

SPONSORSHIP OPPORTUNITIES

Nebraska's
MOST BEAUTIFUL RACE
September 27, 2025





26.2 , 13.1, 13.1 Relay, 5K
monumentmarathon.com

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

Mission

To provide a quality, challenging, scenic and safe running event for the purpose of:

- promoting healthy lifestyles
- highlighting the beauty of western Nebraska
- increasing tourism to the community
- supporting 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 support for WNCC.
 - The Monument Marathon began in 2012 and takes year-round planning and preparation.



Regional Economic Impact

- Lodging – 51% of runners spend money on lodging
- 60 – 70% of runners are new annually
- Local tourism industry sees a positive financial impact!
- 60% of all runners brought 2 - 5 people with them
- The Monument Marathon averages 600 runners each year
- 80% of registrants were outside Scotts Bluff County in 2024
- Proceeds benefit the Western Nebraska Community College Foundation in support of student success



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

“Black Hills Energy truly takes pride in helping our communities to grow and enjoys supporting community endeavors like the Monument Marathon. When the Western Nebraska Community College Foundation reached out about supporting this project, we knew it was an important opportunity to invest our time volunteering as well as our resources to help strengthen our community of Scottsbluff.” **Stephanie King – Black Hills Energy, 2024 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/PACER 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 6 complimentary race entries and 50% discount for employees



“The Pacers!! Such an amazing, friendly, and inspiring group!
The whole event is just amazing!” – 2024 Monument
Marathon Runner



Sponsorship Opportunities

RUNNER R&R SPONSOR - \$7,500 (1)

- This is a new sponsorship level for our redesigned runner R&R area that runners enter immediately upon finishing the race
- Sponsor recognition on entrance of R&R area where all runners receive hydration, food, and attention to post race needs
- 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

“The volunteers, the scenery, the pizza at the end!” – 2024 Monument Marathon Runner



“I enjoyed the snacks and drinks at the finish line.” - 2024 Monument Marathon Runner



Sponsorship Opportunities

MARKETING SPONSORSHIPS \$ 5,000 - \$9,500 (5)

- Sponsor recognition on select marketing materials
- 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

"Going along the canal was breath taking....the views were beautiful." - 2024 Monument Marathon Runner



"The scenery and being able to run places in the community I wouldn't be able to run in." - 2024 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 6 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 6 complimentary race entries and 50% discount for employees

“The expo was amazing. Lots of good stuff. Food was great.
First time running this race. Thought it was great!” - 2024
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

“Everyone who helped out was so friendly! I absolutely love running this race! I’ve ran some portion of it every year since 2020 and I’m excited to keep running it as long as I can! Thanks for all the hard work in making the race happen!”— 2024 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



“Great support along the way, good information at the expo, beautiful scenery, well organized, good information via emails prior to the race. The pacers were fantastic, and my pacer made the race go by so quickly! Thanks to all who planned and organized the race!” - 2024 Monument Marathon Runner



Sponsorship Opportunities

AFTER PARTY SPONSOR - \$3,000 (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 is very organized. There are more aid stations than any other race I have run. The expo is always fun. So much community support. I love hearing the WNCC students' stories. So many wonderful things!" - 2024 Monument Marathon Runner



Sponsorship Opportunities

5K SPONSOR - \$3,000 (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

“Well organized! It was beautiful and the start was easy to get to. Will definitely do it again!” – 2024 Monument Marathon 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



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

“I loved the enthusiasm, all the water/aid stations, all the volunteers were cheerful and happy. A perfect first for me.” – 2024 Monument Marathon Runner



Sponsorship Agreement

YES! We would like to be a sponsor of the Monument Marathon – September 27, 2025!

TYPE OF SPONSORSHIP:

- ☐ Title Sponsor - \$35,000
- ☐ Finish Line Sponsor - \$7,500
- ☐ Timing Sponsor - \$7,500
- ☐ Runner R&R Sponsor - \$7,500
- ☐ Marketing Sponsor - \$5,000 - \$9,000
- ☐ 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 - \$3,000
- ☐ 5K Title Sponsor - \$3,000
- ☐ 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)