

SPONSORSHIP OPPORTUNITIES

HALF MARATHON
MARATHON
OMAHA 10K
MARATHON RELAY



HEARTLAND RACE TRENDS

HEARTLAND
910+
2023
REGISTRANTS

7%
YEAR OVER YEAR
GROWTH

YEAR OVER YEAR
GROWTH



GLOBAL REACH

THE HEARTLAND DREW RACERS FROM 39 STATES AND ONE INTERNATIONAL RUNNER

39
STATES

EST. 2015

**10-YEAR
ANNIVERSARY**

OMAHA
RUNNING CLUB



5K

Omaha's Heartland Marathon emails are distributed at least monthly to thousands of 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%

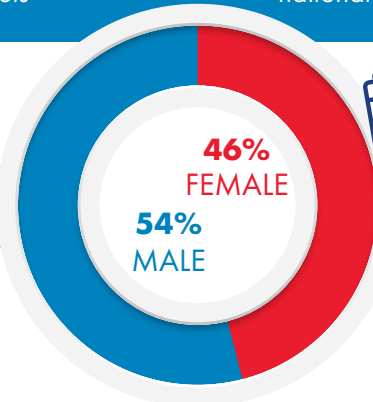
Average email open rate, compared to a 20% national average

39
years old

AVERAGE AGE OF A FEMALE HEARTLAND PARTICIPANT

38
years old

AVERAGE AGE OF A MALE HEARTLAND PARTICIPANT



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

2014

NEARLY **7,000 RUNNERS** HAVE PARTICIPATED IN OMAHA'S HEARTLAND MARATHON

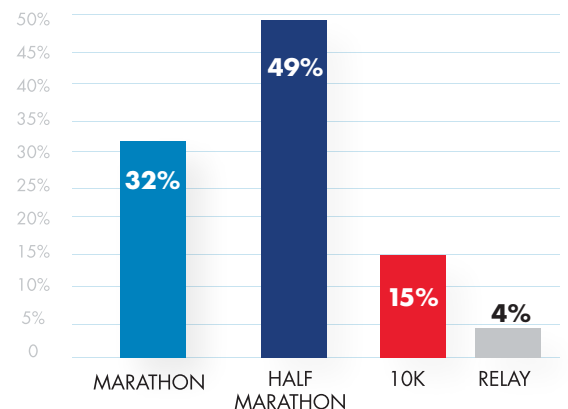
89% OF RUNNERS REPORT THAT RUNNING REGULARLY MAKES THEM HAPPIER



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



2023 HEARTLAND REGISTRATIONS BY EVENT CATEGORY





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 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 participants, volunteers and fans of the Omaha Running Club

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 participants, volunteers and fans of the Omaha Running Club

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 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.