



Utah Valley Marathon

SPONSORSHIP

Est. 2008

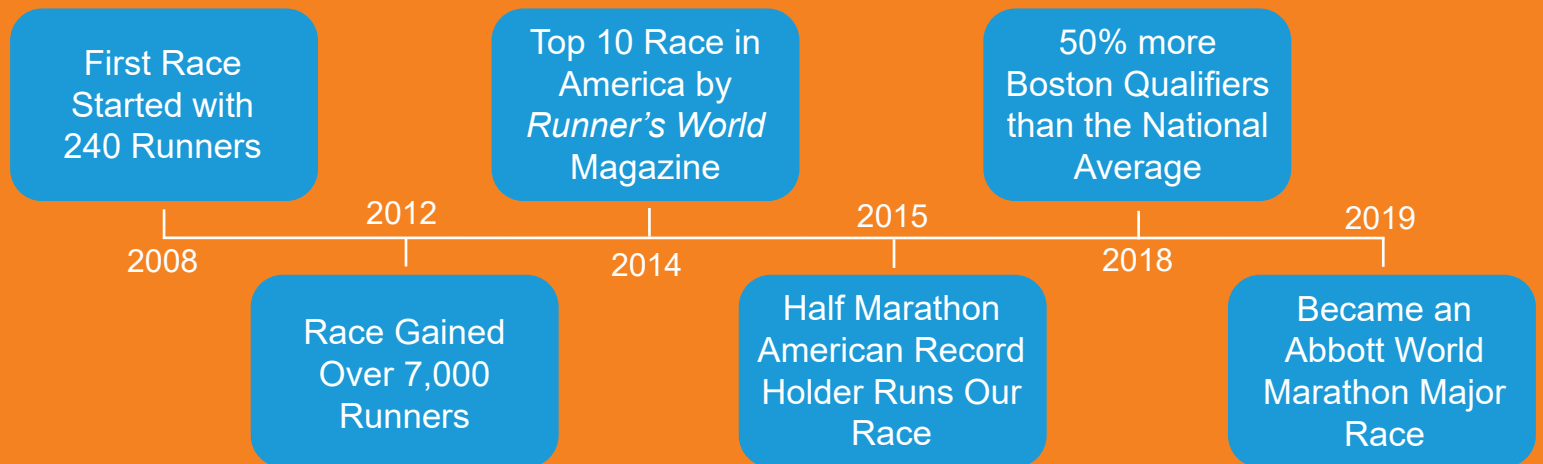
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RACE OVERVIEW

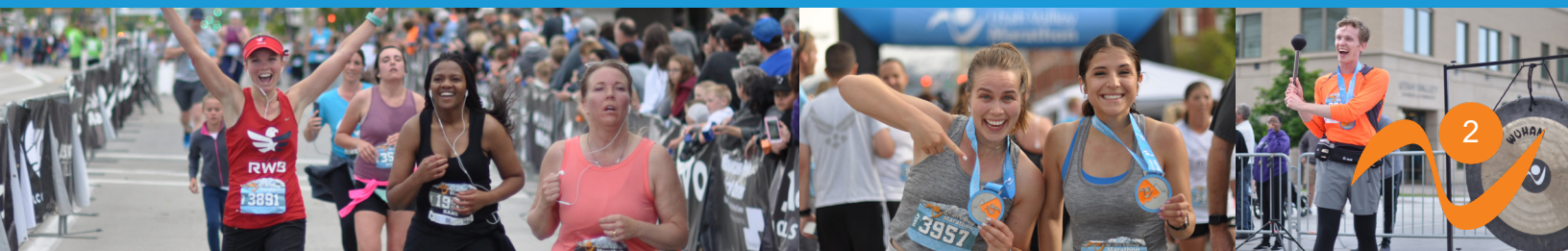
The Utah Valley Marathon was organized by experienced marathon runners who wanted to create a world class marathon in Utah County.



