



Seattle Children's
HOSPITAL • RESEARCH • FOUNDATION

KIDS MARATHON 2012

NOVEMBER 24

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.

CONTACT US TODAY

INFO@SEATTLEMARATHON.ORG / 206.729.3660

SEATTLE marathon

5K RACE

SEATTLE marathon

10K

PRESENTED BY



NOVEMBER 24

AT 8:30AM AT 3RD AND MERCER

AUGUST 25

S P O N S O R S H I P O P P O R T U N I T I E S



AUTO HOME LIFE

SEATTLE MARATHON



UW Medicine





SEATTLE MARATHON

WHO WE ARE

The Seattle Marathon Association (SMA) is proud to be Seattle's Hometown Marathon, and is committed 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 and Seattle Marathon 5k Race presented by South Sound Running and our new Seattle Marathon 10K Race presented by: Next 50 Seattle Center, 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.

BIGGER AND BETTER EVERY YEAR

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 half marathons in the nation. The kids marathon was created to promote health and fitness in children as well as encouraging civic awareness and academic achievement through reading. Our 5K race serves as a fun family tradition and the new 10K provides a great summer event.

Participation in the Seattle Marathon Family of Events continues to grow in popularity as more runners and walkers come back each year and as new runners and walkers join us for the first time.

THE BEST SEATTLE HAS TO OFFER

Starting at the famous Space Needle at the Seattle Center, marathon 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 Seattle Center's Memorial Stadium. The gorgeous scenery of the Emerald City makes the Seattle Marathon one of the best in the region.

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
- Results Issue advertising
- Web Advertising
- Health + Fitness Expo Booth Space
- Social Media

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 below opportunities for the adult, kids marathon, 5k race and 10k race:

Sponsor's name/logo mentioned or displayed in association with the Amica Insurance Seattle Marathon. 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.

Full, half or quarter-page color or B&W ad in the Amica Insurance Seattle Marathon Results Issue (12,000+ distribution). This commemorative publication is direct mailed to all finishers in the marathon and half marathon events and includes advertisements from the sponsors that supported the event. The Results Issue is also distributed to running stores and businesses throughout Washington, Oregon and Canada and is available online for download. The Seattle Marathon Association prominently displays a "Thank You" ad featuring all sponsors' logos in this publication.

Placement of company description and logo of the sponsor in 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 areas

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

Expo Booth (various booth sizes available) at the two-day Health & Fitness Expo held at the Westin Seattle. You can reach over 40,000 people over the course of a single weekend! It is free and open to the public and is a wonderful way to have active runners and walkers see your merchandise. All participants must come to the Expo to pick up their bib and chip and their participants shirts

At Expo, public address announcements relating to Sponsor's products and/or services and booth location. The announcer of the Expo will make announcements to the location of each sponsor's booth. Each sponsor is invited to provide the announcer with a company description that will be read when announcing the location of your booth

Victory Recovery Area Booth (various sizes of booths available). This spacious 34,000 square foot Seattle Center Exhibition Hall with 18ft ceilings is where runners, walkers and family members will gather after the event. Family and friends are invited to relax and celebrate with their finishers in our heated Victory Recovery Area

Placement of Sponsor's logo on mile markers located throughout the course. Between the full and half marathon events, we have more than 35 mile markers on the course

Placement of Sponsor's banners at the start line



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Placement of Sponsor's banners at finish line inside Memorial Stadium

Placement of Sponsor's banners along race course. We have many banner opportunities on our course which runs along beautiful Lake Washington

Placement of Sponsor banners at water stations. There are 15 water stations along the course

Placement of Sponsor banners in enclosed Victory Recovery Area where runners, walkers and family will meet up after the event

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 13,000+ Marathon participant shirts. Our participant shirts are Saucony long-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 name/logo on 13,000+ thermal reflective blankets. These blankets are given to runners at the finish line to wrap themselves in for warmth. They are commonly known as "Space Blankets". Sponsor's logo would be prominently displayed on blanket

Placement of Sponsor's promotional materials and/or samples in Goody Bags (13,000+ runners bags, 1,500 volunteer bags and 3,000 kids bags, 1,500 5k bags and 1,500 10k bags). Every participant receives a Goody Bag and every volunteer is given one of the bags as a thank you for volunteering. The bags are full of coupons, samples and information of interest to runners and walkers. This is an affordable way to expose your products or services to runners, walkers and volunteers. All sponsors participating in the Goody Bags will have their logo displayed on the Seattle Marathon Association web site with a link to the sponsor's home page

Acknowledgement of Sponsor's contribution at the Start, Finish and Victory Recovery Area

Complimentary room accommodations at the Seattle Westin on Friday and Saturday of the event weekend. The Westin Seattle is the host hotel and is where the two-day Expo, registration and bib and chip pick up is held. Room accommodations are determined by level of sponsorship

Complimentary entries for the marathon, half marathon, 5k race, kids event or 10k race. Number of comp entries given is determined by level of sponsorship

Complimentary Participant Shirts. These are the same Saucony technical fabric 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 emailed and 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 and packet pick up

Athlete Appreciation event may be held at sponsor location. Running stores and some businesses offer an Athlete Appreciation event for registration and to encourage runners and walkers into their business for special promotions

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)