COAST GUARD MARATHON

2023 Sponsor Packages











March 2-4, 2023

WHAT IS THE COAST GUARD MARATHON?

The Coast Guard Marathon Weekend, consisting of a marathon, half marathon, 5K and Semper Paratus Challenges, is the first official road race of the U.S. Coast Guard. The event is a USA Track and Field sanctioned event and a Boston Qualifier. The half and full marathon courses offer all runners the unique opportunity to run on Base Elizabeth City, setting this race apart from many others.

Hosted by Visit Elizabeth City, this annual event takes place in-person and virtually in Elizabeth City, NC – home to one of the largest USCG bases on the country and an official Coast Guard City. With participants from all 50 states and 11 countries in 2022, the Coast Guard Marathon draws national and international attention throughout the running and Coast Guard community.





"I am excited for the first-ever, in-person Coast Guard Marathon. The completely virtual inaugural event last year was more successful than we could have imagined and set the pace for this legacy event in honor of the greater Coast Guard for years to come. I am personally looking forward to running with and meeting participants from across the nation in Elizabeth City for the March 2022 event!"

Brook Sherman, Commanding Officer
USCG Base Elizabeth City



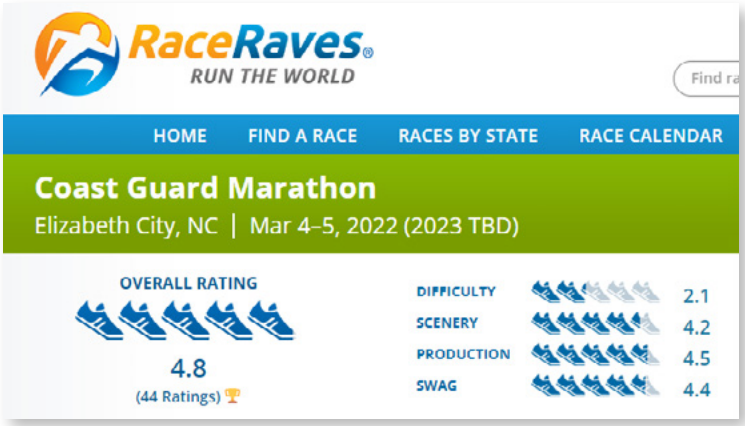
2023 Estimated **3,000** in-person runners plus an additional **2,000** virtual runners and **5,000** expo attendees

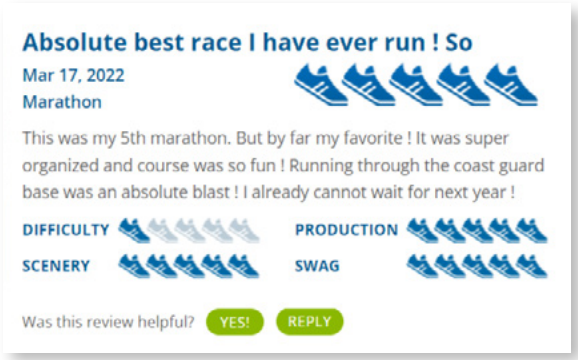




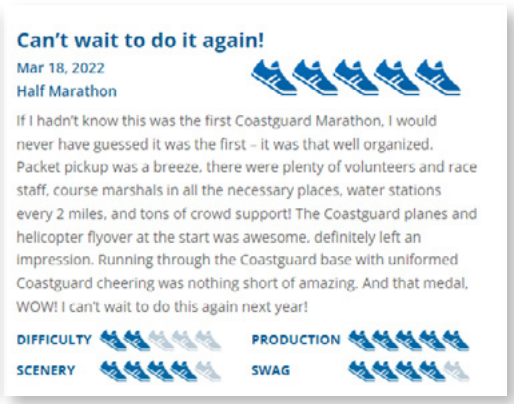
2022 RUNNER FEEDBACK

The race received lots of positive feedback from many of our runners in 2022! Below is a snapshot of a few of our RaceRaves reviews, Facebook reviews and results from our own runner feedback survey.





