



Fast Facts

First class event has created a “[destination race](#)” for athletes

Past events included [28 national and community partners](#)

Certified as a [GREEN event](#) with Gold Certification

2011 event contributed over \$250,000 of direct economic impact to

Coastside/Bay Area

2012 event contributed over \$330,000 of direct economic impact to Coastside/Bay Area

2013 event contributed over \$1.56M of direct and indirect economic impact to

Coastside/Bay Area, [as measured by Kent State University Department of Economics](#)

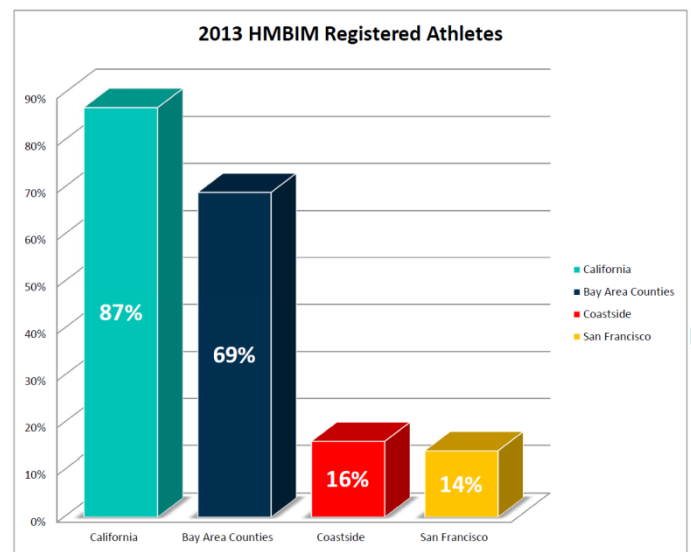
4th event to be held Sunday, September 18, 2016

2 race events; full and half marathon

Expect ~**4000 total people** involved with the event (athletes, spectators, volunteers)

2013 registration demographics

- 63% female, 37% male
- Average age – 38
- 84% college graduates, 64% with advanced degrees
- Athletes from 34 states and 4 countries



el granada california 94018

t: 650-479-5-RUN(5786)

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t: [@halfmoonbayim](https://twitter.com/halfmoonbayim)

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HALF MOON BAY
INTERNATIONAL
MARATHON

2016 Partnership Opportunities

Presenting Partner \$50,000.00 (Exclusive)

All of the Bronze, Silver, Gold and Platinum benefits, and;
Naming rights for the marathon, e.g. "The Half Moon Bay International Marathon Presented by xxxxx"
Inclusion of logo or name on finisher's award (medal or similar award)
Premier Logo Placement at Finish and Starting Line
Logo placement and motivational message on a Half Marathon Mile Marker
Logo placement and motivational message on a Full Marathon Mile Marker
Website sponsorship recognition
Opportunity to sponsor on-site health-related event
Premier Message Placement on all email blasts to athletes
Logo placement on registration site on Active.com

Platinum Level Partner - \$20,000.00 (Only 2)

All of the Silver and Gold level benefits, and;
Logo/name on all shirts distributed to runners and volunteers
Inclusion of logo/name on all media print advertising both local and national (running and health/fitness publications)
Special recognition from HMBIM for partnership
Opportunity to speak to race participants at the carb-feast pre-race dinner and Finish Line Celebration

Green Partner - \$7500.00 (Only 1)

Identification and promotion as the official GREEN partner, underwriting our efforts for sustainability and eco-friendly efforts of the Events
Special press release distributed to the community and other publications promoting the GREEN Partner's special efforts to help the community attain the GREEN goals
Special recognition from HMBIM for partnership

Gold Level Partner - \$10,000.00 (Only 2)

Inclusion of logo/name on start/finish line signage Logo/
name on all signage associated with the event Logo/
name on all shirts distributed to runners
Name recognition on course locators, water stations, etc.

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HALF MOON BAY
INTERNATIONAL
MARATHON

Silver Level Partner - \$3000.00 (unlimited number)

International publicity with logo recognition on Active.Com and HMBIM Web site with link to your Web site

Inclusion of your logo and hyperlink in all email blasts to participants

Exposure through all our social outlets (Twitter, Facebook, Google+, Pinterest)

Inclusion in HMBIM media kit and press releases

Logo a Mile Marker - \$800.00/Renewal \$500.00 (39)

Logo placement and/or motivational message on Mile Marker- visible to volunteers, spectators and all runners

Mile Markers are 16 feet tall and provide outstanding visibility

If you had a Mile Marker in previous year, renewal is only \$500.00

Packet Pickup Partnership - \$2500.00 (Only 2)

Packet pickup for one weekend to be held at partner's location

May hold separate promotions for HMBIM athletes (prior approval required by HMBIM)

May send post-race promotion through HMBIM email system

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