

INAUGURAL



Saturday

September 27, 2014

Celina/St. Marys, Ohio

grandlakemarathon.com

Sponsorship Opportunities

About the Race

On September 27 Rocketship Sports Management will be hosting the Inaugural Grand Lake Marathon, a scenic loop on the shores of Grand Lake. The full marathon will start in Celina and circle Grand Lake. The half marathon will start at Memorial Park in St. Marys and finish in Celina on Lakeshore drive.

The inaugural marathon is expected to attract more than 2,500 conditioned athletes, runners and walkers as well as 5,000 spectators from around the country. Comparable events in neighboring Indianapolis and Dayton have over 15000 participants. Grand Lake will offer a scenic and rural course. We expect many athletes will find this a unique and appealing annual event. *as of October 15 we have 30 participants registered from New York, Ohio, Kentucky, Indiana and Michigan.

The USATF certified course will be one of the flattest marathons in the United States which will make the race a popular choice of those attempting to qualify for The Boston Marathon. Additional running and walking events are provided for the whole family including a Half Marathon, kids incremental marathon, 10K, and 5k race. Considered a destination event, the rural course will offer a scenic change for those familiar with urban city races. A marathon is a lifetime achievement and we are excited to bring this race to Grand Lake and anticipate an increasing number of athletes and spectators will look forward to returning annually.

Our mission

Our mission is to create a world class tourist event that engages and benefits the Grand Lake Region.

Demographics of a typical marathon runner

Runners are affluent. Median household income is \$79,808, while the average household income is \$90,850.

Runners are educated and professional. 82.9 percent of runners have some form of college education and 54.5 percent have a college degree. 39.4 percent are professionals.

Runners are health conscious. The average runner runs 11 months year, 4 times each week, logging 21 miles per week and 1,102 miles per year. They are also aware of healthy diets for themselves and their families.

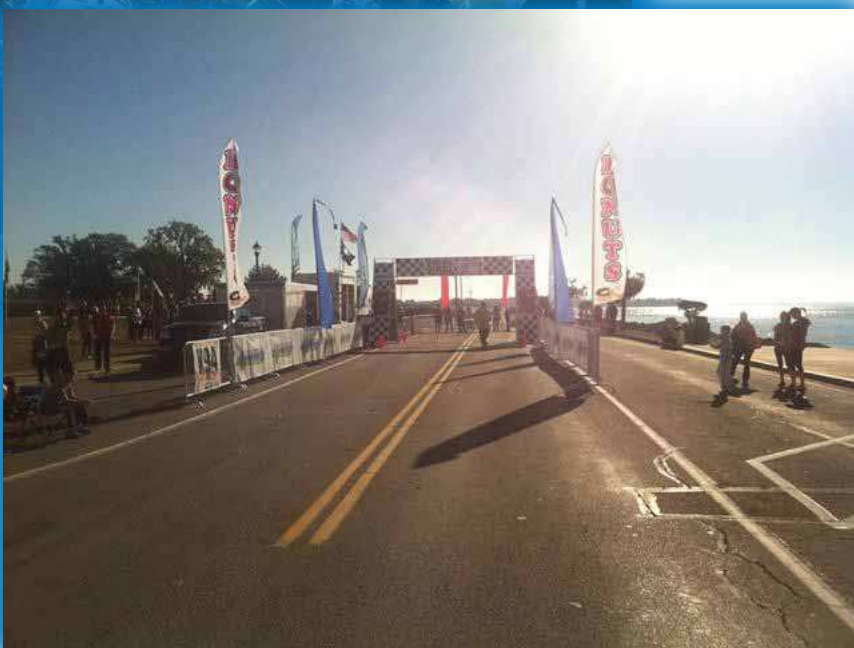
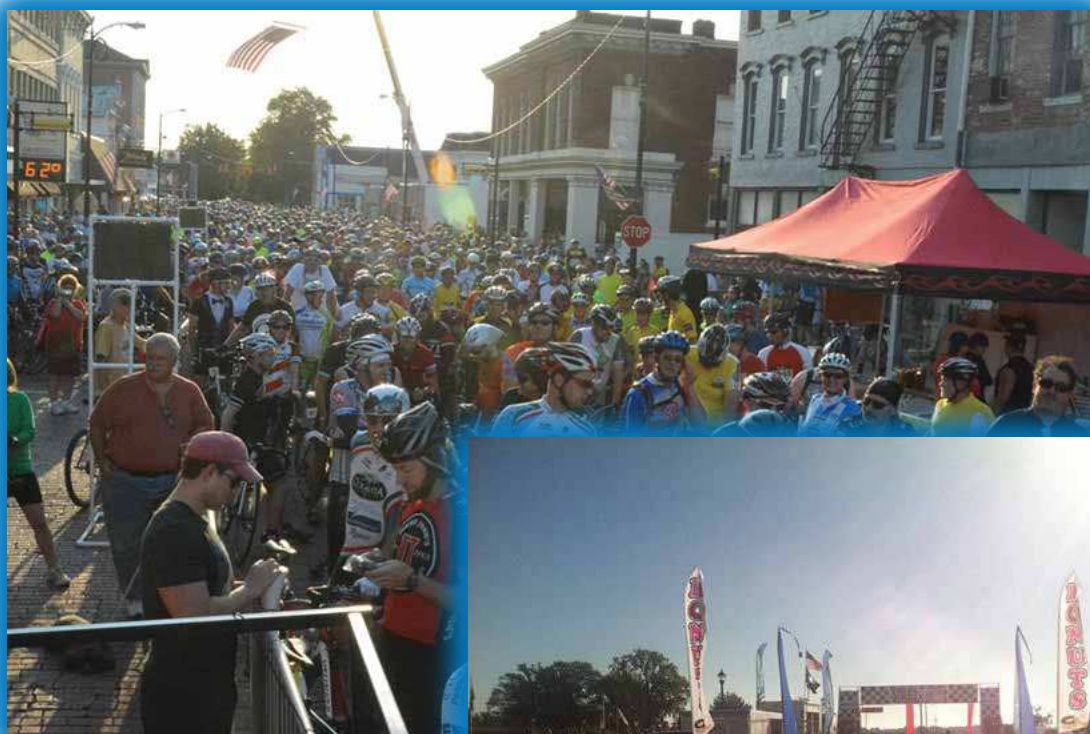
Runners travel an average of 300 miles to attend a season goal marathon