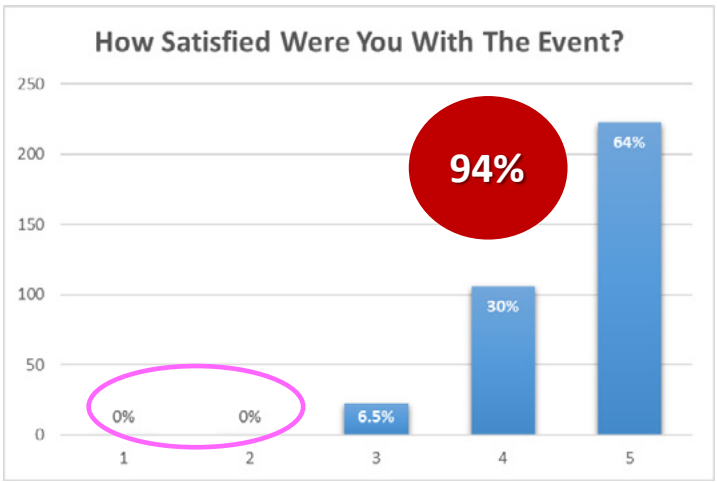


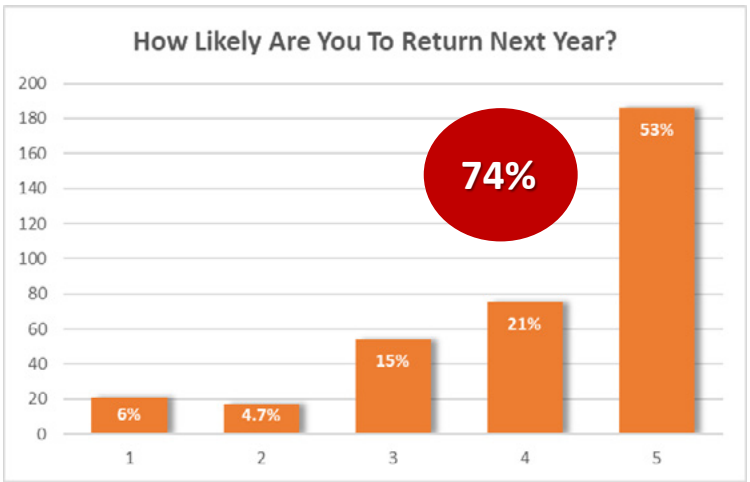


RaceRaves Reviews



Facebook Reviews





WHAT ARE VIRTUAL AND HYBRID EVENTS?

A virtual event provides participants with a goal to complete at any location and at any time within the event window without compromising on race swag. Virtual events allow for athletes all over the world to participate in the race who are not yet comfortable with travel, cannot afford travel, or are currently stationed overseas.

The 2023 Coast Guard Marathon will be a hybrid event offering both a virtual and in-person option for all three distances of the race: 5K, 13.1 miles and 26.2 miles along with the two challenges. After a successful event in 2022 we were excited to host the second annual race in Elizabeth City, NC!

WHO IS VISIT ELIZABETH CITY?

Visit Elizabeth City is the Tourism Development Authority of Elizabeth City and Pasquotank County, North Carolina. Our mission is to promote overnight visitation that drives economic impact through destination marketing and enhancement of the visitor experience in Elizabeth City and Pasquotank County. Elizabeth City is a riverfront destination with three institutions of higher education, a historic downtown district, and one of the largest USCG bases in the country, Base Elizabeth City. We're proud to promote our quaint, charming small town and drive tourism that creates a lasting economic impact for our area.

