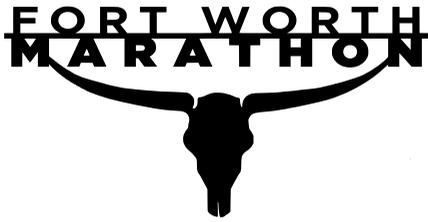




**FORT WORTH
MARATHON**



2017



May 15, 2017

To Whom It May Concern:

The Fort Worth Marathon invites you to become a sponsor for our 11th annual race to benefit Run Like A Cheetah, a non-profit organization dedicated to ending childhood obesity in the Tarrant County area.

The marathon will be held on November 12, 2017 at Panther Island Pavilion, 395 Purcey Street, Fort Worth, Texas 76102. The races included are a full 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
www.fortworthmarathon.org

2017

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:



www.fortworthmarathon.org

Contact Us:



Kendall Alles
Executive Assistant
817-731-5890
fortworthmarathon@gmail.com

2017

FORT WORTH MARATHON

SPONSORSHIP INFORMATION

Becoming A Sponsor

Platinum \$25,000 (limit two)

- »Expo Booth - 10'x20'
- »Logo placement as primary Platinum Sponsor on race shirts
- »Logo placement as primary Platinum Sponsor on website
- »Logo placement as Platinum Sponsor on start/half/finish banners
- »Logo on all runner email correspondence
- »25 entries into the race of your choice
- »Mentioned as Platinum Sponsor in all media, press releases and social media posts
- »Logo displayed as Platinum Sponsor at awards ceremony
- »Coupon or promotional product in the goodie bags
- »Recognition in all press releases
- »Recognition by announcers throughout the event
- »Recognition to the schools
- »Logo on race bibs

Gold \$15,000 (limit three)

- »Expo Booth - 10' x 20'
- »Logo placement as secondary Gold Sponsor on back of T-shirts
- »Logo placement as secondary Gold Sponsor on website
- »Mentioned as Gold Sponsor in all media, press releases and social media posts
- »Logo on all runner email correspondence
- »10 entries into the race of your choice
- »Logo displayed as Gold Sponsor at awards ceremony
- »Coupon or promotional product in the runner packets
- »Recognition in all press releases
- » Recognition by announcers throughout the event

Silver \$10,000 (limit five)

- »Expo Booth - 10' x 20'
- »Logo placement as tertiary Silver Sponsor on back of T-shirts
- »Logo on the website
- »Mentioned as Silver Sponsor in all media, press releases and social media posts
- »5 entries into the race of your choice
- »Coupon or promotional product in the runner packets
- »Recognition by announcers throughout the event

Continued Sponsor Page

\$5,000 (limit five)

- »Expo Booth - 10'x20'
- »Logo on back of T-shirts
- »Logo placement on website
- »Marketing materials in goodie bags
- »Mentioned in all media, press releases and social media posts

\$2,500 (limit eight)

- »Expo Booth - 10' x 20'
- »Logo on back of T-shirts
- »Marketing materials in goodie bags
- »Mentioned in all media, press releases and social media posts

Exhibitor at Expo \$250 - (limit 12 spots)

- »10 x 10 space

Fort Worth Marathon Friends \$1000 (unlimited)

- »Name on back of T-shirts
- »Name on website
- »Marketing Materials in goodie bags
- »Name mentioned on social media posts

Other Ways To Sponsor

- »\$500 or in-kind donation of T-shirt, sports bottle, water or bag

Themed Waterstop (11 spots)

- »Available for youth organizations, schools, churches, business teams, 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 awards ceremony.