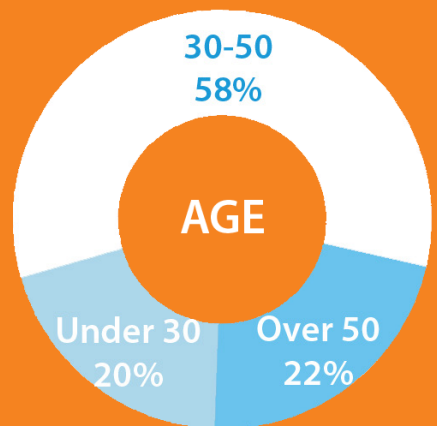
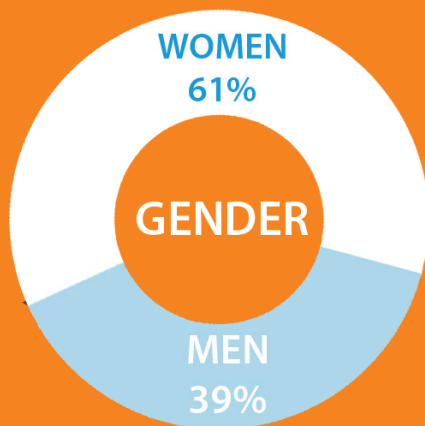
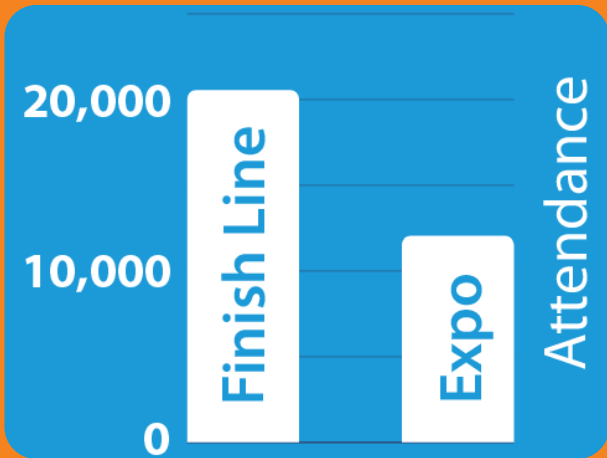
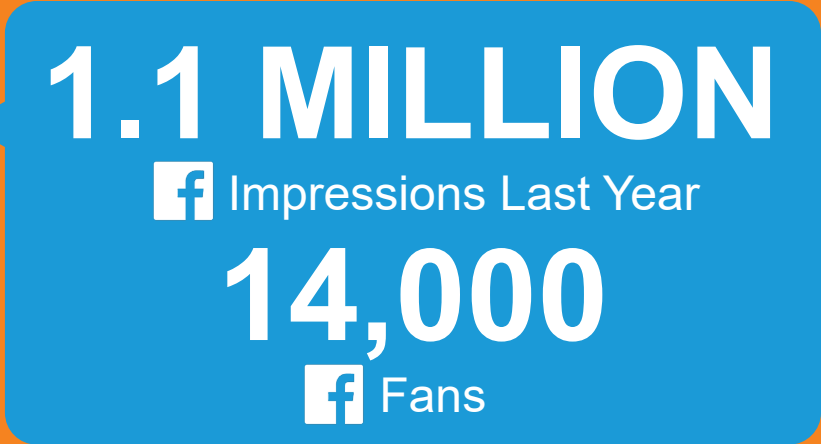
Our race changes people's lives. Some of our runners have lost hundreds of pounds. We even have a couple runners that have tattooed our logo on themselves. We have strong runner loyalty that can dramatically expand your brand in our community. Partner with us and let our world class event showcase your product or service.

Exposure All Year

Multi-State Marketing, Banners, Billboards, Magazine Ads, Race Expos, Social Media, Posters, Digital Ads, Etc.



DEMOGRAPHICS



RACE WEEKEND SCHEDULE

Friday



Fitness Expo
10:00AM-9:00PM
Utah Valley Convention Center



Marathon Symposium
3:00PM-7:30PM
Utah Valley Convention Center



VIP Dinner
5:30PM-6:30PM
Zions Bank Tower



5K Start
7:45PM
Vivint Provo Corporate Office



5K Awards Ceremony
8:30PM
Vivint Provo Corporate Office

Saturday



Full & Half Start
6:00AM
Full - Wallsburg, Half - Canyon



10K Start
7:00AM
Canyon Crest Elementary School



10K Awards Ceremony
8:45AM
Utah County Historic Courthouse



Half Awards Ceremony
9:15AM
Utah County Historic Courthouse



Full Awards Ceremony
10:30AM
Utah County Historic Courthouse



1K Start
11:30AM
Utah County Historic Courthouse



Corporate Sponsor

This is our most affordable sponsorship package. You will be able to present your brand in a meaningful way with exposure at the expo, race course, finish area, website, etc.

