

# 2019 Sponsorship Opportunities



[www.SBYMarathon.com](http://www.SBYMarathon.com)

# THE SBY MARATHON

APRIL 6 • 2019

Contact:  
JASON CHANCE  
TCR EVENT MANAGEMENT  
[sbymarathon@gmail.com](mailto:sbymarathon@gmail.com)

## WHAT IS THE SBY MARATHON?

The Salisbury Marathon launched on April 28th, 2018 and is the longest distance running event on the Eastern Shore of Maryland. Though it is known as the Salisbury Marathon, there is also a half-marathon and a 5k running event that happens at the same time. The distances (26.2 miles, 13.1 miles and 3.1 miles, respectively) bring runners, and their families and friends, in from all over the WORLD!!



Last year we had over 1000 runners travel from as far away as Great Britain and this year (2019) we already have runners signed up from Brazil! That makes Salisbury, and Wicomico County, and INTERNATIONAL destination for our event!! Let's show all our "out-of-town" friends a great time while they are here!!!

This year we have moved our date a little earlier, to SATURDAY, APRIL 6, 2019, with a START TIME of 7am. We are hoping to increase our registrations this year to over 2000 runners and we are well on track for that increase.



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## IT'S HAPPENING...AGAIN!!

Salisbury, MD has long been home to thriving, passionate running community. On any given weekend in the City, odds are you can find a 5k race to join, and in March every year, the Tim Kennard River Race gives participants from all over a fun, 10-mile race option in Salisbury. What our City had not had was a marathon, and we remedied that in 2018!

Now we are working to make our success in 2018 an even greater one! With over 1100 registrants last year, and numerous Boston Qualifications from our marathoners, the Salisbury Marathon is the buzz of the marathon scene!

There are a myriad of sponsorship and co-branding opportunities available, as part of this race, giving you a chance to partner with us to put your brand in front of thousands of runners and their families and friends!

## MORE THAN JUST A RUN

Running events are very special events. The communal atmosphere and feeling of accomplishment can be addictive and can compel a motivated runner to travel many miles to compete. A well-organized event can draw participants and their families and friends from far and wide, infusing the local economy with outside money, and creating unique advertising opportunities for local businesses. After a marathon, half marathon, or 5k event, a significant number of participants WILL dine in local restaurants, consumer local craft beer, and shop at locally-owned boutiques and stores. They will also take with them race literature, "swag bags" filled with ad cards, and branded tee shirts with sponsor logos.



## BY THE NUMBERS: MARATHON RUNNERS

**9.7 Million**  
Female marathon  
finishers in 2016

**7.3 Million**  
Male marathon  
finishers in

  
**67.7%**  
Are married

  
**78%**  
College  
educated

  
**75%**  
Have a  
household  
income of  
+75k/yr

  
**49%**  
Percentage of  
runners  
aged 25-44

  
**57%**  
Percentage of  
female mara-  
thon finishers

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## **I WANT IN!**

Great! There are a number of sponsorship opportunities available, and if you're looking for something a little more tailored to suit your organization, ask us about putting together a sponsorship package just for you!

### **TITLE SPONSOR/PLATINUM SPONSOR-\$10,000:**

- Race billed as "Title Sponsor Presents Salisbury Marathon"
- Company recognition wherever the race is mentioned: pre-event promotion, event website, mobile app and notifications, social media page/post tags, event newsletters, official race t-shirt, participant bib, event photographs, race announcer mentions throughout the event
- Company logo displayed on finish line truss banners and 100 feet of finish line chute
- Company representative to serve as Master of Ceremonies, announcing official race starts and award presentations
- 10x20 vendor space on-site during event
- 10 complimentary race entries
- 3 dedicated social media posts
- 1 dedicated email

### **GOLD LEVEL SPONSOR - \$5,000**

- Company recognition on the event website, official race t-shirt, race announcer mentions throughout the event (Large logo)
- Company logo displayed on 100 feet of finish chute fence signage
- 10x20 vendor space on-site during the event
- 5 complimentary race entries
- 2 dedicated social media posts

### **SILVER LEVEL SPONSOR-\$2,000:**

- Company recognition on the event website, official race t-shirt, race announcer mentions throughout the event (Small Logo)
- Company logo displayed on 50 feet of finish chute fence signage
- 10x10 vendor space on-site during the event
- 2 complimentary race entries
- 1 dedicated social media post

### **BRONZE LEVEL SPONSOR-\$1,000:**

- Company recognition on the event website, official race t-shirt, race announcer mentions throughout the event (No Logo, Name Only)
- 10x10 vendor space on-site during the event
- 2 complimentary race entries

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J A S O N C H A N C E  
T C R E V E N T M A N A G E M E N T  
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**MILE MARKER SPONSOR-\$500:**

- Company recognition on the event website, race announcer mentions throughout the event
- Company signage at assigned mile marker

**IN- KIND DONATION: \*THIS DONATION CAN BE IN THE FORM OF PRODUCTS EXCHANGED**

- Company recognition on the event website and race announcer mentions throughout the event
- Company logo displayed at the placement of the product
- 10x10 vendor space on-site during the event

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## Supporting Partner



The Eastern Shore Running Club is a Salisbury, MD-based nonprofit organization founded to promote and advocate for the running community on Maryland's Lower Eastern Shore. In 2017 ESRC created the Shore's first scholarship for youth runners in partnership with the Community Foundation of the Eastern Shore. The club will provide an annual award to a graduating senior from the three lower counties who has a demonstrated passion for running, among other criteria. ESRC is a Road Runners Club of America member organization.

This race would not be possible without the generous support from our partners, Thank You!! This race was created to put Salisbury on the running map, and to give back to our tremendous community. The proceeds of this race will be distributed to our local community organizations, to better serve their missions. A small portion of the proceeds will go towards the logistics of the RunSBY event.

Thank you to the Eastern Shore Running Club (ESRC) for being RunSBY's financial entity. All **checks can be made out to the Salisbury Marathon**, and the funds will be placed in a joint account between the Salisbury Marathon and the ESRC. The Eastern Shore Running Club is a 501c(3) organization.