

Dear Sir or Madam:

The *Marden Marathon*, a race attracting athletes from across Southern Ontario, will be held on Saturday, April 14th, 2012 at the Royal Distributing Athletic Performance Centre (Marden, ON). In partnership with the local community and Running Works, *Elora Road Christian School* is pleased to host the race and provide full proceed support to Groves Memorial Hospital Foundation through this charity fundraiser race (that includes a half-marathon, 10k, 5k and Family Fun Run races.)

Becoming a sponsor of the *Marden Marathon* (www.mardenmarathon.ca) gives you an opportunity to be part of a “Guelph and area” event that is poised for growth. Sponsors have access to the many race participants, volunteers, community partners and spectators who will be at this event. The *Marden Marathon* executes a comprehensive and strategic marketing, promotional and public relations campaign that ensures sponsor messages are communicated in an effective way. This event is ideal for consumer-oriented brands that want to align with a high-profile event that supports the values of health, wellness, excellence, and community.

By partnering with us in this event you will have opportunity to connect with your community and support the Groves Memorial Hospital Foundation, the charity of choice for *Marden Marathon* proceeds.

The *Marden Marathon* has been fortunate to develop partnerships with businesses and organizations that share our mission and vision of connectedness and community with a sought-after demographic. Please see attached document for available sponsorship and advertising opportunities. Thank-you for submitting sponsorship applications by March 24th, 2012.

If you have questions, please do not hesitate to contact us. Thank-you for your partnership in this event.

Sincerely,

Amanda McAlpine
Race Director
www.mardenmarathon.ca
mardenmarathon@gmail.com
Check us out on Facebook!

The Benefits of Sponsorship

We work closely with our sponsors to develop customized packages that meet their individual needs. Below are a few of the available sponsorship and advertising opportunities. Typical packages can include the following benefits:

Volunteer T-shirt sponsor - EXCLUSIVE Advertising - highest bid (by March 25th)

Naming Sponsorship for 2013 – highest bid (by March 25th)

Platinum Package (\$2, 500) – *Sponsors that contribute cash or equivalent value in goods and services that are essential to the race operations.*

- Sponsor logo on race shirts
- Promotional table/booth provided on race day
- A sponsor logo will appear prominently on event website with hyperlink
- Opportunity to provide promotional material in participant registration packages
- Public acknowledgement of contribution at event
- Inclusion in media kit
- Award presentation by Sponsor Representative
- Sponsors' names will also be displayed at the event registration tables.

Gold Package (\$1000) *Sponsors that contribute cash or equivalent value in goods and services that are essential to the race operations.*

- Sponsor logo on race shirts
- A sponsor logo will appear prominently on event website
- Opportunity to provide promotional material in participant registration packages
- Public acknowledgement of contribution level at event
- Inclusion in media kit
- Sponsors' names will also be displayed at the event registration tables.

Silver Package (\$500) *Sponsors that contribute cash or equivalent value in goods and services that are essential to the race operations.*

- A sponsor logo will appear prominently on event website
- Opportunity to provide promotional material in participant registration packages
- Public acknowledgement of contribution level at event
- Inclusion in media kit
- Sponsors' names will also be displayed at the event registration tables.

Supporting Sponsors

There are many products and services that are necessary to put on an event such as this one. Sponsors may be designated the "Official Provider" for such things as post-race food, merchandise prizes and awards, lodging, transportation, dining, communications, and safety/medical services.

MARDEN MARATHON – www.mardenmarathon.ca



CORPORATE SPONSORSHIP FORM

Please submit by March 24th, 2012

_____ **PLATINUM LEVEL (\$2,500)**

_____ **GOLD LEVEL (\$1,000)**

_____ **SILVER LEVEL (\$500)**

_____ **SUPPORTING SPONSOR**

Description of item(s)/service:

_____ will be providing promotional materials for race kit bags

_____ will need table space for presentation of goods/service (Platinum Package)

Company Name: _____

Contact Name: _____

Mailing Address: _____

Email: _____

Website: _____

Contact Phone: _____

Payment Method: _____ Cheque (payable to *Elora Road Christian School*) _____ Send Invoice

Signature: _____ **Date:** _____

Please contact **Amanda McAlpine (Race Director)** for application submission
MardenMarathon@gmail.com

Or fax 519.821.3518

Thank-you for your contributions



Promotion Opportunities can Include:

- *Kit bag items – flyers, brochures...**
- * Signage - key locations at event or on race course**

*** Media**

*** Sponsor Logo on T-Shirts (Volunteer Shirts – exclusive logo- highest bid)**

- **Online promo (website, facebook, etc)**
- **Announcements at event of sponsor**
 - **Award presentation**
 - **Booth/Table for goods/services**
 - **Opportunities for 2013**

How can you get involved?

- **Promote the race**
- **Run in the race ☺**
- **Monetary Donation**

- **Supporting Sponsor – donation of prize(s); post-race food; official provider of _____; etc**

All proceeds to Groves Hospital Foundation