

SPONSORSHIP OPPORTUNITIES



**MONUMENT
MARATHON**

White Valley Companies

**NEBRASKA'S
MOST
BEAUTIFUL
RACE**

26.2, 13.1, 13.1 Relay, 5k

MONUMENTMARATHON.COM

SEPTEMBER 28, 2024

monumentmarathon.com
308-630-6550
racedirector@wncc.edu

Mission

To provide a quality, challenging, scenic and safe running event, in order to:

- promote healthy lifestyles
- highlight the beauty of western Nebraska
- promote tourism to the community
- support the Western Nebraska Community College Foundation.
 - The Monument Marathon is the signature event for the Western Nebraska Community College Foundation, a 501(c)3 organization charged with raising funds to support students, programs and facilities through local support for WNCC.
 - The Monument Marathon began in 2012 as a partnership with the Star Herald and takes year-round planning and preparation.



Regional Economic Impact

- Lodging – 48% of runners spend money on lodging
- Local tourism industry sees a positive financial impact!
- 39% of all runners brought family with them
- 3% of all runners flew into Scottsbluff, 10% flew into Denver, and 51% drove to Scottsbluff from outside the area
- The Monument Marathon averages 500 runners each year
- Most runners bring 2 – 5 others with them for the event
- Proceeds benefit the Western Nebraska Community College Foundation in support of student scholarships



Event Marketing



- An important benefit of becoming a sponsor is the association of your business or product with a positive, health related community event.
- Nationally, distance running has become one of the most popular pastimes for people of all ages and abilities.
- All sponsorship opportunities provide for a free table at the pre-race Expo. If you're interested in becoming an Expo Vendor only, please contact us at 630-6550.



Sponsor Impact

“Every year we see more and more people stay with us for the marathon, but they also bring their families and use this as a jumping off place for seeing other historic sights nearby. One runner stayed with his family for over a week and did The Run Crazy Horse Marathon the next weekend.”

Bekah Gorsuch – The Hampton Inn, Aid Station Sponsor since 2012

“BNSF is proud to be the 5K sponsor of the Monument Marathon. We like the idea of this sponsorship for our company because it works as part of our wellness for employees. We give our employees free registrations to sign up for the event, and they train throughout the year. So, if something prevents them from competing on race day, they are not out the registration fee. Our employees had great things to say about this event.”

Brad Snedden – BNSF, 5-Year 5K Sponsor



Sponsorship Opportunities

TITLE SPONSORSHIP- \$35,000 (1)

- Event name will include sponsor's name
- Corporate logo with top billing, in publicity materials and in press releases.
- Corporate logo on all mile markers and on finish line banner
- Special press event announcing the new race year
- Top billing for corporate logo placement on event t-shirt
- Special recognition on event day
- A designated company representative will be the official race starter
- Six complimentary tickets to the expo pasta feed the day before the race
- Event day recognition
- Option of sponsor promotion table at expo
- Option to include promotional materials provided in runner race bag
- Option to provide a sponsor banner to be displayed at expo and race
- Up to 6 complimentary race entries and 50% discount for employees



Sponsorship Opportunities

FINISH LINE SPONSOR \$ 7,500 (1)

- Sponsor recognition banner above finish line arch
- Corporate logo displayed prominently on monumentmarathon.com/sponsors
- Corporate logo on event t-shirts and named in most publicity
- Two complimentary tickets to the expo pasta feed the day before the race
- Event day recognition
- Option of sponsor promotion table at expo
- Option to include promotional materials provided in runner race bag
- Option to provide a sponsor banner to be displayed at expo and race
- Up to 6 complimentary race entries and 50% discount for employees



Sponsorship Opportunities

TIMING SPONSOR - \$7,500 (1)

- Sponsor recognition on results website
- Corporate logo displayed prominently on monumentmarathon.com/sponsors
- Corporate logo on event t-shirts and named in most publicity
- Two complimentary tickets to the expo/pasta feed the day before the race
- Event day recognition
- Option of sponsor promotional table at expo
- Option to include promotional materials provided in runner race bag
- Option to provide a sponsor banner to be displayed at expo and race
- Up to 4 complimentary race entries and 50% discount for employees



