



# SEATTLE MARATHON

NOVEMBER 25

The Seattle Marathon is proud to be the oldest marathon on the west coast, and one of the top 10 marathons in the country. The half marathon has grown to be one of the largest in the United States and is also considered one of the top 10 marathons in the nation.

Starting at the famous Space Needle at the Seattle Center, participants head through the heart of downtown Seattle, across Lake Washington on the I-90 floating bridge, through parks and historic neighborhoods, and finish in the Seattle Center's Memorial Stadium. The gorgeous scenery of the Emerald City makes the Seattle Marathon one of the best in the region.

MARATHON . MARATHON WALK . HALF MARATHON . HALF MARATHON WALK



# SEATTLE marathon



PRESENTED BY



# CONTACT US TODAY

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# 2012

## SPONSORSHIP OPPORTUNITIES



# KIDS MARATHON 2012

NOVEMBER 24 AT 10 AM

The Seattle Children's Kids Marathon is structured to allow children kindergarten through eighth grade to complete a full 26.2 mile marathon at a rate that is fun and safe for their growing bodies...."one mile at a time".

The first 25 miles are "honor" miles, ran or walked in one half or one mile increments, on a safe secure route designated by parents, coaches, mentors or teachers.

The final 1.2 miles of their marathon is to be completed on race day. Kids will gather in Memorial Stadium to prepare for the start of their marathon at 10:00am and enjoy pre-event activities. From there they will move to the start at 5th and Harrison and run their final 1.2 miles around the Seattle Center and across the finish line in Memorial Stadium.

# AUGUST 25

seattlemarathon.org





SEATTLE marathon  
**10K** PRESENTED BY



# IT'S THE SUMMER 10K RACE YOU'VE BEEN WAITING FOR

## Who We Are

The Seattle Marathon Association (SMA) is proud of its commitment to providing quality running events for the Northwest running community. By producing the Seattle Marathon Family of Events, which includes the Amica Insurance Seattle Marathon, Seattle Children's Kids Marathon, Seattle Marathon 5k Race and Seattle Marathon 10k Race, we provide our sponsors with maximum exposure in association with the events. Because of our solid demographic reach we have also been able to make a positive social and economic impact on the city of Seattle. Using the Visitors and Convention Bureau Statistics, a conservative positive economic impact to the Seattle economy is seven million dollars per year.

## The Course

In Seattle Marathon style, the 10k will start and end at Seattle Center, traveling through downtown Seattle, past Pike Place Market overlooking the waterfront piers before turning around to head onto the Alaskan Way viaduct. The course then heads north on Aurora through Queen Anne, turning back around and exiting at Mercer to finish near the International Fountain.

## Bigger and better

The Seattle Marathon Association has teamed up with Seattle Center to bring the annual Seattle Marathon 10k Race: Presented by Next 50 Seattle Center. Held in August 2012 this is the summer 10k race you've been waiting for. The race is being held in conjunction with and benefits the Seattle Center 50th Anniversary Celebration in 2012 and will be an event you won't want to miss.

## Sponsor Benefits

We have a wide range of sponsorship, advertising and promotional opportunities available, including:

- Event Guide advertising
- Goody Bags (Physical & Virtual)
- Participant Shirts
- Race Day Samples
- Web Advertising
- Social Media

a special community event

seattlemarathon.org



The Seattle Marathon Association is excited to work with your company to provide sponsorship packages or advertising opportunities that bring maximum exposure to your brand or products.

Sponsorship levels include Title, Presenting and Associate (Running Stores). However, each sponsorship is tailored specifically for each sponsor and may include the opportunities below:

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Sponsor's name/logo mentioned or displayed in association with the Seattle Marathon 10K Race. Number and detail of mentions determined by level of sponsorship

Rights with regard to Sponsor's product and/or service. Exclusivity is available on some sponsorships with regard to the event, but not offered on any sponsorship with regards to the Expo

Right of refusal as Sponsor for the upcoming year's events

Right to use the event logo and official artwork for Sponsor's promotional purposes (subject to approval)

Full, half, or quarter-page color or B&W ad in the Amica Insurance Seattle Marathon Event Guide. This 32-page, full color magazine (75,000 distribution) includes a course map, race weekend schedule and tribute to our sponsors and advertisers. It is direct mailed to all last year's participants, placed in newsstands, running stores, on the Washington Ferry system and distributed at running events across the country. The Event Guide is also available for download online

Placement of company description and logo in the sponsor section of the Amica Insurance Seattle Marathon Event Guide

Sponsor's name/logo on the event poster. These posters are distributed throughout the United States and posted throughout Seattle and the surrounding area

Sponsor's name/logo on advertising placed in regional, national and international running publications

Placement of Sponsor's logo on the Seattle Marathon Association website, with link to Sponsor's home page

Booth space in the Post-race Recovery Area of the 10K Race. This area is where runners and walkers receive their participant shirts and goody bags as well as where friends and family are invited to view results, relax and celebrate with their finishers

Placement of Sponsor's logo on mile markers located throughout the course.

Placement of Sponsor's banners at the start and finish line

Placement of Sponsor's banners along race course. We have many banner opportunities on our course

Placement of Sponsor's name/logo on start and finish line banners. This is the banner that runs directly across the start and finish line

Placement of Sponsor's name/logo on start and finish line scaffolding. These are the two towers on each side of the start and finish line that are wrapped with banners

Placement of Sponsor's name/logo on 1,500+ Participant Shirts. Our participant shirts are Saucony short-sleeved technical fabric running shirts



Placement of Sponsor's name/logo on all bibs worn by all race entrants. These bibs are worn to participate in the event and kept for many years as souvenirs

Placement of Sponsor's promotional materials and/or samples in Goody Bags (1,500 runners' bags). Every participant of the event is given a Goody Bag after they cross the finish line. All Goody Bags sponsors will have their logo displayed on the Seattle Marathon Association web site with a link to the sponsor home page

Acknowledgement of Sponsor's contribution at the Start and Finish

Complimentary entries for the 10k event. Number of comp entries given is determined by level of sponsorship

Complimentary Participant Shirts. These are the same shirts given to all participants of the event. Number of shirts given is determined by level of sponsorship

Logo on informational emails sent to runners throughout the year. We send out emails throughout the year to present and past participants of the event with information and special offers

Logo on confirmations mailed to runners as they register. These confirmations are kept throughout the year and brought to the registration room at the Westin Hotel for bib and chip packet pickup

Logo on Point of Purchase displays placed in stores and business located throughout Washington and Oregon. Hundreds of displays are distributed throughout the year

The event logo will incorporate the Sponsor's name/logo in all written, electronic and graphical communications, such as the event poster, confirmation postcard and volunteer applications (Title or Presenting Sponsor Only)