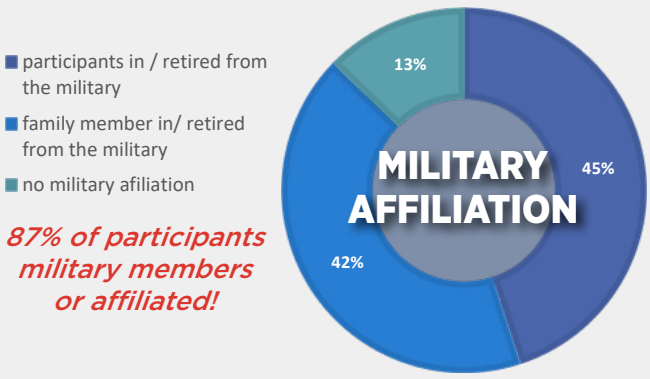
Visit ELIZABETH CITY NORTH CAROLINA

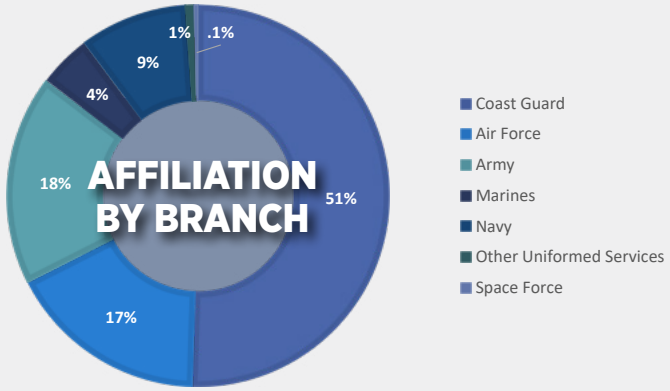


WHY SPONSOR THE COAST GUARD MARATHON?

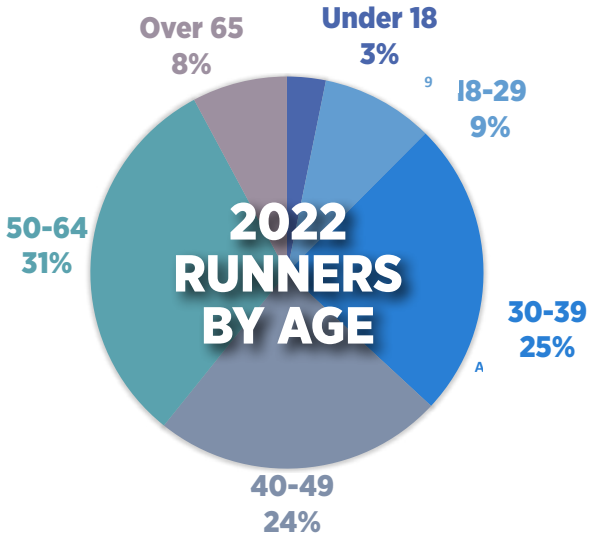
Our sponsors are a critical component in making the Coast Guard Marathon not only possible, but successful. Sponsors receive brand exposure opportunities across a variety of platforms, plus the option to directly engage with runners, spectators, and Coast Guardsmen during the in-person weekend events.

Overall, runners are a highly sought-after consumer demographic with half of all runners having an income of at least $100K. Your organization will also align itself in support of this legacy event for the United States Coast Guard and beyond. Below is a snapshot of just some of the hybrid metrics from the 2022 Coast Guard Marathon.







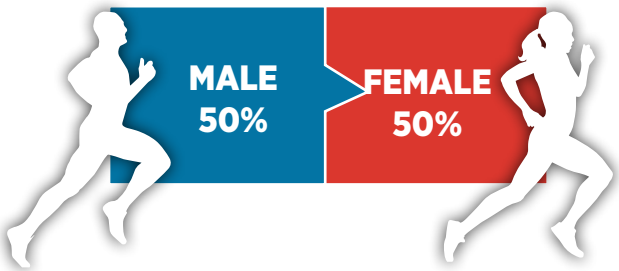


2022 EXPO ATTENDANCE

Thursday	*893*
Friday	*1637*
TOTAL	2530



230%+ increase in followers from 2021 to 2022!



