



November 7th, 2010

Morgan Hill Marathon and Half Marathon

Why become a Sponsor?

Becoming a sponsor of the Morgan Hill Marathon will not only expose your brand to a targeted audience of tens of thousands of runners and non-runners through advertising. It will also secure your position as a supporter of one of the newest Marathons in Northern California. We are expecting 1000 runners and 200 volunteers to be involved with this year's race!

Sponsorship Benefits

- ✓ Increased Sales
- ✓ Create new interest in your products and services
- ✓ Name recognition to a highly desirable, global audience through our advertising
- ✓ Associate your business with a new local, organized event
- ✓ Invest in the future of our community
- ✓ Mass media exposure
- ✓ Charity foundations
 - ✓ Jenny's Light
 - ✓ Team in Training
 - ✓ Jill's House
- ✓ Health awareness

Facts

The Morgan Hill Marathon is a USTAF certified course and is a Boston Marathon Qualifier.



MISSION

The Morgan Hill Marathon provides a world-class foot race. We want to promote healthy lifestyles through action and opportunity. The event will be showcasing our local talents, community support and ongoing enthusiasm.

VISION

The Morgan Hill Marathon we will be the best organized and the best conducted Marathon race in Northern California. It includes competition in a unique setting with unparalleled participant satisfaction. It broadens community cooperation and participation in healthy events. The Morgan Hill Marathon serves as a model of health motivation for other communities throughout the world. We will be working with multiple foundations.

OBJECTIVES

- Increase interest in health and exercise in the community.
- Promote our city as a world class destination for Sport, Recreation and Tourism.
- Generate a spirit of community involvement and volunteerism.
- Promote and publicize the Morgan Hill Marathon.



Sponsorship Opportunities

PREMIER SPONSORSHIP - \$10,000

Benefits to your company:

- ✓ Company name part of the official event name (Morgan Hill Marathon Presented by XYZ, Inc.)
- ✓ Company's name/logo will be prominently displayed on all print Material, t-shirts, and banners
- ✓ Corporate sponsor name/logo with link placed on Marathon website
- ✓ Logo display on Marathon shirts and volunteer shirts
- ✓ Logo recognition on Marathon promotional material
- ✓ Free booth at Expo and on race day
- ✓ Promotional materials placed in all racer/participant swag bags, approx. 1,000

The Title Sponsor will also receive:

- ✓ 6 Morgan Hill Marathon Shirts
- ✓ 10 Complimentary entries
- ✓ Framed and matted 2010 Event Poster

Available Opportunities: 1

- ❖ This is an incredible opportunity to "own" an event!
- ❖ Create positive awareness and visibility
- ❖ Showcase Community Responsibility



GOLD SPONSORSHIP - \$5,000

Benefits to your company:

- ✓ Corporate sponsor name/logo with link placed on Marathon website
- ✓ Logo display on Marathon Shirts
- ✓ Logo recognition on Marathon promotional material
- ✓ Free booth at Expo and on race day
- ✓ Promotional materials placed in participant goody bags

The Gold Sponsor will also receive:

- ✓ 4 Morgan Hill Marathon Shirts
- ✓ 8 Complimentary entries
- ✓ Framed and matted 2010 Event Poster

Available Opportunities: 1

SILVER SPONSORSHIP - \$2,500

Benefits to your company:

- ✓ Corporate sponsor name/logo with link placed on Marathon website
- ✓ Logo recognition on Marathon promotional material
- ✓ Free booth at Expo and on race day
- ✓ Promotional materials placed in participant goody bags, approx 1000

The Silver Sponsor will also receive:

- ✓ 3 Morgan Hill Marathon Shirts
- ✓ 6 Complimentary entries

Available Opportunities: 5



BRONZE SPONSORSHIP - \$1,500

Benefits to your company:

- ✓ Company logo on sponsor page of Marathon Website
- ✓ Promotional materials placed in participant goody bags
- ✓ Free booth at Expo and on Race day

The Bronze Sponsor will also receive:

- ✓ 2 Morgan Hill Marathon Shirts
- ✓ 4 Complimentary entries

Available Opportunities: 5

AID STATION SPONSORSHIP - \$250

Sponsor an aid station and enter the 1st annual "Themed Station Challenge", aid station judging contest. Prize goes to the most vibrant, outgoing, fabulous aid station on course! We encourage a theme, costumes, music, balloons, banners, etc.

Get noticed by runners and by the community!

Benefits to your company:

- ✓ Company logo on sponsor page of Marathon Website
- ✓ Promotional materials placed in participant goody bags, approx. 1,000

Sponsorship Options:

- a) Donate \$250, add your signage and we will assign volunteers to your aid station
- b) Donate, decorate and compete your way, with your coworkers and friends

Available Opportunities: 16



FRIENDS OF MARATHON SPONSORSHIP - \$100+

- ✓ Mile marker opportunity – Company name prominently Displayed on a Mile Marker sign along the course
- ✓ Company logo on sponsor page of Marathon Website
- ✓ Packet Inserts - promotional material, coupons, samples or other information will be placed in participant goody bags

Sponsorship Options:

- a) Donations of equipment or services needed for event weekend
- b) In Kind Services

Available Opportunities: Unlimited

BOOTH AT EXPO - \$250 and up

- ✓ Corporate Booth Set Up at Expo
- ✓ There will be Expo Booth space available inside as well as outside the Centennial Recreation Center

If you have any other sponsorship ideas or suggestions we would be happy to discuss these with you. Each category can be tailored to provide your company's service or product the best



*exposure. For additional information on sponsorship, contact
Debbie@svendurance.com or Stacey@svendurance.com*

SPONSORSHIP FORM

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Website: _____

Contact: _____

Contact Phone: _____

Contact's Email: _____

Sponsorship Level (Please check your sponsorship level)

_____ Premier (\$10,000) _____ Gold (\$5,000) _____ Silver (\$2,500)

_____ Bronze (\$1,500) _____ Aid Station (\$250) _____ Aid Station (FREE)

_____ Friends of Marathon (\$100+) _____ Booth at Expo (\$500)

Thank you for your support!

Please send form and check payable to South Valley Endurance C/O of Morgan Hill Marathon
to: 18330 Sutter Blvd. Morgan Hill, CA 95037

For more information, please visit our website www.mhmarathon.com or call 408-426-0509.