



May 17, 2016

To Whom It May Concern:

The Fort Worth Marathon invites you to become a sponsor for our annual race to benefit Run Like A Cheetah, a non-profit organization dedicated to ending childhood obesity in the Tarrant County area.

The 10<sup>th</sup> annual Fort Worth Marathon will be held on November 13, 2016 at Panther Island Pavilion. The races included are a marathon, 20-mile race, and a half-marathon.

The primary source of funding for the Fort Worth Marathon is from sponsors within the community. Your sponsorship will help ensure the success of the Fort Worth Marathon and the Run Like A Cheetah program. Enclosed is more information about the race, our sponsorship package and our expo opportunities.

Please do not hesitate to contact me with any questions or concerns. I look forward to hearing from you about this exciting opportunity in our community!

Sincerely,

Steve Looney  
817-731-5890  
fortworthmarathon@gmail.com



FOR IMMEDIATE RELEASE

Contact: Kendall Alles  
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MAKE YOUR RUN WORTH IT  
*Fort Worth Marathon Celebrates 10<sup>th</sup> Anniversary*

FORT WORTH, Texas – January 1, 2016 – The Fort Worth Marathon turns 10 this year and to celebrate the Fort Worth Marathon is looking to set a personal record with the number of runners to cross the finish line.

The flattest Boston Marathon qualifier in North Texas also includes a 20-mile race and a half marathon. The Fort Worth Marathon has been steadily growing since runners first crossed the start line in 2007.

This year's race will be held on November 13<sup>th</sup> and will start at Panther Island Pavilion. Participants will head southwest along the Trinity Trails and loop back around at Benbrook to finish at Panther Island Pavilion.

“The Fort Worth community is a family-friendly and fun community. Everyone chips in to take care of Fort Worth. We are the ‘hello, welcome to our home, can I get you something to drink’ kind of community,” says Steve Looney, the founder and director of the Fort Worth Marathon.

Looney speaks to why the Fort Worth Marathon is an important event for this close-knit community, “The Fort Worth Marathon is an energy packed race. We get to know our participants and truly care about everyone who steps up to our start line.”

Join the Fort Worth Marathon community by registering today at [www.fortworthmarathon.org](http://www.fortworthmarathon.org). Be sure to take advantage of the early bird registration fees.

ABOUT FORT WORTH MARATHON

The Fort Worth Marathon includes a full marathon, a 20-mile race and a half marathon. The first race was held in 2007 and since the beginning the Fort Worth Marathon has partnered with the Run Like A Cheetah non-profit organization to end childhood obesity in Tarrant County through after school programs. For more information, please visit [www.fortworthmarathon.org](http://www.fortworthmarathon.org).

2016



**FORT WORTH MARATHON**

SPONSORSHIP INFORMATION

## **Becoming A Sponsor**

### **Platinum \$50,000**

Logo primary and at top/back of t-shirts (worn by finishers and volunteers)  
Logo primary on website  
Logo on start/half/finish banners  
Logo on bibs  
Marketing materials in goodie bags (to all registered participants)  
Mentioned as primary sponsor in all media and press articles  
Free space at Expo  
Logo displayed at awards ceremony  
Press release  
Social media post

### **Gold \$25,000**

Logo secondary on back of t-shirts  
Logo secondary on website  
Marketing materials in goody bags  
Free space at Expo  
Social media post

### **FWM Friends \$2,500**

(or equivalent in services)

Name or logo on website  
Marketing materials in goody bags

### **Silver \$10,000**

Logo tertiary on back of t-shirts  
Logo tertiary on website  
Marketing materials in goody bags

### **Expo Booth \$250**

10x10 space  
Background for advertisement

### **Themed Waterstop**

Available for youth organizations, schools, churches, etc. Free of charge for donating time to maintain course waterstops. Each stop will be themed and judged by race finishers and the "Best Waterstop" will win \$500. The winning team will be announced at the award ceremony. Each themed waterstop team will be acknowledged at the awards ceremony.

2016

# FORT WORTH MARATHON

## SPONSORSHIP INFORMATION

Marathon | 20-Miler | Half Marathon

The Fort Worth Marathon is an annual fundraiser held to benefit the Run Like a Cheetah kids program in Tarrant County. The Run Like a Cheetah program is a 501(c)(3), non-profit organization dedicated to ending childhood obesity through lectures, physical activity and instruction from a select group of international professional athletes as well as local volunteers to enact change for the children. These program instructors inspire and encourage a healthy lifestyle for these children and their families.

## Sponsorship Benefits

Located on the grounds of Panther Island Pavilion and the Trinity River Trails system in Fort Worth, marathon festivities will provide a built-in audience for your brand.

An average of 1,600 runners and between 1,700 and 2,000 supporters are in attendance throughout the hours of the marathon and the after-party festivities. Runners and non-runners alike will enjoy food, live music, and a chance to win hundreds of door prizes, including cash prizes to four random runners.

The Fort Worth Marathon and all affiliated events will be heavily promoted on Facebook, Twitter and Instagram, as well as on the Fort Worth Marathon website which will have a dedicated section to all of our top sponsors.

## Follow Us:



Fort Worth Marathon



@fortworthmarathon



@FWMarathon

[www.fortworthmarathon.org](http://www.fortworthmarathon.org)

## Contact Us:



Kendall Alles

Executive Assistant

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