GENERAL SPONSORSHIPS

SPONSOR BENEFITS	PRESENTING $22,500 1 Available	OFFICIAL $10,500 2 Available	SUPPORTING $5,500 3 Available	CONTRIBUTING $3,500 4 Available
Logo prominently placed on in-person race bibs	✓			
Featured as the “Presenting Sponsor” on website, social channels and all promotional materials	✓			
Logo included in event promotional video	✓			
Opportunity to place tear drop flags (provided by sponsor) at Expo, moved to Awards Presentation on Saturday (up to 4)	✓			
Sponsor category exclusivity	✓	✓		
Company Representative(s) hold finish line tape for overall winners (schedule reviewed prior to race day)	✓	✓		
Priority acknowledgement during public race announcements	✓	✓		
Company logo included on start/finish line banner	✓	✓		
Company Employee Discount: 15%	✓	✓	✓	
Company logo included in Digital Race Guide and advertisements provided by sponsor	2 PAGE SPREAD	1 PAGE	1/2 PAGE	1/4 PAGE
Banners (provided by sponsor) at start/finish line	20	14	10	4
Opportunity for company promotional items to be included in athlete race packets (product, coupon or flier provided by sponsor; value $200)	✓	✓	✓	✓
Branded messages on Coast Guard Marathon social channels	12	8	5	3
Logo and link displayed on sponsor page of CoastGuardMarathon.com	✓	✓	✓	✓
Logo and link on emails to all participants	✓	✓	✓	✓
Logo on finisher t-shirts	✓	✓	✓	✓
Complimentary race registrations (can be used for promotional purposes)	25	12	6	3
Opportunity to have a 10x10 booth at the Coast Guard Marathon Expo (value $400)	✓	✓	✓	✓
Opportunity to have a 10x10 booth or tent on-site on half and full marathon race day (value $400)	✓	✓	✓	✓

THEMED SPONSORSHIPS

RACE EXPO SPONSOR $6,500 (ONE AVAILABLE)

The pre-race expo is an opportunity to reach every registered runner and their guests who will be arriving to begin their Coast Guard Marathon experience at packet pickup. The Expo is also free and open to the public providing the opportunity to get your brand in front of visitors from all over the country.



- Naming Rights with company recognized as Title Sponsor
- Inclusion in every mention of the Expo including invitations, media mentions, etc.
- Inclusion in race bags (product, coupon or flier provided by sponsor) (Value $200)
- One of two premiere booth locations at Expo
- Sponsor logo and link on sponsor page of CoastGuardMarathon.com

CELEBRATION SPONSOR $6,500 (ONE AVAILABLE)

At the Celebration runners enjoy food, entertainment, giveaways, and awards for top finishers. You will have an all-access pass to every athlete, spectator, volunteer, and staff member as Celebration Sponsor.



- Naming Rights with company recognized as Title Sponsor
- Banner displayed at the celebration (provided by sponsor)
- One branded giveaway item at the celebration (provided by sponsor)
- Opportunity for tent or booth at the celebration
- Sponsor logo and link on sponsor page of CoastGuardMarathon.com
- Opportunity to address athletes at Awards Ceremony
- Opportunity to have a booth or tent on-site on half and full marathon race day (value $400)

LANYARD SPONSOR $6,500 (ONE AVAILABLE)

- Exclusive logo placement on neck ribbon of finisher medals, virtual and in-person
- Sponsor logo and link on sponsor page of CoastGuardMarathon.com
- Opportunity to have a booth or tent on-site on half and full marathon race day (value $400)
- Opportunity to have a booth at the Coast Guard Marathon Expo (value $400)

RACE WEEKEND SPONSORSHIPS

VOLUNTEER & GEAR CHECK SPONSOR $6,500 (ONE AVAILABLE)

- Naming Rights with Company Recognized as the title sponsor of the Gear Check
- Tent Branding- Company opportunity to brand the gear check tent area
- Company logo included on gear check ticket
- Company logo on volunteer apparel
- Company logo and link on sponsor page of CGM.com
- Inclusion of company logo in all volunteer emails
- Opportunity for company promotional items to be included in athlete race packets (product, coupon or flier provided by sponsor; value $200)
- Company logo included in Digital Race Guide and advertisements provided by sponsor (1/2 page)
- Opportunity to have a booth at the Coast Guard Marathon Expo (value $400)
- Opportunity to have a tent on-site on half and full marathon race day (value $400)

PACING TEAM & LEAD CYCLIST SPONSOR $6,500 (ONE AVAILABLE)

- Naming Rights with Company Recognized as the title sponsor of the Pace Team and Lead Cyclists
- Sponsor logo prominently displayed on Pacer shirts and Cyclist jerseys
- Sponsor logo and link on sponsor page of CGM.com
- Opportunity for company promotional items to be included in athlete race packets (product, coupon or flier provided by sponsor; value $200)
- Company logo included in Digital Race Guide and advertisements provided by sponsor (1/2 page)
- Opportunity to have a booth at the Coast Guard Marathon Expo (value $400)
- Opportunity to have a tent on-site on half and full marathon race day (value $400)