Runners bring an average of 2.6 guests with them to a race

The race is hosted by Rocketship Sports Management with support from Auglaize & Mercer County, City of Celina, City of St. Marys, Ohio Division of Natural Resources, Ohio Department of Transportation, Ohio State Highway Patrol, Mercer County Sheriff, Auglaize County Sheriff, Celina Police Department, St. Marys Police Department, The Ohio State Highway Patrol, MSERV, REACT and The Auglaize county department of homeland security.

Supported by local businesses and more than 200 volunteers staffing 30 water stations will make this an exciting community event involving many different organizations in the Grand Lake region.

The Grand Lake Marathon will be a costly venture with Police support, insurance, and licensing permit requirements in addition to athlete materials/shirts, etc. expenses. While entry fees will offset some of the expenses they will not offset all the anticipated expenses. For the event to be successful and continue to grow year after year sponsorship is being sought from local businesses. The Grand Lake Marathon will have an immediate and positive impact on the local economy in the inaugural year and we are offering many sponsorship opportunities.



Who we are

Rocketship Sports Management is a 501c3 all volunteer event management company based in St.Marys/Greenville Ohio. Started in 2006 by a St.Marys native and former professional cyclist Roger Bowersock, the group has promoted over 200 events including their signature events The Tour de Donut (largest event in this region with over 1600 participants), The Donut Dash, Walk the Line 10k and The Colavita-Zipp Time Trial Series. In addition to these well known events, the organization has helped many local groups create record attendance and profits with their events in addition to loaning equipment, providing marketing advice, organizing courses and assistance to non-profits all over the region. The organization has become well respected and has excellent working relationships with local authorities. In 2012 Roger was awarded as one of the Nations top event organizers by Sports Event magazine, an amazing feat for someone who does not make a living as an event promoter.

Charities

Charity recipients of proceeds for 2014 will be CALL food pantry in Celina and Agape Ministries in St.Marys. Our goal is to raise \$5,000 for these groups this year. All clothing left by participants at the startline will be donated to CALL and Agape. All non-perishable energy food will be donated to the Auglaize and Mercer County Cancer Association



Marathon "Presenting" Sponsor

(limited to 1) *all inclusive event sponsor*

\$7500 Cash Donation (\$10000 Cash Donation includes both the full & half marathon)

-This sponsor will have naming rights to the event.

-Prominent Corporate sponsor name/logo with link placed on race website

www.grandlakemarathon.com

-Logo will be built into event logo and on everything associated with the event

-Logo will be part of event logo on all finisher's medals

-Main logo display on participant and volunteer shirts and bags

-Logo will be visible in all advertising print/tv and mentioned in radio ads

-Prominent logo recognition, print)

-Opportunity to display on race tickets

(Items need to be received by 10/1/14)

-Free booth opportunity

-Free booth opportunity

-Opportunity to make announcement

-Company sponsors

-Ability to provide welcome and officially start race

-Announcements during the race

-Company name printed on participant handouts/newspaper

-Banner with company name/logo displayed on Finish line

-Logo on podium backdrop

-Logo on first finisher finish line

-Logo on finisher

-Company name

on banner at all

timing points (4)

8 complimentary

participant entries

into race

-Ability to renew at

same rate for 2015

by November 1



Half Marathon "Presenting" Sponsor :

