

SPONSORSHIP OPPORTUNITIES

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
- 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

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 promotional table at expo
- Option to include promotional material 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

"Running around the Monuments was amazing! Most "destination" races do not allow that. I was so amazed with the respect for the property (NO TRASH!) and fabulous course support!! I will definitely recommend this to my fellow racers." - 2021 Monument Marathon Runner



Sponsorship Opportunities

TIMING SPONSOR - \$4,500 (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 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

"All the volunteers had such a good attitude! I got the feeling the town was happy we were there. I LOVED that there were no out and backs. A nice course option. It didn't feel like 26.2 miles! Very pleasant run. And the swag bag of beans! Hell yeah." – 2021 Monument Marathon Runner



Sponsorship Opportunities

STARTING LINE SPONSORS - \$3,000 (2 – HALF and 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 past 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’s a well ran event and will be back to do it again.” – 2021 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

"Amazing scenery! Friendly volunteers. Thank you for adding the relay! Loved that the bibs and medals were relay specific. I didn't realize when registering that the info I wrote down was going to be announced at the finish line, which was awesome!"- 2021 Monument Marathon Relay 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

"The race brought me to a part of the country I may not have visited otherwise. I enjoyed running by the monument and through the park. Volunteers on the course were helpful and friendly. Thank you for the beer at Flyover Brewery. I enjoyed the music and food." - 2021 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

SOLD



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 course, the people (volunteers and fellow runners). It really felt like a community.” – 2021 Monument Marathon Runner



Sponsorship Agreement

YES! We would like to be a sponsor of the Monument Marathon – September 30, 2023!

TYPE OF SPONSORSHIP:

- _____ Title Sponsor - \$35,000
- _____ Finish Line Sponsor - \$7,500
- _____ Health Care Sponsor - \$5,000
- _____ Expo Sponsor - \$5,000
- _____ Timing Sponsor - \$4,500
- _____ 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)