WATER STOP SPONSOR $1,000 (TEN AVAILABLE)

- Branding opportunity to decorate and brand water stop of choice
- Company logo and link on sponsor page of CGM.com
- Opportunity for company promotional items to be included in athlete race packets (product, coupon or flier provided by sponsor; value $200)
- Opportunity to show company pride through assistance in handing out water
- Company logo included in Digital Race Guide





RACE WEEKEND SPONSORSHIPS

IN-PERSON RACE BAG

$200 (50% OFF FOR ELIZABETH CITY ORGANIZATIONS. LIMITED NUMBER OF INSERTS AVAILABLE)

This is your opportunity to get your product or information directly into the hands of each in-person participant. An estimated 3,000 race bags will be assembled and distributed to participants during race weekend for the 5k, half and full marathon.

BOOTH OR TENT ON-SITE ON RACE DAY

$400 ($350 FOR MILITARY OR NON-PROFIT ORGANIZATIONS)

A booth or tent on-site on race day provides the opportunity for you to reach every in-person runner registered for the half or full marathon, their supporters, and local spectators. Your booth or tent can include product samples, coupons, email signups and more. Estimated attendance to the area on race day is approximately 10,000.

BOOTH AT THE COAST GUARD MARATHON EXPO

$400 ($350 FOR MILITARY OR NON-PROFIT ORGANIZATIONS)

The expo is an opportunity to reach every registered runner and their guests who will be arriving to begin their Coast Guard Marathon experience at packet pickup. The Expo is also free and open to the public providing the opportunity to reach visitors from all over the country and locals. Estimated attendance to the Expo is approximately 5,000.

HAVE A DIFFERENT SPONSORSHIP IDEA?

Contact us at **info@CoastGuardMarathon.com** to discuss alternative sponsorship opportunities and how you can be a part of the 2023 Coast Guard Marathon!



Sponsorship Acceptance

CONTACT INFORMATION

Name

Company/Organization

Company Name for Marketing Materials

Address

City State Zip

Contact Phone

Contact Email

Website

If applicable please answer yes or no to the questions below:

We will have a booth at the Expo Y / N

We will have a booth at the Race/Celebration Y / N

We will provide inserts for the race bag Y / N

We acknowledge that:

- Race bag materials are due by 2/17/23
- Payment due within 20 days of signing
- Sponsor logo must be provided in .png and .eps format in black & white and full color

X _____

SPONSORSHIP COMMITMENT

- ☐ Presenting Sponsor: $22,500
- ☐ Official Sponsor: $10,500
- ☐ Supporting Sponsor: $5,500
- ☐ Contributing Sponsor: $3,500
- ☐ Race Expo Sponsor: $6,500
- ☐ Coast Guard Marathon Celebration Sponsor: $6,500
- ☐ Lanyard Sponsor: $6,500
- ☐ Volunteer & Gear Check Sponsor: $6,500
- ☐ Pace Team & Lead Cyclist Sponsor: $6,500
- ☐ Water Stop Sponsor: $1,000
- ☐ In-Person Race Bag (50% local discount): $200
- ☐ Race Day Booth/Tent: $400
  ($350 military or non-profit)
- ☐ Coast Guard Marathon Expo booth: $400
  ($350 military or non-profit)
- ☐ In-Kind Sponsorship: _____

SPONSORSHIP AUTHORIZATION

X _____

The above authorized signature represents acceptance of terms as delineated in this sponsorship material. This is a contractual agreement.

THANK YOU FOR BEING A PART OF THE COAST GUARD MARATHON!

PAYMENT INFORMATION
Please make checks payable to:

Coast Guard Marathon
501 S. Water St
Elizabeth City, NC 27909

For more information including custom or in-kind sponsorship opportunities or to see an example of one of our 2022 sponsors' final reports, please contact:

Corrina Ruffieux
Race Director, Coast Guard Marathon
Director@CoastGuardMarathon.com
Office: 252-621-2670
501 S. Water St
Elizabeth City, NC 27909