Benefits *Pricing \$3,000*

- 1 Expo Booth
- 1 Finish Line Booth
- 2 Race Entries
- 1/4 page Ad in Race Guide (6,000 Copies)
- Your Logo on Sponsor Page in Race Guide
- Your Logo in Marketing Emails (30,000 Emails)
- Your Hyperlinked Logo on Sponsor Webpage
- Race Bag Inserts (Samples &/or Flyers)
- License to Race Logo in Your Advertising
- Logo on Homepage
- Logo on Symposium Backdrop
- Company Finish Line MC Announcements
- 2 Invites to the Friday VIP Dinner
- 1 Social Media Promo (14K+ Facebook Fans)
- Unlimited Code for 15% Off of Our Race



Major Contributor

This high-impact sponsorship allows for exclusivity of your business type. This sponsorship package comes with higher exposure than the Corporate Sponsorship and offers more inclusions.

Benefits *Pricing \$9,000*

- **2 Expo Booths**
- 1 Finish Line Booth
- **5 Race Entries**
- **1/2 page Ad in Race Guide (6,000 Copies)**
- Your Logo on Sponsor Page in Race Guide
- Your Logo in Marketing Emails (30,000 Emails)
- Your Hyperlinked Logo on Sponsor Webpage
- Race Bag Inserts (Samples &/or Flyers)
- License to Race Logo in Your Advertising
- Logo on Homepage
- Logo on Symposium Backdrop
- Company Finish Line MC Announcements
- 2 Invites to the Friday VIP Dinner
- Unlimited Code for 15% Off of Our Race
- **2 Social Media Promos (14K+ Facebook Fans)**
- **Logo on Finishers' Photo Backdrop**
- **Opportunity to Have a Branded Aid Station**
- **Your Logo on 800+ Volunteer Shirts**
- **3 Banners in Finish Chute**
- **Your Logo on Billboards**



Full, Half, 10K, 5K, or 1K Presenting

As the exclusive presenting sponsorship of one of our race distances, you will be branded as the company providing the experience to those that participate in your race. This sponsorship comes with higher exposure than the Major Contributor sponsors and offers more inclusions.

Benefits

Pricing Full, Half \$20,000

- 2 Expo Booths
- 1 Finish Line Booth
- **7 Race Entries**
- **Full page Ad in Race Guide (6,000 Copies)**
- Your Logo on Sponsor Page in Race Guide
- Your Logo in Marketing Emails (30,000 Emails)
- Your Hyperlinked Logo on Sponsor Webpage
- Race Bag Inserts (Samples &/or Flyers)
- License to Race Logo in Your Advertising
- Logo on Homepage
- Logo on Symposium Backdrop
- Company Finish Line MC Announcements
- 2 Invites to the Friday VIP Dinner
- 2 Social Media Promos (14K+ Facebook Fans)
- Logo on Finishers' Photo Backdrop
- Opportunity to Have a Branded Aid Station
- Your Logo on 800+ Volunteer shirts
- **8 Banners in Finish Chute**
- Your Logo on Billboards
- Starting Line Branding
- **Your Logo on Your Event Shirts**
- **Your Logo on Your Event Medal Ribbons**
- Inside Expo Branding Opportunity
- Unlimited Code for 15% Off of Our Race
- **3 Mile Marker Logos**
- **Half Page Editorial in Race Guide**

Pricing 10K, 5K, 1K \$15,000

*Receive all items as above except mile markers and half page editorial in Race Guide. 10K, 5K, and 1K presenting sponsors get **4 finish chute banners**.



Fitness Expo Presenting

The Exclusive Fitness Expo Presenting Sponsorship Acknowledges you for providing a large fitness expo that includes over 50 vendors, and over 12,000 attendees that include participants, family members, volunteers, community leaders and more. The Fitness Expo boasts a runner symposium of elite athletes and medical professionals. This sponsorship comes with higher exposure than the Major Contributor Sponsorship has and more.

