Pumpkin Sponsorship \$2,500

- Naming rights to the event
- Logo on Race Photos
- Logo on Front of Event Shirt
- Banners in Event Area
- Logo on Finisher Medal Lanyards
- Corporate Item in Goodie Bags
- 20' x 10' Space in Vendor Village
- Social Media Promotion
- Website Presence
- Recognition in Email Blasts
- Recognition on Race Flyers
- Option to Host Packet Pick-up
- Company Logo integrated with Event Logo
- Inclusion in Company Newsletter
- Logo on Screens throughout Event Area
- 20 Free Race Entries

## Spider Sponsorship \$1,000

- Logo on Back of Event Shirt
- Banners in Event Area
- Corporate Item in Goodie Bags
- 10' x 10' Space in Vendor Village
- Social Media Promotion
- Website Presence
- Recognition in Email Blasts
- Inclusion in Company Newsletter
- Logo on Screens throughout Event Area
- 5 Free Race Entries

## Mummy Sponsorship \$500

- Logo on Back of Event Shirt
- Corporate Item in Goodie Bags
- 10' x 10' Space in Vendor Village
- Website Presence
- 2 Free Race Entries

## Skeleton Sponsorship \$250

- Logo on event website and newsletter
- 10' x 10' Space in Vendor Village

SPONSORSHIP BENEFITS	WITCH \$5,000	PUMPKIN \$2,500	SPIDER \$1,000	MUMMY \$500
# of FREE RACE ENTRIES	20	10	5	2
<b>PRE-EVENT RECOGNITION</b>				
Social Media Promotion	<b>4x MONTH</b>	<b>2x MONTH</b>	<b>1x MONTH</b>	
Website Presence	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Email Blasts	<b>X</b>	<b>X</b>	<b>X</b>	
Race Flyers	<b>X</b>	<b>X</b>		
<b>ON-SITE RECOGNITION</b>				
Logo integrated into Event Logo	<b>X</b>			
Event Naming Rights	<b>X</b>			
Logo on Screens in Event Area	<b>X</b>	<b>X</b>	<b>X</b>	
Event Sponsor Banners	<b>X</b>	<b>X</b>	<b>X</b>	
Logo on Front of Event T-Shirt	<b>X</b>			
Packet Pickup Host	<b>X</b>			
Logo on Event Medal Lanyards	<b>X</b>	<b>X</b>		
Corporate Item in Goodie Bags	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Logo on Back of Event T-Shirt	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Space in Vendor Village	<b>20' x 10'</b>	<b>20' x 10'</b>	<b>10' x 10'</b>	<b>10' x 10'</b>
<b>POST-EVENT RECOGNITION</b>				
Thank you Email Blast	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
Logo on Race Photos	<b>X</b>			
Company Newsletter	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>

# MEDIA REACH

StartLine Racing provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a series sponsorship.

- Social Media
  - [Facebook - StartLine Racing](#): 11000+ followers
  - Twitter - @StartLine Racing: 9100+ followers
  - Instagram – @startlinerracing: 2400+ followers
- E-Newsletters
  - Running Community List: 69,000+ subscribers
- Flyers
  - 1,000 distributed locally and throughout Maricopa County



# SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Jennifer Crane, Creative Director, at [jen@startlinerracing.com](mailto:jen@startlinerracing.com). Please don't hesitate to contact us with any questions (480) 912-7878.

## CONTACT INFORMATION:

\_\_\_\_\_  
Company Name *(as you wish to be acknowledged)*

\_\_\_\_\_  
Contact Person's Name

\_\_\_\_\_  
Company Email Address

\_\_\_\_\_  
Contact Phone Number

\_\_\_\_\_  
Address

\_\_\_\_\_  
City/State/Zip Code

## SPONSORSHIP OPPORTUNITIES:

\_\_\_ \$7500 Witch Sponsor

\_\_\_ \$5000 Witch Sponsor

\_\_\_ \$2500 Pumpkin Sponsor

\_\_\_ \$1000 Spider Sponsor

\_\_\_ \$500 Mummy Sponsor

\_\_\_ \$250 Skeleton Sponsor



THANK YOU FOR SUPPORTING  
RUNNING, WELLNESS AND OUR  
COMMUNITY!

Once we receive your completed sponsorship form, SLR staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or .AI) to [jen@startlinerracing.com](mailto:jen@startlinerracing.com)

All materials will be sent for your approval before going to print.

## PAYMENT INFORMATION:

\_\_\_ Please send me an invoice

\_\_\_ I have enclosed a check made payable to StartLine Racing

\_\_\_ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover

_____ Card Number		_____ Expiration Date	_____ Security Code
\$ _____	_____		_____
Total Sponsorship Commitment	Authorized Sponsor Signature	Date	

