



SPONSORSHIP OPPORTUNITIES

2022 SEATTLE MARATHON FAMILY OF EVENTS



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2019

Amica

SEATTLE MARATHON

INTRODUCTION

From its humble beginnings in 1970 when a group of friends from the University of Washington decided to hold their own marathon, the Seattle Marathon family of events has grown into one of the largest combination marathon/half marathons in the Northwest. That first marathon over 50 years ago sported 38 runners. This year thousands of participants from around the globe are expected to participate in our running events.

CUSTOMIZABLE PACKAGES

Sponsorships are a major part of what makes it possible for us to put on this event every year. We work hard to give our sponsors as much exposure in the running community as possible.

Sponsorship packages are customizable. You can pick and choose options to best reach your target audience. If there is something you would like to try that is not listed, please let us know. We'd love to hear your ideas during our follow-up call.



RUNNING SEATTLE SINCE 1970

ABOUT US

WHO WE ARE

The Seattle Marathon Association (SMA) is a non-profit organization governed by a Board of Directors. We are proud of our commitment to provide quality running events in the Pacific Northwest, provide our sponsors with maximum exposure in association with these events and make a positive social and economic impact on the city of Seattle.



HISTORY

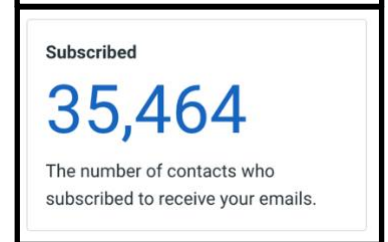
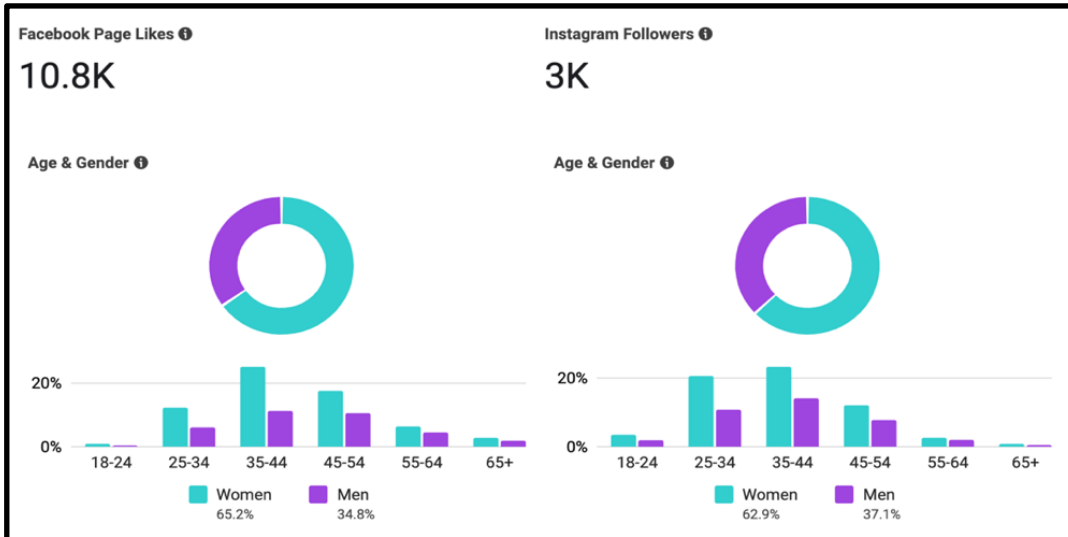
The Seattle Marathon began modestly in 1970 when a group of friends from the University of Washington decided to hold their own running event. Fewer than 38 runners started the first event with most of them completing the full 26.2 miles. From these modest beginnings, the Seattle Marathon family of events has risen to become one of the largest and longest-running marathons in the Pacific Northwest. Seattle Marathon Association has grown its family of events by adding the Seattle Kids Marathon, which allows school-aged children to run a “full marathon” one mile at a time, the Seattle Marathon’s Summer 5k, 10k and Combo Challenge, and the Run Seattle Virtual Series.

OUR MISSION

To produce annual running events in the Pacific Northwest, the quality of which is a credit to our sponsors and the communities we serve. We encourage participation by runners, walkers, and volunteers of all skill levels.