“The awesome volunteers, SO SO COOL how they announce your name, where you are from, number of times you’ve ran the race as you approach the finish line. Thank you all for everything!!! – 2023 Monument Marathon Runner



Sponsorship Opportunities

HEALTH CARE SPONSOR - \$5,000 (1)

- Sponsor recognition in the runner health care area at the finish line
- Corporate logo displayed prominently on monumentmarathon.com/sponsors
- Corporate logo on event t-shirts and named in most publicity
- Two complimentary tickets to the expo pasta feed the day before the race
- Event day recognition
- Option of sponsor promotion table at expo
- Option to include promotional materials provided in runner race bag
- Option to provide a sponsor banner to be displayed at expo and race
- Up to 4 complimentary race entries and 50% discount for employees



Sponsorship Opportunities

EXPO SPONSOR - \$5,000 (1)

- Expo materials will include sponsor name
- Corporate logo displayed prominently on monumentmarathon.com/sponsors
- Corporate logo on event t-shirts and named in most publicity
- Two complimentary tickets to the expo pasta feed the day before the race
- Event day recognition
- Option of sponsor promotion table at expo
- Option to include promotional materials provided in runner race bag
- Option to provide a sponsor banner to be displayed at expo and race
- Up to 4 complimentary race entries and 50% discount for employees

“It was a fun course, and all the aid stations were well appreciated. The event was obviously well planned and executed. Excellent Job! The swag was great especially the beans!” - 2023 Monument Marathon Runner



Sponsorship Opportunities

STARTING LINE SPONSORS - \$3,000 (1 at HALF and 1 at FULL)

- Sponsor recognition at full or half start line
- Corporate logo displayed prominently on monumentmarathon.com/sponsors
- Corporate logo on event t-shirts and named in most publicity
- Two complimentary tickets to the expo pasta feed the day before the race
- Event day recognition
- Option of sponsor promotion table at expo
- Option to include promotional materials provided in runner race bag
- Option to provide a sponsor banner to be displayed at expo and race
- Up to 4 complimentary race entries and 50% discount for employees

“The volunteers were all very friendly and helpful! The set-up at the starting area in the Wildcat Hills was so nice!” –
2023 Monument Marathon Runner



Sponsorship Opportunities

RELAY SPONSOR - \$3,000 (1)

- Sponsor recognition at relay exchange points
- Corporate logo displayed prominently on monumentmarathon.com/sponsors
- Corporate logo on event t-shirts and named in most publicity
- Two complimentary tickets to the expo pasta feed the day before the race
- Event day recognition
- Option of sponsor promotion table at expo
- Option to include promotional materials provided in runner race bag
- Option to provide a sponsor banner to be displayed at expo and race
- Up to 4 complimentary race entries and 50% discount for employees



"I loved how we felt welcome from start (the Expo greeter at the door) to finish (the announcer who shared a bit about me as I crossed the finish line)! -
2023 Monument Marathon Runner



Sponsorship Opportunities

AFTER PARTY SPONSOR - \$2,000 (1)

- Marketing of after party time/location
- Corporate logo displayed prominently on monumentmarathon.com/sponsors
- Corporate logo on event t-shirts and named in most publicity
- Two complimentary tickets to the expo pasta feed the day before the race
- Event day recognition
- Option of sponsor promotion table at expo
- Option to include promotional materials provided in runner race bag
- Option to provide a sponsor banner to be displayed at expo and race
- Up to 4 complimentary race entries and 50% discount for employees

“This was an awesome event that I thoroughly enjoyed! I really enjoyed the course – it had something for everyone.

