



On Saturday, February 4, 2012, the Sedona Chamber of Commerce, along with the entire Sedona community, looks forward to welcoming thousands of runners, their families and friends for a weekend of fierce competition at the 7<sup>th</sup> Annual Sedona Marathon Event.

**The Sedona Marathon Event** is expected to host more than 2,500 runners who will participate in a 5K race, 10K race, Half Marathon or Full Marathon course which will take the runners through the scenic Coconino National Forest District, known for its magical iron-clad formations, and onto the streets of one of the most beautiful cities in the Country - a city that has most recently been named by "Good Morning America" as one of the "TOP TEN most beautiful places in America." Spectators, supporters and participants will also be treated to an Event Expo featuring vendors, artists, and live performers that will inspire, entertain and inspire both locals and visitors alike.

This year's race is shaping up to be the largest attended to date with an expected runner field of more than 2,500 participants. Currently our registrations have already exceeded those of 2011, and if this year is anything like the previous years, I am confident that these 2,500 runners will generate a projected 6,250 visitors to our community. Last year, as in years past, the entire Sedona community celebrated as walkers and runners crossed the finish line and thousands of local residents and visitors participated in the weekend festivities.

As a sponsor of **the Sedona Marathon Event**, your company will have a unique opportunity to promote and market your products and services to a large audience of locals, visitors and participants from all over the world before, during and after the Race. **The Sedona Marathon Event** will prove to be an ideal venue for your company to promote direct brand awareness to both the locals and visiting participants and spectators.

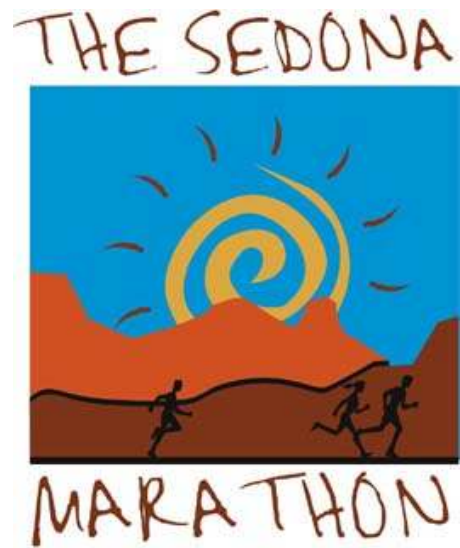
Most importantly, your company will have an opportunity to align itself with Sedona's world renowned outdoor lifestyle, our inspiring spiritual and healing vortexes, a successful local art scene, as well as with our culturally diverse local history.

On behalf of the Sedona Chamber of Commerce, I personally look forward to the possibilities of your company's participation in **the Sedona Marathon Event** as well as for your business and/or service to capitalize from the undoubted success destined to result from this community event.

I look forward to your consideration and the opportunity to speak to you soon.

Sincerely,

Jennifer Wesselhoff  
President/CEO



# Sedona Marathon Sponsorship Packet

# Event Details

**Date & Times:** Saturday, February 4, 2012, 8:00 am – 3:00 pm  
Marathon, Half Marathon, 10K and 5K  
Sedona Marathon Event Expo

**Location:** Cultural Park - Race Headquarters, Sedona AZ  
Course winds through city and forest roads

**Attendees:** We are targeting 7,000 attendees and participants at the race. This is a projected 10% increase over 2011. Attendance has increased by an average of 50% over each of the past 2 years. This places the Sedona Marathon in the top 5% of growth rate for similar athletic events nationally.

**Cost to participate:**

Event	8/1 -9/18	9/19 - 12/31	1/1 - 2/2
Marathon	\$85.00	\$95.00	\$105.00
Half Marathon	\$60.00	\$70.00	\$80.00
10K Run	\$40.00	\$45.00	\$50.00
5K Run	\$30.00	\$35.00	\$35.00
Kids Run (under 12)	\$15.00	\$20.00	\$20.00

**Participant demographics:** Age: 5-90, average = 39  
Male: 38.8 / Female: 61.2%  
Education: College educated  
Average Annual Household Income: \$89,000  
Average 3 nights in Sedona  
Traveling with 2.5 guests  
1,650 returning participants in 2011  
70% = AZ  
8% = NM, IL, CO  
6% = CA  
3% = International

**Highlights:** More than \$100,000 generated for local charities  
Canadian Olympic Team runs as training race. Simon Whitfield goes on to win Silver Medal in Beijing Summer Olympics