Benefits *Pricing \$20,000*

- **4 Expo Booths**
- **1 Finish Line Booth**
- **7 Race Entries**
- **Inside Front Ad in Race Guide (6,000 Copies)**
- Your Logo on Sponsor Page in Race Guide
- Your Logo in Marketing Emails (30,000 Emails)
- Your Hyperlinked Logo on Sponsor Webpage
- Race Bag Inserts (Samples &/or Flyers)
- License to Race Logo in Your Advertising
- Logo on Homepage
- Logo on Symposium Backdrop
- Company Finish Line MC Announcements
- 2 Invites to the Friday VIP Dinner
- 2 Social Media Promos (14K+ Facebook Fans)
- Logo on Finishers' Photo Backdrop
- Opportunity to Have a Branded Aid Station
- Your Logo on 800+ Volunteer shirts
- **8 Banners in Finish Chute**
- Your Logo on Billboards
- Inside Expo Branding Opportunity
- Unlimited Code for 15% Off of Our Race
- **5 Mile Marker Logos**
- **Half Page Editorial in Race Guide**
- **Race Bag Branding**
- **Expo Entry Branding**



Event Presenting Sponsor



The Event Presenting Sponsorship is our 2nd largest sponsor. Your logo will accompany our logo on every marketing piece we do. Every reference to the race will be “Utah Valley Marathon presented by (your company name here).” Our advertising budget is larger than the cost of this sponsorship, so this attractively priced option is a great value for any company with the budget to partner with us on our Top 10 race in America.

Benefits *Pricing \$40,000*

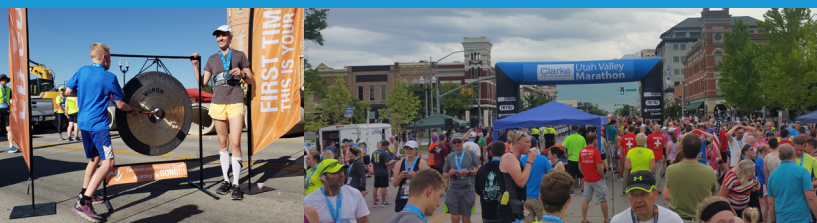
- 4 Expo Booths
- 1 Finish Line Booth
- **15 Race Entries**
- **Inside Back Ad in Race Guide (6,000 Copies)**
- Your Logo on Sponsor Page in Race Guide
- Your Logo in Marketing Emails (30,000 Emails)
- Your Hyperlinked Logo on Sponsor Webpage
- Race Bag Inserts (Samples &/or Flyers)
- License to Race Logo in Your Advertising
- Logo on Homepage
- Logo on Symposium Backdrop
- Company Finish Line MC Announcements
- **4 Invites to the Friday VIP Dinner**
- **3 Social Media Promos (14K+ Facebook Fans)**
- Logo on Finishers' Photo Backdrop
- Opportunity to Have a Branded Aid Station
- **2nd Largest Volunteer Shirt Logo (800 shirts)**
- **15 Banners in Finish Chute**
- Your Logo on Billboards
- **Branding at All Starting Lines**
- **Your Logo on All Race Shirts**
- **Your Logo on All Race Medal Ribbons**
- Inside Expo Branding Opportunity
- **8 Mile Marker Logos**
- Half Page Editorial in Race Guide
- Race Bag Branding
- Expo Entry Branding
- Unlimited Code for 15% off of Our Race
- **Bib Number Branding**
- **Your Logo on Every Page of Our Website**
- **VIP Running Experience**

Event Title Sponsor

The Utah Valley Marathon Event Title Sponsor will get our highest value. The race would be called the “(your company name here) Utah Valley Marathon.” Everywhere we list the name of our race in the media, online, in print, etc., your company name will be right there ahead of our own. We will proudly represent the race as your race. To the public, it will feel like you are providing this Top 10 Race in America. Let us give you the credit for this incredible event.