(\$5000 cash donation, limited to 1 sponsor)

- Corporate sponsor name/logo with link placed on race website www.grandlakemarathon.com
- Logo will be built into event logo
- Logo will be part of event logo on all half finishers medals
- Prominent logo display on half participant and volunteer shirts and bags
- Logo will be visible in all advertising print/tv and mentioned in radio ads for half
- Prominent logo recognition on marathon marketing material (electronic, print, booth/tradeshows)
- Opportunity to create race packets
- (Items need to be provided)
- Free booth opportunity
- Free booth opportunity
- Free exclusive booth
- Logo on podium
- Opportunity to represent
- Company sponsorship acknowledgement throughout race day via announcer
- Ability to provide welcome and officially start race
- Company name printed on participant handouts/newspaper
- Banner with company name/logo displayed on Finish line
- Company name on banner at all timing points
- (4)
- 8 complimentary participant entries into race
- Ability to renew at same rate for 2015 by November 1



Race Pacer Sponsor:

(\$2500 cash donation, limited 1 sponsor)

- Cover expenses for eight person professional pace crew
- Pace crew will be named "xyz pace crew"
- Pacers will wear shirt
- Company name/logo
- Logo display on participant
- Logo recognition on
- Opportunity to distribute race packets
- (Items need to be provided)
- Free booth opportunity
- Company sponsorship
- Company name printed on participant handouts



packets

via race announcer

Kid's Marathon Sponsor:

(\$2500 cash donation, limited to 1 company)

Support healthy and active kids as they complete an incremental marathon and run the last mile with us on race day. Sponsorship will subsidize cost for participants to lower the entry fee and get more kids to participate.

- Company name with link placed on race website and Kids Marathon tab
- Name on back of participant shirts (only)



- Mention in all advertisement and press regarding this event
- Opportunity to distribute company materials and products in runner race packets

(Items need to be received by August 27, 2014)

- Company sponsorship acknowledgement throughout race day
- Ability to welcome kids to finish as they complete the last mile
- Company logo on kids -LAKE LAPER LOG document
- Free booth opportunity at Finish Line Celebration
- Name listed on participant handout
- Banner on finish line
- 4 complimentary participant entries into race.

Finish Line Fest Sponsor:

(\$2500 cash donation)

- Assist in expenses of Finish line celebration
- Name on back of race shirts
- Finishline Fest will be named "xyz company" finish line festival
- Finishline Fest tab will have company logo at top
- Banners on bandstand and crowd fence
- Ability to have booth at finish line fest
- Name on the race website www.grandlakemarathon.com

Mile Marker Sponsor :

(\$250 cash donation, 36 available)

Assist in cost of 36 mile markers

- Logo on mile markers on course
- Logo on website
- Logo on t-shirt
- Logo on participant handout : "mile # Sponsored by XYZ company"

5k/10k Sponsor :

(\$1000 Cash donation)

- Logo on all event materials
- Logo on finishline
- Name of event will include "x company 5k/10k"
- Logo on awards ceremony
- Logo on winners ceremony



FRIEND SPONSOR:

(\$100+ Cash Donation or \$200+ in-kind race supplies unlimited)

- Name listed on participant handouts
- Company sponsorship acknowledgement throughout race day via announcer



Media Sponsor:

Please contact us for media sponsorship opportunities.

*Please check with your tax advisor to determine if contributions are tax deductible. The earlier sponsors are confirmed the more marketing materials and publicity can be created. We are open to discussion on individual packages cost and features and creative sponsorship opportunities. Our packages are created to supplement the cost of the event and provide a positive marketing opportunity for local businesses.

Thank you in advance for considering supporting our event!

YES, I would like to become a Grand Lake Marathon sponsor!

- ☐  ~~)) or (\$10,000 including half)~~
- ☐ ~~Grand Lake Marathon (\$5,000)~~
- ☐ Kids Marathon (\$2,500)
- ☐ Mile Marker (\$250)
- ☐ ~~Pacer (\$2,500)~~ 
- ☐ Finish line Fest (\$2,500)
- ☐ ~~5k/10k (\$1,000)~~ 
- ☐ FRIEND (\$100+)

* Any in-kind donation must have pre-approval from Grand Lake Race Committee.

Contact Name _____

Company _____

Address _____

Telephone Number _____

E-Mail Address _____

Company Website _____

*Merchandise / Services Contributed: _____

Value _____

Rocketship Sports Tax ID# 20-5836090

Please make checks payable to: Rocketship Sports Management Inc

Return completed form and payment to:

Rocketship Sports Management

Attn: Grand Lake Marathon

1098 Buckey Dr

Greenville Ohio 45331

To reflect your company name and logo on t-shirts and promotions,
send an .eps file to info@rocketshipsports.com

Questions? Contact Rocketship Sports at 937-417-5772 info@rocketshipsports.com