I especially appreciated the cheerful and friendly volunteers throughout the event. There was lots of positive energy at the race. I enjoyed Flyover Brewing after the race, and I got to eat at Runza. I had not been to that part of Nebraska before, and I learned a lot about what is there.” - 2023 Monument Marathon Runner



Sponsorship Opportunities

5K SPONSOR - \$2,000 (1)

- Sponsor recognition at 5K start line
- Corporate logo displayed prominently on monumentmarathon.com/sponsors
- Corporate logo on event t-shirts and named in most publicity
- Two complimentary tickets to the expo pasta feed the day before the race
- Event day recognition
- Option of sponsor promotion table at expo
- Option to include promotional materials provided in runner race bag
- Option to provide a sponsor banner to be displayed at expo and race
- Up to 4 complimentary race entries and 50% discount for employees

“The 5K course was good and well marked. I liked the start line-up with fast and slow runners and walkers, rather than by pace.” – 2023 5K Runner



Sponsorship Opportunities

AID STATION SPONSORSHIP- \$ 1,500.00 (11 total)

- Corporate logo on monumentmarathon.com/sponsors and one aid station
- Corporate name on event t-shirts and in some publicity
- Two complimentary tickets to the expo pasta feed the day before the race
- Event day recognition
- Option of sponsor promotion table at expo
- Option to include promotional materials provided in runner race bag
- Option to provide a sponsor banner to be displayed at expo and race
- Up to 4 complimentary race entries and 50% discount for employees



Sponsorship Opportunities

FRIEND OF THE MONUMENT MARATHON SPONSORSHIP - \$500

- An option for individuals, families, or small businesses to show support of the race
- May be in honor or memory of someone
- Event day recognition at Five Rocks Amphitheater
- Recognition on monumentmarathon.com/sponsors
- Up to two complimentary race entries
- Two complimentary tickets to the expo pasta feed the day before the race
- Option of sponsor promotion table at expo
- Option to include promotional materials provided in runner race bag
- One pair of Monument Marathon socks!



In –Kind Sponsorship Opportunities

IN-KIND (donation of goods) valued at \$1,000+

- Corporate logo on monumentmarathon.com/sponsors
- Corporate name on event t-shirts
- Event day recognition
- Option of sponsor promotion table at expo
- Option to include promotional materials provided by sponsor in runner race bag
- Option to provide a sponsor banner to be displayed at expo and race

IN-KIND (donation of goods) valued at \$999.00 or less

- Event day recognition
- Option of sponsor promotion table at expo
- Option to include promotional materials provided by sponsor in race bag

For more details about in-kind sponsorship contact us at (308) 635-6550

“The people of Scottsbluff and Gering were the best thing about the event! Everyone was so welcoming and so kind. Packet pick up was fun! I’ve never received dried beans at packet pick up before and it was great to learn that one of the world’s largest bean producers is right there!” – 2023 Monument Marathon Runner



Sponsorship Agreement

YES! We would like to be a sponsor of the Monument Marathon – September 28, 2024!

TYPE OF SPONSORSHIP:

- Title Sponsor - \$35,000
- Finish Line Sponsor - \$7,500
- Timing Sponsor - \$7,500
- Health Care Sponsor - \$5,000
- Expo Sponsor - \$5,000
- Half Start Line Sponsor - \$3,000
- Full Start Line Sponsor - \$3,000
- Relay Sponsor - \$3,000
- After Party Sponsor - \$2,000
- 5K Title Sponsor - \$2,000
- Aid Station Sponsorship - \$1,500 (11 total)
- Friend of the Monument Marathon - \$500
- Promotional Materials In Race Packet (without sponsorship) - \$50.00
- In-Kind Contribution, Description and Value: _____



CONTACT NAME _____ COMPANY NAME _____
TELEPHONE NUMBER _____ E-MAIL _____
MAILING ADDRESS _____
SIGNATURE _____

YES, I would like a Sponsor Table at the Monument Marathon Expo from noon – 8pm the day before the race

Please make checks payable to:

WNCC Foundation

Memo: Monument Marathon

1601 E. 27th Street

Scottsbluff, NE 69361

For further information, call or e-mail 308-630-6550 or racedirector@wncc.edu

(please email corporate logo jpg as soon as possible, so we may recognize you as a sponsor on our website)