



Sponsorship Opportunities



**AKRON
MARATHON**
RACE SERIES

PRESENTED BY



**AKRON
MARATHON**
CHARITABLE
CORPORATION

Make a Blue Line difference!

Join the Akron Marathon Charitable Corporation, an Ohio nonprofit charitable organization, to help improve the health and wellness of our community. Each year over 12,000 runners, 100,000 spectators and over 1,200 volunteers participate in our world-class Akron Marathon Race Series events which generate an economic impact of more than \$6 million to the Greater Akron area.

Share your organization's brand as a major Akron Marathon Race Series Sponsor and enjoy the following perks:

- Help improve the health and wellness in our community.
- Be a part of Akron's largest, single-day sporting event.
- Promote your product or service to thousands of health and fitness enthusiasts.
- Your sponsorship is viewed as a charitable gift and is tax-deductible (minus the value of any tangible benefits received).

Sign up today to be a sponsor for the region's premier sporting event. Contact Anne Bitong at 330-434-2786 or abitong@akronmarathon.org to learn more.



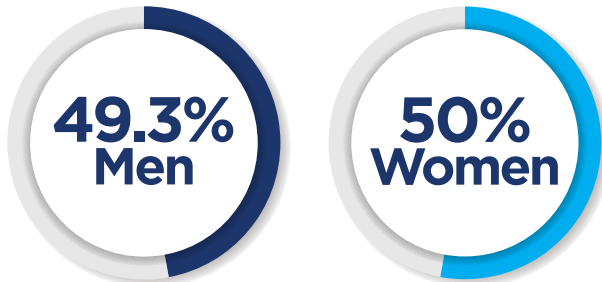
Race Demographics

PARTICIPANTS:



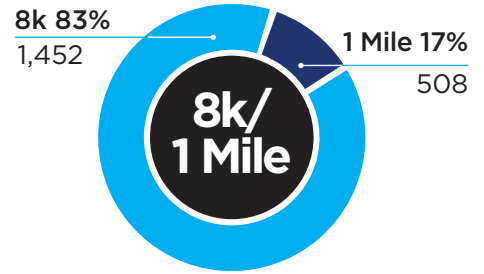
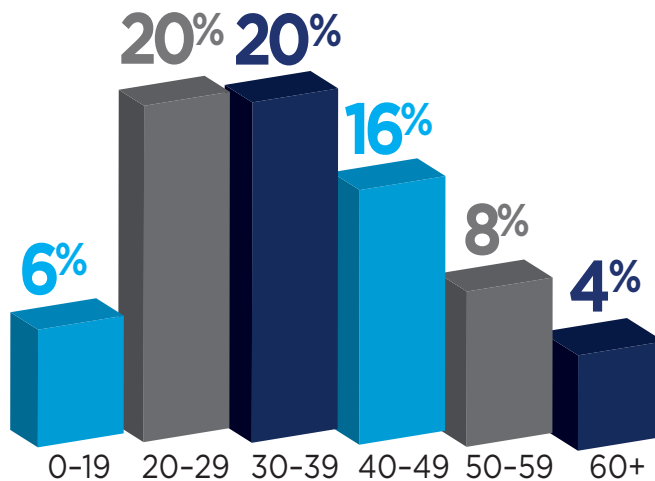
The 2024 Akron Marathon Race Series saw participation from **8 countries and 45 states**

AVERAGE AGE: 39

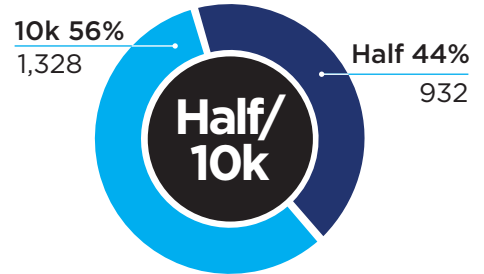


0.2% - Non-Binary/Gender Non-Conforming
0.5% - Prefer Not to Say

AGE BREAKDOWN:



Total Runners: 1,960



Total Runners: 2,260

COMMUNITY IMPACT:

- Economic Impact: **\$6 Million**
- Raised for Charity: **\$200,000**
- Businesses & Residences Along Course: **3,000**
- Health & Fitness Expo Attendees: **10,000**
- Spectators: **100,000**
- Volunteers: **1,200**
- Volunteer Hours: **5,140**

MARKETING IMPACT:



Digital Marketing Impressions **3.1 Million**
Earned Media Impressions: **1.5 million**



Social Media **3.5 Million** Impressions

Sponsor Levels

Presenting Sponsorships & Naming Rights

Call Anne Bitong at **330-434-2786** or via email at **abitong@akronmarathon.org** for additional information on presenting sponsorships and naming rights.

