



SPONSORSHIP & EXHIBITOR OPPORTUNITIES

SEPTEMBER 23, 2018 • HEARTLANDMARATHON.ORG

	PRESENTING SPONSOR	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
FINANCIAL COMMITMENT	\$15,000	\$5,000	\$4,000	\$3,000	\$1,500
Listed as Presenting Sponsor with event logo	X				
Listed on Start and Finish line signage	X	X			
Logo included in email communication to participants	X	X			
Promotional display in the finish line expo area	X	X			
Right to provide product samples and/or promotional materials in the race packets	X	X			
Logo displayed on event t-shirts	X	X	X		
Complimentary entry into the event of choice	X	X	X		
Recognition by announcer throughout the race	X	X	X	X	
Name displayed on event t-shirts	X	X	X	X	X
Admission to Pasta Dinner on 9/22/18, featuring running legend Jane Serues	X	X	X	X	X
Advertising posters issued for use in showcasing sponsorship participation	X	X	X	X	X
Right to provide product samples and/or promotional materials at the race expo	X	X	X	X	X
Prominent display of name in race promotional material, including press releases, and other media opportunities	X	X	X	X	X
Recognition in social media marketing	X	X	X	X	X
Recognition on the Heartland Marathon website	X	X	X	X	X

Looking for a custom sponsorship opportunity not listed in the traditional sponsorship packages?
Contact us to explore a custom package that fits your financial and branding needs.



SEPTEMBER 23, 2018

HEARTLAND MARATHON

SPONSORSHIP OPPORTUNITIES

PRESENTED BY
THE OMAHA RUNNING CLUB



EXPO EXHIBITOR
\$500

The Heartland Marathon Expo is an opportunity to connect with hundreds of racers and their families. All racers will attend Saturday's expo to pick up their registration packet. This is a perfect opportunity for retailers, health and wellness experts and community groups to connect with participants. Vendors receive a 10'x10' display area with a 6' skirted table and two chairs. Please notify us if you require power.

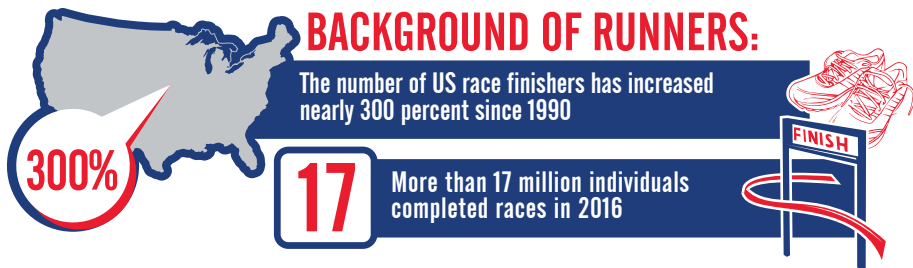
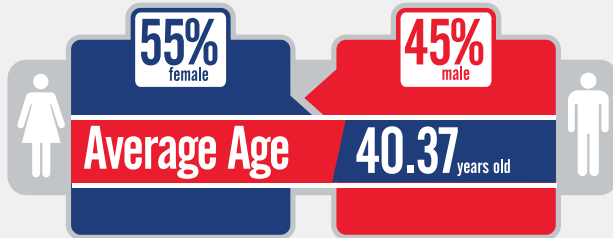
To learn more or start your sponsorship, please visit
HEARTLANDMARATHON.org or contact us at heartlandmarathon@gmail.com

YOUR AUDIENCE

Race participants are no longer limited to elite athletes. With four event categories, including a Marathon relay, the Heartland Marathon will draw a diverse pool of participants from throughout the Midwest.

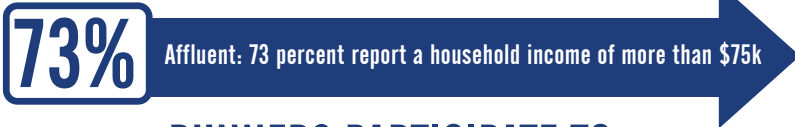
2017 PARTICIPANTS

Nearly 600 individuals participated in the 2017 Heartland Marathon. We anticipate more than 1,000 racers this year.



RUNNERS ARE:

Highly educated: Three out of four have earned a college diploma (compared to only 30 percent of all US adults)



RUNNERS PARTICIPATE TO:



PURCHASING POWER

53 percent of running event participants fall between the ages of 25 and 44.

- Millennials (born between 1982 and 2000) represent \$1.3 trillion in consumer spending

9.7 million women completed races in 2016, representing 57 percent of all race finishers

- Women lead purchasing power spending an average of \$10 trillion annually

Sources: Business Day, Nielsen, Running USA

HEARTLAND MARATHON EVENT SERIES

MARATHON | MARATHON RELAY | HALF MARATHON | 10K

Presented by the Omaha Running Club



EVENT OVERVIEW

Saturday, Sept. 22, 2018: Heartland Expo
Sunday, Sept. 23, 2018: Race Series
Downtown Riverfront | Omaha, Nebraska

SUPPORT YOUR LOCAL RUNNING COMMUNITY



BY SUPPORTING THE HEARTLAND MARATHON YOU:

- Demonstrate your commitment to health and wellness
- Increase brand visibility among active, highly engaged attendees
- Support the Omaha running community and a locally-managed event



Sponsoring a marathon ensures you have repeated exposure to event participants as they research, train and prepare for the event. For many, completing a running race like the Heartland Marathon is the culmination of a lifelong goal. As a sponsor, your organization has the opportunity to be a part of their journey and celebration.



Beyond just the participants, sponsoring the Heartland Marathon grants you access to the thousands of friends and family members who support participants in their journey.

\$1,000
2017 Donation

Charitable Impact: The 2018 Heartland Marathon will benefit the Lewy Body Dementia Association (lbda.org) The selection honors local running legend Gary Julin who passed away in 2015. Gary was a prolific competitor and a regular on the Omaha racing circuit for nearly three decades.

SEE REVERSE FOR SPONSORSHIP PACKAGES