



# 20/20 SPONSORSHIP OPPORTUNITIES CALGARY MARATHON 05.31.20/20

**Scotiabank**<sup>®</sup>  
**CALGARY  
MARATHON**

50K ULTRA/RELAY | MARATHON | HALF MARATHON  
10K | 5K WALK & RUN | KIDS MARATHON | ROUNDUP  
[CALGARYMARATHON.COM](http://CALGARYMARATHON.COM)

# SPONSORSHIP OPPORTUNITIES

RunCalgary has been fortunate to develop strong working relationships with sponsors who share our mission and operating values. We have a variety of sponsorship levels and opportunities available for organizations who seek to impact perceptions of a sought-after demographic and increase the awareness of their brand in the Calgary community and beyond. We are also open to being creative with our sponsors and will develop custom sponsorships to fit every budget and meet objectives.

	PRESENTING	OFFICIAL SUPPLIER	SUPPORTING SPONSOR	FRIEND OF THE MARATHON	AID STATION
<b>SPONSORSHIP COMMITMENT</b>	3 Year Minimum Scaled to activation	2 Year Minimum \$10,000 Yr	Annually \$5000 +	Annually Up to \$3500/yr	\$2500
<b>Description Of Sponsorship</b>	Presenting Sponsor of supporting events (Expo, Health & Wellness/ Safety, Sustainability, Speaker Series,) and race distance	Official Product and Service Provider	Various Supporting Sponsor opportunities including in-kind and cash	Various Friends of the Marathon Sponsor opportunities including in-kind and cash	Brand and name on aid station on Race Day. Great team building exercise. Must be able to meet volunteer requirements
<b>PRINTED MATERIALS</b>					
<b>Spectator Guide</b>	X	X	X	X	X
<b>Race Guide - Logo (16,000)</b>	X	X	X	X	X
<b>Participant Garments Presenting Race Sponsor</b>	X				
<b>Rack Cards (100,000)</b>	X	X			
<b>Race Numbers / Presenting Race Sponsor</b>	X				
<b>Race Medal / Presenting Race Sponsor</b>	X				
<b>Logo On Maps Of Course (Where applicable)</b>	X				
<b>Corporate Information In Race Guide (16,000)</b>	X	X			
<b>Event Poster (5,000)</b>	X	X	X		

\*All numbers are approximated and are subject to change

	PRESENTING	OFFICIAL SUPPLIER	SUPPORTING SPONSORS	FRIENDS OF THE MARATHON	AID STATION
<b>SIGNAGE</b>					
Start Line Banners	X				
Finish Line Chute Signage	X				
Event Signage	X	X	X	X	
Banners Along Route (To Be Coordinated By Sponsor)	X	X			X
Race Package Pickup Area	X	X	X	X	X
Awards Ceremonies	X				
<b>SPEAKING &amp; RECOGNITION OPPORTUNITIES</b>					
Pa Announcement At Event Opportunities	X	X	X	X	X
Awards Ceremony - Speaking/Presentations	X				
Media Conference - Introduction	X				
Volunteer Event - Speaking	X	X			
<b>MEDIA</b>					
Television Ads /Digital Ads	X				
Radio Ads	X				
Magazine Ads	X				
<b>ELECTRONIC MEDIA</b>					
Event Website (logo)	X	X	X	X	X
E-newsletter (logo)	X				
E-newsletter Special Promo (+35,000 database)	Min. 3/Year	Min. 2/Year			
Social Media Contest Opportunities	Min. 2/Year	Min. 1/Year			
Social Media Mention	Min. 5/Year	Min. 2/Year	Min. 1/Year	Min. 1/Year	Min. 1/Year
<b>EXPO BOOTH (OVER 20,000 PARTICIPANTS)</b> 10'x10' - 10'x20' included					
Tent At The Race Start/Finish Area (Over 20,000)	X				
Branded Aid Station Along The Course (Must provide Min. 15 volunteers)	X	X			
Product Distribution At Expo & Race Finish Areas (Activation \$)	X	X			
<b>AWARDS</b>					
Participant Certificates, Trophies, Medals, Ribbons, Volunteer Certificates	X				
<b>TICKETS &amp; VIP ACCESS</b>					
Race Entry	10	5	3	2	
VIP Tent Access	X	X	X	X	