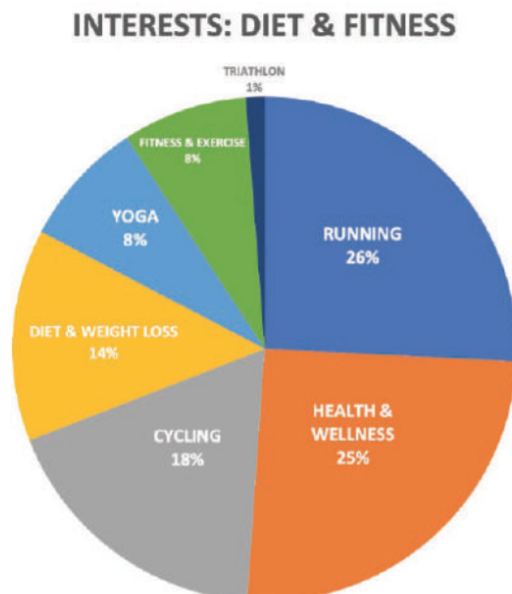
DEMOGRAPHICS

Media Reach

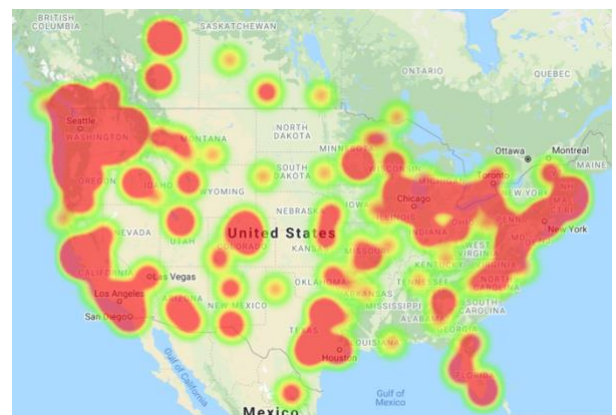


2,881 Followers on Twitter

Event Participants



LOCAL PARTICIPANTS	77.4%
US PARTICIPANTS	92.8%
INTERNATIONAL PARTICIPANTS	7.2%



www.seattlemarathon.org VISITORS



\$95K AVERAGE HOUSEHOLD INCOME
 72% COLLEGE GRADUATES
 81% LIKELIHOOD OF OWNING A LUXURY VEHICLE
 67% LIKELIHOOD OF BEING HEAVY CREDIT/DEBIT CARD USERS

SCHEDULE OF EVENTS



AMICA INSURANCE SEATTLE MARATHON AND HALF MARATHON

SUNDAY, NOVEMBER 27, 2022

START TIME: 7:00AM

LOCATION: TBA

POST-RACE RECOVERY AND VENDOR AREA OPEN:
8:00AM-2:00PM

2022 EXPECTED ATTENDANCE 5,000-8,000



AMICA INSURANCE SEATTLE MARATHON HEALTH AND FITNESS EXPO

FRIDAY & SATURDAY, NOVEMBER 25-26, 2022

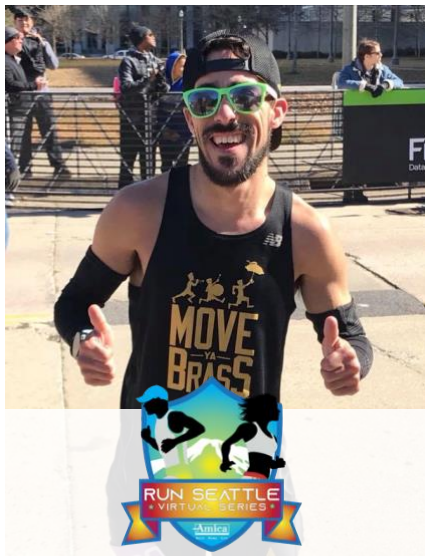
FRIDAY: 11:00AM - 8:00PM

SATURDAY: 11:00AM – 7:00PM

LOCATION: THE WESTIN SEATTLE

2022 EXPECTED ATTENDANCE 10,000-15,000





RUN SEATTLE VIRTUAL SERIES

5K. 10K. 15K. 25K. 20MI

DATES: TBA

VIRTUAL MEDAL SERIES IS A WAY TO CELEBRATE AND REWARD PERSONAL TRAINING GOALS, FROM COMPLETING A FIRST 5K TO TRAINING FOR A MARATHON.