**Exposure:** National Geographic Adventure Magazine (2008)  
Runner's World Magazine (2006, 2009)  
Good Morning America (2006)  
Official Trainer, Dr. Phil Wharton, named in Top 100 Health Experts by Dr. Oz  
City of Sedona proclaims Sedona Marathon Week (2011)  
Selected as "must do" event for Steppin' Out Adventures

**International Accolades:** French equivalent of Runners World - Running Attitude  
Le Figaro (French)

## Gold Medal Sponsor

**\$25,000 Gold Medal Sponsor** will receive excellent marketing exposure in connection with **The Sedona Marathon Event** including:

### EXCLUSIVE EXPOSURE

- Brand sponsorship of foil blankets
- Logo on race vehicles
- Logo recognition on event postcards (before 8/15/11)
- Logo recognition on volunteer shirts

### EVENT PRESENCE

- Premium signage at start & finish line (provided by sponsor, or on sponsor banner)
- Live interview on race day (Radio)
- Signage at a water station along course
- Race dinner signage, concession
- Mile marker signage
- Post-race festival signage
- Premium location and signage (provided by sponsor) at expo and onsite sales
- Scripted live announcements/recognition at events (before/during race, awards ceremony, pasta feed)

### MARKETING & PUBLIC RELATIONS

- Brand inclusion in print marketing (see marketing plan)
- Brand inclusion in electronic marketing (see marketing plan)
- Brand inclusion in event public relations (see marketing plan)
- Featured article in Ezine (100,000)
- Logo inclusion on official race T's
- Company listing on SedonaMarathon.com (premium placement)
- Logo in Official Race Program
- Signage at post-race event
- Gift bag insertions provided to each runner (product, samples)

### PROMOTIONAL RIGHTS

- Events tie-ins, marketing tie-ins: In/on camera product/event exposure
- Access to film footage and photo library from Events
- License to use The Sedona Marathon marks and logos in Advertising & Promotions Package

### HOSPITALITY

We encourage your employees to be an important part of the event and invite you to organize a team of runners. The camaraderie and team building that training together towards a common goal can be life-changing and motivating for your employees.

- Sponsor access to racecourse (VIP tour)
- Ten (10) complimentary race entries
- Complimentary race shirts (up to 20)
- Pre-race dinner tickets (up to 20)

**Total Marketing & PR Benefits Value\* received as a Gold Medal Sponsor: \$135,950**

## Silver Medal Sponsorship

**\$10,000 Silver Medal Sponsors** will receive excellent marketing exposure in connection with the promotion of **The Sedona Marathon** weekend include:

### EXCLUSIVE EXPOSURE

- Brand sponsorship of all registration bags
- Logo on race vehicles
- Logo recognition on event postcards (before 8/15/11)
- Logo recognition on volunteer shirts

### EVENT PRESENCE

- Signage at start & finish line (provided by sponsor, or on sponsor banner)
- Live interview on race day (Radio)
- Signage at a water station along course
- Race dinner signage, concession
- Mile marker signage
- Post-race festival signage
- Premium location and signage (provided by sponsor) at expo and onsite sales
- Scripted live announcements/recognition at events (before/during race, awards ceremony, pasta feed)

### MARKETING & PUBLIC RELATIONS

- Brand inclusion in print marketing (see marketing plan)
- Brand inclusion in electronic marketing (see marketing plan)
- Brand inclusion in event public relations (see marketing plan)
- Featured article in Ezine (100,000)
- Logo inclusion on official race T's
- Company listing on SedonaMarathon.com
- Logo in Official Race Program
- Signage at post-race event
- Gift bag insertions provided to each runner (product, samples)

### PROMOTIONAL RIGHTS

- Events tie-ins, marketing tie-ins: In/on camera product/event exposure
- Access to film footage and photo library from Events
- License to use The Sedona Marathon marks and logos in Advertising & Promotions Package

### HOSPITALITY

We encourage your employees to be an important part of the event and we invite you to organize a team of runners. The camaraderie and team building that training together towards a common goal can be life-changing and motivating for your employees.