Benefits *Pricing \$100,000*

- **6 Expo Booths**
- 1 Finish Line Booth
- **25 Race Entries**
- **Back Cover Full Page Ad in Race Guide (6,000 Copies)**
- Your Logo on Sponsor Page in Race Guide
- Your Logo in Marketing Emails (30,000 Emails)
- Your Hyperlinked Logo on Sponsor Webpage
- Race Bag Inserts (Samples &/or Flyers)
- License to Race Logo in Your Advertising
- Logo on Homepage
- Logo on Symposium Backdrop
- Company Finish Line MC Announcements
- 4 Invites to the Friday VIP Dinner
- **5 Social Media Promos (14K+ Facebook Fans)**
- Logo on Finishers' Photo Backdrop
- Opportunity to Have a Branded Aid Station
- **Largest Volunteer Shirt Logo (800 shirts)**
- **25 Banners in Finish Chute**
- **Your Logo Foremost on Billboards**
- Branding at All Starting Lines
- Your Logo on All Race Shirts
- Your Logo on All Race Medal Ribbons
- Inside Expo Branding Opportunity
- **15 Mile Marker Logos**
- **Full Page Editorial in Race Guide**
- Race Bag Branding
- Expo Entry Branding
- Bib Number Branding
- Your Logo on Every Page of Our Website
- VIP Running Experience
- Unlimited Code for 15% Off of Our Race
- **All Marketing Rebranded as your Event**



SAVE 10% SAVE 20%

On 2 Year Deal On 4 Year Deal

	Corporate Sponsor	Major Contributor	Kids 1k, 5K, 10K Presenting	Full, Half Presenting	Fitness Expo Presenting	Event Presenting Sponsor	Event Title Sponsor
Expo Booth(s)	1	2	2	2	4	4	6
Finish Line Booth(s)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Race Entries	2	5	7	7	7	15	20
Ad in Race Guide (6,000 copies)	1/4 Page	Half Page	Full Page	Full Page	Inside Front	Inside Back	Outside Back
Logo on Sponsor Page in Race Guide	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Email Marketing 30,000 Emails	Logo	Logo	Logo	Logo	Logo	Logo	Logo
Your Linked Logo on Sponsor Webpage	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Race Bag Inserts (Samples and/or Flyers)	Yes	Yes	Yes	Yes	Yes	Yes	Yes
License to Race Logo in Your Advertising	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Homepage	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on Symposium Backdrop	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Company MC Announcements at Finish	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Invites to the VIP Dinner on Friday	2	2	2	2	2	4	4
Social Media Promos (14K+ Facebook Fans)	1	2	2	2	2	3	5
Logo on Finishers' Photo Backdrop		Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to Have a Branded Aid Station		Yes	Yes	Yes	Yes	Yes	Yes
Volunteer Shirt Logo (800 Shirts)		Yes	Yes	Yes	Yes	2nd Largest	Largest
Banners in Finish Chute		3	4	8	8	15	25
Your Logo on Billboards		Logo	Logo	Logo	Logo	Presenting	Largest
Starting Line Branding			Yes	Yes	Fitness Expo	All Distances	All Distances
Logo on Race Shirts			Your Race	Your Race	None	All	All
Logo on Race Medal Ribbon			Your Race	Your Race	None	All	All
Inside Expo Branding Opportunity			Yes	Yes	Yes	Yes	Yes
Mile Marker Logos				3	5	8	15
Editorial in Race Guide				Half Page	Half Page	Half Page	Full Page
Race Bag Branding					Yes	Yes	Yes
Expo Entry Branding					Yes	Yes	Yes
Bib Number Branding						Yes	Yes
Logo on Every Page of Our Website						Yes	Yes
VIP Running Experience						Yes	Yes
All Marketing Rebranded as Your Event							Yes
Pricing	\$3,000	\$9,000	\$15,000	\$20,000	\$20,000	\$40,000	\$100,000

Sponsors

**Mountain Point
Medical Center**

A Campus of Jordan Valley Medical Center
A STEWARD FAMILY HOSPITAL



Charity Vision

The Utah Valley Marathon has a partnership with Charity Vision. Charity Vision empowers local physicians in the developing world and creates sustainable solutions to the world's blindness epidemic. Charity Vision's success is embodied in the local physician who has the skill and desire to serve the people of their community with the surgical equipment, facilities and supplies that Charity Vision provides them. Local physicians agree to provide their talent and time at no cost.



Utah Valley
Bring everyone together



MARRIOTT
PROVO



ZIONS BANK®

PROVO
TOWNE CENTRE