

CORPORATE SPONSORSHIPS

HALF MARATHON
MARATHON
OMAHA IOK
MARATHON
OMAHA



9-24-2023

HEARTLANDMARATHON.org

HEARTLAND RACE TRENDS

HEARTLAND
OMAHA

RACE PARTICIPATION

US RACE PARTICIPATION HAS GROWN BY MORE THAN 50% IN THE PAST DECADE

65%

PERCENT INCREASE
IN RUNNING
DURING THE
PANDEMIC

PERCENT OF
INDIVIDUALS WHO
STARTED
RUNNING DURING
THE PANDEMIC

29%

50%
GROWTH

870+
2022
PARTICIPANTS

OMAHA
RUNNING CLUB



16K

Omaha's Heartland Marathon emails are distributed at least monthly to more than 16K healthy and active individuals

200K
IMPRESSIONS

A sponsorship package generates 200K+ impressions of your organization's name and logo via ORC email and social media alone!

ORC has served the metro for more than 50 years



10K

More than 10K individuals follow the ORC social channels



25%

Average email open rate, compared to a 20% national average

40
years old

AVERAGE AGE OF
A FEMALE
HEARTLAND
PARTICIPANT

39
years old

AVERAGE AGE OF
A MALE
HEARTLAND
PARTICIPANT

53%
FEMALE
47%
MALE



SAY CHEESE!
DIGITAL IMPRESSIONS

Within the first week following the event, the app received more than **30K views** and more than **950 images were downloaded.**

ESTABLISHED

2015

NEARLY **6,000 RUNNERS** HAVE PARTICIPATED IN OMAHA'S HEARTLAND MARATHON

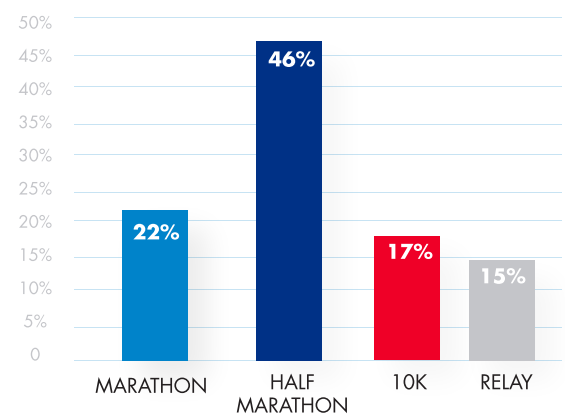


55% OF RUNNERS ON STRAVA APP **HIT A NEW PR** IN THEIR 5K, 10K, HALF-MARATHON OR MARATHON DISTANCES IN 2020



59% OF ACTIVE ADULTS SAY THAT EXERCISING OUTDOORS, LIKE RUNNING, IS ONE OF THE **BEST WAYS TO STAY FIT** IN 2021

HEARTLAND REGISTRATIONS BY EVENT CATEGORY



9-24-2023

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SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFITS	TITLE \$15,000	GOLD \$5,000	SILVER \$4,000	BRONZE \$3,000
Listed as exclusive Title Sponsor on all materials	✓			
Logo included on race photos	✓			
Logo on participant gift*	✓			
Logo on participant and volunteer t-shirts	✓			
Name listed on finisher's medals*	✓			
Logo on race bibs	✓			
Logo included at chute leading up to the Start/Finish line	✓			
Logo included on course	✓			
Logo included on course map document	✓	✓		
Opportunity to have a display table at packet pick up	✓	✓		
Opportunity to have a display table at finisher's area	✓	✓	✓	
Recognition on sponsor board at event	Logo	Logo	Logo	Logo
Recognition in race emails	Logo	Logo	Name	Name
Complimentary race entries into individual event of choice	15	5	3	2
Right to provide samples/promotional material	✓	✓	✓	✓
Recognition by announcer throughout the event	✓	✓	✓	✓
Recognition on race app	Logo	Logo	Logo	Name
Recognition in event press releases	✓	✓	✓	✓
Prominent display on event website, HeartlandMarathon.org	✓	✓	✓	✓
Recognition on the Heartland & ORC social media channels	✓	✓	✓	✓
Exposure to more than 17k participants, volunteers and fans of ORC	✓	✓	✓	✓

RACE DAY/IN-KIND SUPPORTERS: UNDER \$3,000

- Name placement on sponsor board at event
- Right to provide samples and/or promotional material
- Recognition by announcer throughout the race
- Name included on race app
- Prominent display on event website
- Recognition on the Heartland & ORC social media channels
- Exposure to more than 17k participants, volunteers and fans of the Omaha Running Club

NEW! MILE SPONSOR: \$1,000

- Dedicated signage at mile marker
- One complimentary race entry into individual event of choice
- Name included on race app
- Recognition by announcer throughout the event
- Prominent display on event website
- Recognition on the Heartland & ORC social media channels
- Exposure to more than 17k participants, volunteers and fans of the Omaha Running Club

NEW! EXHIBITOR: \$500

- Opportunity to have display table at finisher's area
- Prominent display on event website
- Recognition on the Heartland & ORC social media channels
- Exposure to more than 17k participants, volunteers and fans of the Omaha Running Club

READY TO GET STARTED? VISIT

HEARTLANDMARATHON.ORG

*Time sensitive benefit. Inquire with ORC to verify the sign up deadline.