- Sponsor access to racecourse (VIP tour)
- Seven (7) complimentary race entries
- Complimentary race shirts (up to 12)
- Pre-race dinner tickets (up to 12)

**Total Marketing & PR Benefits Value\* received as a Silver Medal Sponsor: \$88,540**

## Bronze Medal Sponsorship

**\$5,000 Bronze Medal Sponsors** will receive a wide range of marketing exposure in connection with the promotion and staging of **The Sedona Marathon** weekend includes:

### EXCLUSIVE EXPOSURE

- Logo recognition on volunteer shirts

### EVENT PRESENCE

- Signage at start & finish line (provided by sponsor, or on sponsor banner)
- Exhibit space and signage (provided by sponsor) at expo and onsite sales
- Scripted live announcements/recognition at events (before/during race, awards ceremony, pasta feed)

### MARKETING & PUBLIC RELATIONS

- Brand inclusion in print marketing (see marketing plan)
- Brand inclusion in electronic marketing (see marketing plan)
- Brand inclusion in event public relations (see marketing plan)
- Featured article in Ezine (100,000)
- Logo inclusion on official race T's
- Company listing on SedonaMarathon.com
- Logo in Official Race Program
- Post-race festival signage
- Gift bag insertions provided to each runner (product, samples)

### PROMOTIONAL RIGHTS

- Events tie-ins, marketing tie-ins: In/on camera product/event exposure
- Access to film footage and photo library from Events
- License to use The Sedona Marathon marks and logos in Advertising & Promotions Package

### HOSPITALITY

We encourage your employees to be an important part of the event and we invite you to organize a team of runners and/or volunteers. The camaraderie and team building that training together towards a common goal can be life-changing and motivating for your employees.

- Sponsor access to racecourse (VIP tour)
- Five (5) complimentary entries + additional discounted entries
- Complimentary race shirts (up to 8)
- Pre-race dinner tickets (up to 8)

**Total Marketing & PR Benefits Value\* received as a Bronze Medal Sponsor: \$54,810**

## Vortex Sponsor

**\$2,500 Vortex Sponsors** will receive a wide range of marketing exposure in connection with the promotion and staging of **The Sedona Marathon** weekend includes:

### EVENT PRESENCE

- Signage at start & finish line (provided by sponsor, or on sponsor banner)
- Exhibit space and signage (provided by sponsor) at expo and onsite sales
- Scripted live announcements/recognition at events (before/during race, awards ceremony, pasta feed)

### MARKETING & PUBLIC RELATIONS

- Brand inclusion in electronic marketing (see marketing plan)
- Brand inclusion in event public relations (see marketing plan)
- Company listing on SedonaMarathon.com
- Logo in Official Race Program
- Signage at at post-race event
- Gift bag insertions provided to each runner (product, samples)

### PROMOTIONAL RIGHTS

- Events tie-ins, marketing tie-ins: In/on camera product/event exposure
- Access to film footage and photo library from Events
- License to use The Sedona Marathon marks and logos in Advertising & Promotions Package

### HOSPITALITY

We encourage your employees to be an important part of the event. We invite you to organize a team of runners. The camaraderie and team building that training together towards a common goal can be life-changing and motivating for your employees.

- Sponsor access to racecourse
- Two (2) Complimentary race entries
- Complimentary race shirts (up to 5)
- Pre-race dinner tickets (up to 5)

**Total Marketing & PR Benefits Value\* received as a Vortex Sponsor: \$18,010**

## Red Rock Sponsorship

**\$1,000 Red Rock Sponsors** will receive marketing exposure in connection with the promotion and staging of **The Sedona Marathon** weekend includes:

### EVENT PRESENCE

- Signage at finish line and at Expo (provided by sponsor, or on sponsor banner)
- Exhibit space and signage (provided by sponsor) at expo and onsite sales
- Scripted live announcements/recognition at events (before/during race, awards ceremony, pasta feed)

### MARKETING & PUBLIC RELATIONS

- Company listing on SedonaMarathon.com
- Logo in Official Race Program
- Gift bag insertions provided to each runner (product, samples)

### PROMOTIONAL RIGHTS

- Events tie-ins, marketing tie-ins: In/on camera product/event exposure
- Access to film footage and photo library from Events
- License to use The Sedona Marathon marks and logos in Advertising & Promotions Package

### HOSPITALITY

We encourage your employees to be an important part of the event. We invite you to organize a team of runners. The camaraderie and team building that training together towards a common goal can be life-changing and motivating for your employees.