2022 EXPECTED PARTICIPANTS 300-500



SEATTLE MARATHON SUMMER

5K/10K COMBO CHALLENGE & KIDS FUN RUN

SATURDAY, AUGUST 27, 2022

5K START TIME: 8:30AM

10K START TIME: 9:30AM

KIDS FUN RUN START TIME: 10:30

LOCATION: SEWARD PARK

PRE/POST RACE VENDOR AREA: 8:00AM-1:00PM

2022 EXPECTED ATTENDANCE 600-900



SEATTLE KIDS MARATHON

SATURDAY, NOVEMBER 26, 2022

FINAL 1.2MI START: 10:00AM

LOCATION: TBA

POST RACE RECOVERY AND VENDOR AREA: 10:00AM-12:00PM

2022 EXPECTED ATTENDANCE 400-600



SUMMER 5K/10K



VENDOR BOOTH



HEALTH & FITNESS EXPO



GOODY BAGS



SPACE BLANKETS

Event Presence

Vending Opportunities:

Display your products, hand out samples and interact with event participants and their families.

- Event Booth 10x10 – Seattle Marathon Summer 5k/10k & KFR
- Event Booth 10x10 or larger – Amica Insurance Seattle Marathon Health & Fitness Expo
- Event Booth 10x10 – Seattle Kids Marathon
- Event Booth 10x10 – Amica Insurance Seattle Marathon

Product Placement

Provide branded material, samples, or informational flyers in participant Race Bags

- Run Seattle Virtual Series
- Seattle Marathon Summer 5k/10k & KFR
- Seattle Kids Marathon
- Amica Insurance Seattle Marathon

Event Banner Placement

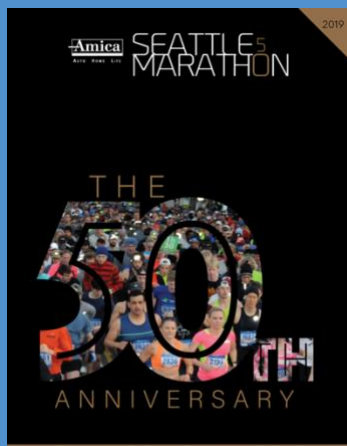
Have your logo displayed at the start line, finish line and along the course.

- Banners at Start/Finish line
- Sponsor a water station along the course
- Sponsor a mile along the course
- Sponsor a cheer station along the course

[Watch the 2019 Event Highlights Video](#)



2018 Start Line



CLICK HERE TO VIEW



CLICK HERE TO VIEW

Pre/Post Event Presence

Media and Website

Opportunities to connect with Seattle Marathon Association followers on social media, through eNewsletters and ePublications. Increase brand visibility with your presence on our website.

- Dedicated social media posts on SMA platforms
- Dedicated Email Blasts to eNewsletter subscribers
- Ad space in the Amica Insurance Seattle Marathon Event Guides
- Ad space in event Results Issues
- Logo and description of company on SMA website

Print Materials

Have your logo represented on printed materials distributed to participants and displayed around the city of Seattle

- Event participant shirts
- Space blanket
- Printed Posters/Rack Cards
- Kids Marathon Trackers/Collateral



DEDICATED EMAILS & SOCIAL BLASTS



2020 AMICA INSURANCE SEATTLE MARATHON PARTICIPANT SHIRT

SPONSORSHIP LEVELS

Associate Sponsor - \$3,000+

Official Sponsor Tier 1 - \$10,000

**Official Sponsor Tier 2
(Exclusive Brand Category) - \$30,000**

Current Official Sponsors:

- Amica Insurance - official insurance sponsor
- UW Medicine - official medical coverage sponsor
- Heritage Bank - official bank sponsor
- Talking Rain - official finish line water sponsor
- Westin Hotel - official hotel sponsor
- Nuun Hydration - official hydration sponsor

Marathon/Half Marathon Title Sponsor

Current Title Sponsors:

- Amica Insurance - Title Sponsor for the Amica Insurance Seattle Marathon



Title Sponsorship is available for: \$30,000-\$80,000

2022 Seattle Marathon Summer 5k/10k & Kids Fun Run

2022 Run Seattle Virtual Series

2022 Seattle Kids Marathon

SPONSORSHIP LEVEL COMPARISON

	Supporting Sponsor	Official Sponsor Tier 1	Official Sponsor Tier 2	Title Sponsor
Print				
Marathon participant shirt	yes	yes	yes	yes
Kids Marathon participant shirt		yes	yes	yes
Summer participant shirt			yes	yes
Volunteer shirt			yes	yes
space blanket		yes	yes	yes
Printed Posters		ALL	ALL	ALL
Printed Rack Cards			yes	yes
Logo on office collateral			yes	yes
Kids Marathon collateral			yes	yes
Media				
Social Media Posts	1 dedicated per event	3 dedicated per event	3 dedicated per event	5 per year
Ad in Event Guide	1/4 page	half page	full page	full page & back cover
Ad in Results Issue - Marathon		half page	full page	full page & back cover
Ad in Results Issue - Summer		half page	full page	full page & back cover
Dedicated Email Blast		one per year	one per year	three per year
logo on newsletter footer			yes	yes
Logo on confirmation email				yes
Website				
Logo and description on sponsor page	yes	yes	Yes	yes
Logo on rotating banner at footer		yes	Yes	yes
Individual Sponsor page			yes	yes
Vender Space				
Post Event Booth - Marathon	discounted price	discounted	10 x 10	premium 10 x 20
Post Event Booth - Kids	discounted price	discounted	10 x 10	premium 10 x 20
Post Event Booth - Summer	discounted price	discounted	10 x 10	premium 10 x 20
Health & Fitness Expo Booth	discounted price	10x10	Premium 10 x 20	premium 20 x 40
Product Placement				
Physical Goody Bag Insert	1 item per event	1 item per event	1 item per event	unlimited per event
Event Banner Placement				
Promotional Banners	4 per location	6 per location	10 per location	yes
scrim on bicycle fence		option	option	yes
Start Line chute			yes	yes
finish line chute			yes	yes
Start Line Arch				Exclusive
Finish Line Arch				Exclusive
Additional Perks				
Official Designation		yes	yes	yes
Exclusive brand category			yes	yes
Comp Race Entries Marathon	2	4	8	20
Comp Race Entries Kids Marathon		2	2	20
Comp Race Entries Summer		2	2	20
Sponsored water station	optional	optional	optional	yes
Additional Marathon participant shirts		5	15	30
Westin Hotel Nights			1 room for 2 nights	3 rooms for 2 nights
Announce start of race				yes
Present first place winner awards				yes

STAND ALONE OPTIONS

VENDOR BOOTH SPACE	BOOTH PRICES
Seattle Marathon Summer 5k/10k & Kids Fun Run Sat, 8/27/22, 8am-12pm Seward Park Seattle Expected Guests: 1,000, Available booths: 10	All 10' x 10' booth: \$300
Amica Insurance Seattle Marathon Health & Fitness Expo Fri, 11/25/22, 11am-8pm & Sat, 11/26/22, 11am-7pm The Westin Hotel Seattle Expected Guests: 12-15,000, Available booths: ~100	Corner 10' x 10' booth: \$1,300
	In-Line 10' x 10' booth: \$1,200
	Corner 8' x 10' booth: \$1,100
	In-Line 8' x 10' booth: \$1,000
Seattle Kids Marathon Victory Recovery Area Sat, 11/26/22, 10am-12pm Location: TBA Expected Guests: 1,000, Available booths: ~20	All 10' x 10' booth: \$300
Amica Insurance Seattle Marathon Victory Recovery Area Sun, 11/27/22, 7:00am-2pm (times subject to change) Location: TBA Expected Guests: 10,000, Available booths: ~20	All 10' x 10' booth: \$500

GOODY BAG PRODUCT PLACEMENT	PRICE PER ITEM
Run Seattle Virtual Series SMA must receive items two weeks prior to mailing date	\$100 per distance or \$300 for all
Seattle Marathon Summer 5k/10k & Kids Fun Run SMA must receive items by August 1, 2022	\$150
Seattle Kids Marathon SMA must receive items by October 21, 2022	\$150
Amica Insurance Seattle Marathon SMA must receive items by October 21, 2022	\$300

ePUBLICATION AD SPACE	PRICE PER AD
Summer Results Issue	Full Page \$500
	Half Page \$300
	1/4 Page \$175
	1/8 Page \$50
November Results Issue	Full Page \$750
	Half Page \$450
	1/4 Page \$225
	1/8 Page \$25
Marathon Event Guide	Full Page \$750
	Half Page \$450
	1/4 Page \$225
	1/8 Page \$25

THANK YOU

Your sponsorship package is customizable. Items can be added, subtracted, or swapped on an a la carte basis. We will work with you to create the optimal promotional plan to ensure you receive the brand exposure that best meets your marketing goals.

After reviewing these options, please let us know your thoughts or questions and we will schedule a follow up call.

Regards,

Louise Long
Executive Director
Seattle Marathon Association



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