

ST. GEORGE



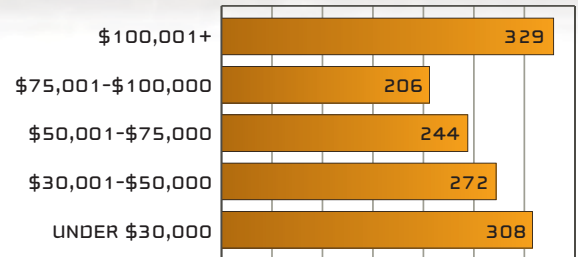
MARATHON

Sponsorship // PROGRAM



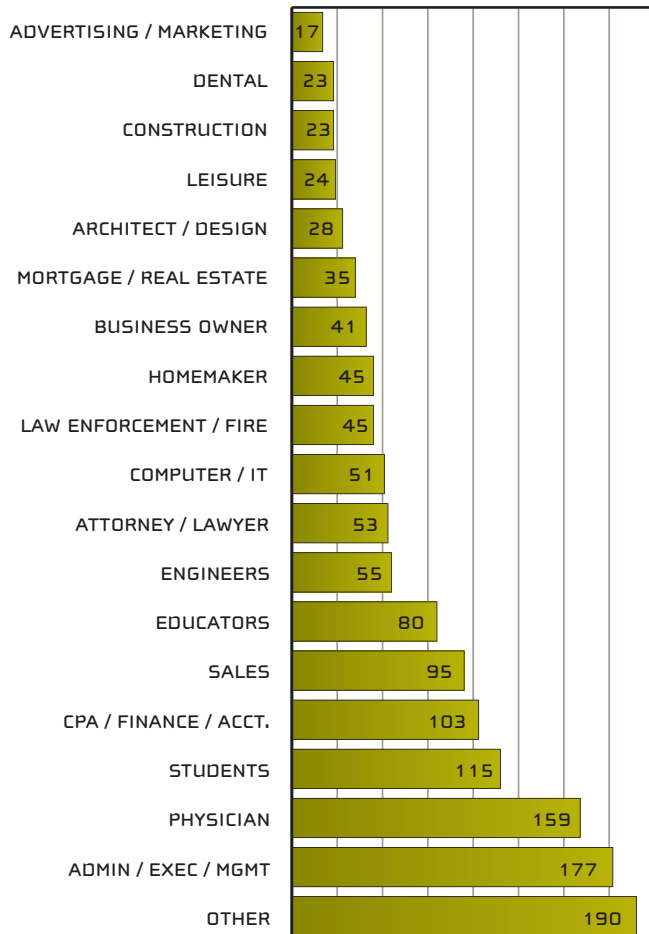
Runner-Household // INCOME

1,359 Filled out this questionnaire with their registration



Runners // OCCUPATION

1,359 Filled out this questionnaire with their registration



Age Group // REPRESENTED

0-14	—	36	50-54	—	489
15-18	—	107	55-59	—	264
19-24	—	606	60-64	—	159
25-29	—	810	65-69	—	57
30-34	—	765	70-74	—	31
35-39	—	748	75-79	—	10
40-44	—	743	80+	—	3
45-49	—	662			

Gender // REPRESENTED

Male — 58%
Female — 42%

Areas // REPRESENTED

Utah — 63%
California — 12%
All Others — 25%

Regions // REPRESENTED

West — 92%
Midwest — 5%
South — 2%
Northeast — 1%

The Sponsor // EXPERIENCE

Our sponsors make the St. George Marathon a top-rated event each year. They have a strong sense of value and community support. Their goal is to provide the best quality experience for each runner, family member and community supporter at our event.

To better accommodate you and help you achieve your goals we will customize a sponsor package that fits your needs and reaches your target market.

We have set up "levels of commitment." These levels are described by elevation, starting at the top and start of our race.

Pine Mountain	// \$10,000 Contribution
Lava Flow	// \$5,000 Contribution
Snow Canyon	// \$3,000 Contribution
Red Rock	// \$1,000 Contribution
Desert Valley	// Under \$1,000 Contribution



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Sponsorships // AT-A-GLANCE*

Benefit Description	Pine Mountain \$10,000+	Lava Flow \$5,000 – \$9,999	Snow Canyon \$3,000 – \$4,999	Red Rock \$1,000 – 2,999	Desert Valley \$999.00 and below
Runner Placement					
FREE Marathon Entries	5	2	0	0	0
GURANTEED Marathon Entries	10	6	4	2	1
Logo Placement/Marketing					
Use of Marathon logo in Promotional Material	✓	✓	✓		
Use of Marathon Pictures in Promotional Material	✓				
Sponsor Exclusivity (naming right or logo placement)	✓	✓			
*EXPO Naming Rights	✓				
*Finish Line Banner	✓				
*Poster	✓				
*Pasta Dinner		✓			
*10 Year Club		✓			
*Volunteer Shirts (solo logo or shared)		✓			
*EXPO Bags			✓		
*Heat Sheets (solo Logo or shared)			✓		
E-mail Blasts to Entire Runner database	2	1	1	1	
Start Line Banner Placement	1				
Finish Line Banner Placement	2	2	1	1	1
Specific Venue Banner Space	1				
Flyer Placement in EXPO Bags	✓	✓	✓	1	
Free EXPO booth	✓	✓	✓		
Web banner/Link on Front Page	✓				
Other Benefits					
Sponsor Banquet Tickets	2	2	2	2	
Pasta Dinner Tickets	4	4	2		
VIP access at Finish line	2	2			
Free Marathon Posters	✓	✓	✓	✓	✓
Free Runner Shirts	✓	✓	✓	✓	✓
Free Volunteer Shirts	✓	✓	✓	✓	✓
one Sponsor Gift	✓	✓	✓	✓	✓

*SPONSORSHIPS WILL BE CUSTOMIZED BASED ON MARATHON AND SPONSOR NEEDS DETERMINED BY VALUE.