- Sponsor access to racecourse
- One (1) Complimentary race entry
- Complimentary race shirts (up to 5)
- Pre-race dinner tickets (up to 5)

**Total Marketing & PR Benefits Value\* received as a Red Rock Sponsor: \$5,930**

## Expo Sponsor

**\$250 Expo Sponsors** will receive marketing exposure in connection with the promotion and staging of **The Sedona Marathon** weekend includes:

### MARKETING & PUBLIC RELATIONS

- Company listing on SedonaMarathon.com
- Logo in Official Race Program
- Exhibit space at Expo
- Gift bag insertions provided to each runner (product, samples)

### PROMOTIONAL RIGHTS

License to use The Sedona Marathon Marks and Logos in Advertising & Promotions Package

**Total Marketing & PR Benefits Value\* received as a Friend Sponsor: \$2,750**



## SPONSORSHIP AGREEMENT

My company/organization wishes to be a sponsor of **The Sedona Marathon Event** scheduled for February 4, 2012. The sponsorship level selected is:

- ☐ Gold Medal Sponsor \$25,000
- ☐ Silver Medal Sponsor \$10,000
- ☐ Bronze Medal Sponsor \$5,000
- ☐ Vortex Sponsor \$2,500
- ☐ Red Rock Sponsor \$1,000
- ☐ Expo \$250
- ☐ I would like to obtain information on hosting a Water & Aid Station!
- ☐ I would like more information on donating prizes for race winners!
- ☐ I would like more information on providing product for the event (water, nutrition, gifts)!
- ☐ I would like to obtain information on volunteering!

As part of this AGREEMENT, **The Sedona Marathon Event**, produced by the Sedona Chamber of Commerce as the organizing agency of **The Sedona Marathon Event**, agrees to provide the services outlined in the accompanying sponsorship level descriptions.

Payment should be made to **Sedona Chamber of Commerce**, PO Box 478, Sedona, AZ 86339. The date of receipt of your contribution will be used to reserve your preferred level of sponsorship.

Questions can be directed to Jennifer Wesselhoff at 928-204-1123.

My company/organization agrees to the terms of the SPONSORSHIP AGREEMENT.

Please PRINT & Sign Your Name \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_ Date \_\_\_\_\_

*\*Conservative marketing, PR and advertising values as determined by 2011 International Festivals and Events Association and Independent Evaluation Group.*

*(The IEG Valuation Service created the internationally accepted protocol for determining the fair market value of sponsorship.)*

THE SEDONA MARATHON EVENT  
45 Sunset Drive, Sedona AZ USA 86336  
928-204-1123  
[www.SedonaMarathon.com](http://www.SedonaMarathon.com)

### Sponsorship Levels

	Gold \$25,000	Silver \$10,000	Bronze \$5,000	Vortex \$2,500	Red Rock \$1,000	Expo \$250
<b>Exclusive Exposure</b>						
Premium brand inclusion in all event marketing, media, programming	X					
Brand sponsorship of foil blankets	X					
Brand sponsorship of all registration bags	X					
Logo on race vehicles	X	X				
Logo recognition on event postcards (before 8/15/11)	X	X				
Logo recognition on volunteer shirts	X	X	X			
<b>Event Presence</b>						
Live interview on race day (Radio)	X	X				
Signage at a water station along course	Premium	X				
Race dinner signage, concession	Premium	X				
Mile marker signage	Premium	X				
Post-race festival signage	Premium	X	X			
Scripted verbal recognition at events	Premium	X	X	X	X	
Expo signage	Premium	X	X	X	X	
Start signage	Premium	X	X	X		
Finish signage	Premium	X	X	X	X	
Onsite sales / concession at Expo	X	X	X	X	X	X
<b>Marketing &amp; Public Relations</b>						
Featured article in Ezine (100,000)	X	X	X			
Logo inclusion on official race T's	X	X	X			
Brand inclusion in print marketing	Premium	X	X			
Brand inclusion in electronic marketing	Premium	X	X	X		
Brand inclusion in event public relations	Premium	X	X	X		
Signage at post-race event	Premium	X	X	X		
Company listing on SedonaMarathon.com	Premium	X	X	X	X	X
Logo in Official Race Program	Premium	X	X	X	X	X
Gift bag insertions (product, samples)	X	X	X	X	X	X
<b>Hospitality</b>						
Race Registrations	10	7	5	2	1	
Pre-Race Dinner tickets	20	12	8	5	5	
Race T's	20	12	8	5	5	