- Race Series, Presenting
- 8k & 1 Mile, Presenting
- Half Marathon & 10k, Presenting
- Marathon, Half Marathon & Team Relay, Presenting
- Age Group Awards, Presenting
- Ambassador Program, Presenting
- Blue Line Block Party Kits, Presenting
- Blue Line Crew Volunteer Program, Presenting
- Corporate Cup, Presenting
- Course Entertainment, Presenting
- Elite Athlete Program, Presenting
- Exchange Zones (4 Locations), Naming
- Finish Line (3 Races), Naming
- Health & Fitness Expo, Presenting
- Kids Fun Run, Presenting
- Medical, Naming
- Prize Money, Presenting
- Race Series App, Presenting
- Race Series Loyalty Program, Presenting
- Start Line (3 Races), Naming
- VIP Party, Presenting
- Winners Podium (3 Races), Naming

Gold Sponsor - \$60,000

Prior to race day:

- Logo on website
- Social Media mentions (4)
- Race Entries (60)
- VIP kick-off party invitations (10)
- Health & Fitness Expo booth

On race day:

- Logo at Start & Finish Lines
- Logo in event guide
- Listing on volunteer t-shirts
- Recognition by race announcer
- Race day VIP hospitality passes (20)

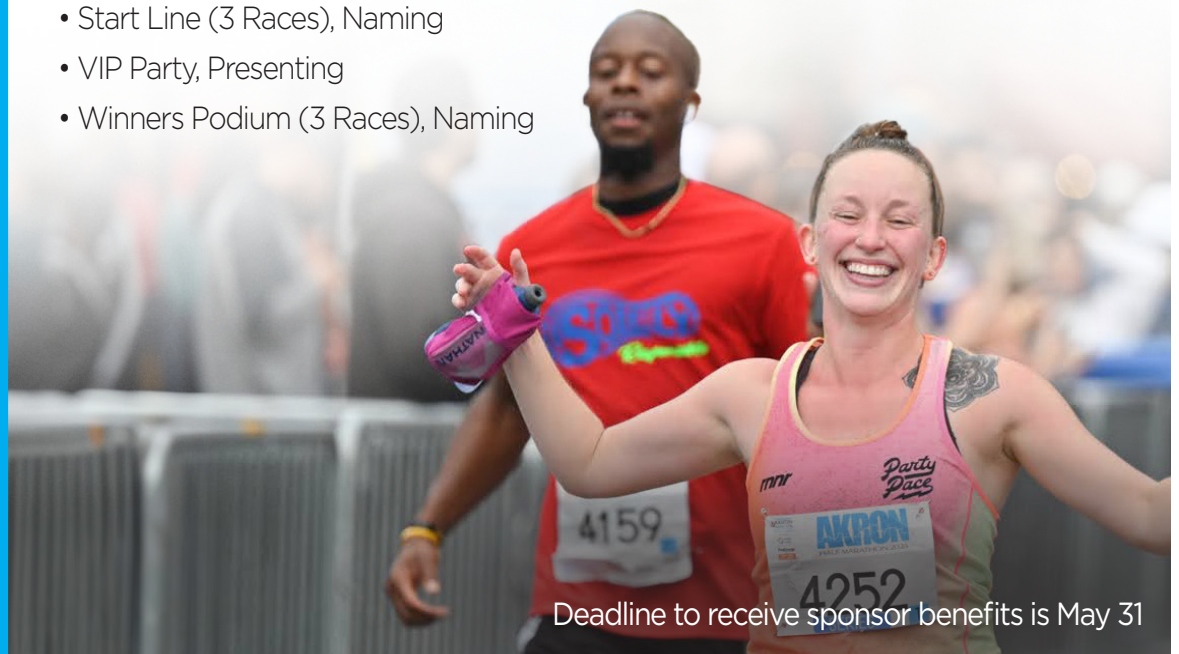
Silver Sponsor - \$30,000

Prior to race day:

- Logo on website
- Social Media mentions (4)
- Race Entries (30)
- VIP kick-off party invitations (5)
- Health & Fitness Expo booth

On race day:

- Logo at Start & Finish Lines
- Logo in event guide
- Listing on volunteer t-shirts
- Recognition by race announcer
- Race day VIP hospitality passes (10)



Deadline to receive sponsor benefits is May 31

Sponsor Levels

CONTINUED

Bronze Sponsor – \$15,000 Fluid Or Energy Gel Station, \$1,000

Prior to race day:

- Logo on website
- Social Media mentions (4)
- Race Entries (15)
- VIP kick-off party invitations (2)
- Health & Fitness Expo booth

On race day:

- Logo at Start & Finish Lines
- Logo in event guide
- Listing on volunteer t-shirts
- Recognition by race announcer
- Race day VIP hospitality passes (5)

Elite Sponsor, \$5,000

- Logo on website
- Listing in event guide
- Listing on volunteer t-shirts
- 5 race entries
- 2 race day VIP hospitality passes

Special Supporting Sponsor, \$2,500

- Listing on website
- Listing in event guide
- Listing on volunteer t-shirts
- 2 race day VIP hospitality passes

Fluid Or Energy Gel Station, \$1,000

- Listing on website
- Listing in event guide
- Set-up and staff a fluid station along the course
- Promoting your business or organization
- Provide volunteers to work the station

Mile/Kilometer Marker, \$750

- Logo decorates mile/kilometer marker along the course
- Listing on website
- Listing in event guide

Expo Vendor, \$600

- Standard 10x10 booth (additional sizes available) at Health & Fitness Expo
- Listing on website
- Listing in event guide

Official Sponsor, \$500

- Listing on website
- Listing in event guide

To learn more about these and other sponsorship opportunities, contact Anne Bitong at **330-434-2786** or abitong@akronmarathon.org.



Deadline to receive sponsor benefits is May 31

Mark Your Calendars!

AKRON
MARATHON
RACE SERIES

PRESENTED BY



8K | 1 MILE

1 Mile June 27, 2025
8k June 28, 2025



HALF | 10K

Half Marathon & 10k
August 9, 2025



PRESENTED BY
Akron Children's Hospital

1 Mile Kids Fun Run
September 26, 2025



MARATHON
HALF | RELAY

Akron Marathon
Health & Fitness Expo
September 26, 2025

Akron Marathon,
Half Marathon & Team Relay
September 27, 2025



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