



## Inaugural Bryan/College Station Marathon & Half-Marathon 2011 Sponsorship Information

On December 11, 2011, runners from across our community, the state of Texas, and the country will gather in our cities to participate in the inaugural running of the Bryan/College Station Marathon and Half Marathon. It is an event expected to involve runners and their families, numbering in the thousands.

The purposes of this event are to 1) promote a healthy lifestyle, 2) showcase our great community, and 3) support local charities. We know all of our sponsors will be proud to partner with us on this race, and we are excited to work together to make this an event that people will want to be involved in for years to come.

Thanks!

BCS Marathon Planning Committee



BCS Marathon • PO Box 3005 Bryan, Texas 77805 • 214-673-6732 • [bcsmarathon@gmail.com](mailto:bcsmarathon@gmail.com)

All BCS photos courtesy of E. Schipul and S. Seeger.

## Facts & Figures

- The average runner is between **25-54 years of age**. Approximately 57% of distance runners are female. Runners are college educated, have an **average household income of \$75,000**, and are employed in professional occupations.
- In 2010, **Bryan/College Station residents completed nearly 600 marathons and half-marathons** outside of our city. This represents an **estimated economic impact of nearly \$350,000** (registration fees, hotel, food, fuel, and retail).
- The vast majority of marathons have a larger percentage of out of town guests than locals. This represents even more potential economic impact.
- This marathon will be a **Boston Marathon qualifying race**.
- 100% of the proceeds from this **race will benefit two local charities:**  
1) Mercy Project and 2) Still Creek Ranch.
- Hundreds of public safety officials and other volunteers will be a critical part of the success of the event.
- The event is already creating significant excitement with **more than 500 people** joining the Facebook page in just **one week**.



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# Sponsorship Opportunities by Level

## **Diamond Sponsor - \$5000 (limited to 4 businesses)**

- Company logo on all “finishers” shirts and “official volunteer” shirts
- Company logo included in all marketing, advertising, brochures, posters, and fliers
- Company logo on official BCS Marathon website
- Homepage banner advertisement on BCS Marathon website
- Opportunity for company promotional items to be included in race packets
- Company to be recognized during public address announcements
- Up to five company provided banners (3' x 6') displayed throughout the course
- Up to five complimentary entries to marathon or half marathon
- Company given preferred aid station to work during race
- Company will be highlighted in full-page advertisement in BCS Eagle

## **Gold Sponsor - \$2,500**

- Company logo on all “finishers” shirts
- Company logo on official BCS Marathon website
- Homepage banner advertisement on BCS Marathon website
- Opportunity for company promotional items to be included in race packets
- Company to be recognized during public address announcements
- Up to three company provided banners (3' x 6') displayed throughout the course
- Three complimentary entries to marathon or half marathon
- Company given aid station to work during race
- Company to be listed in full-page advertisement in BCS Eagle

## **Silver - \$1,000**

- Company logo on all “finishers” shirts
- Company logo on official BCS Marathon Website
- Opportunity for company promotional items to be included in race packets
- Company to be recognized during public address announcements
- One company provided banner (3' x 6') displayed on course
- One complimentary entry to marathon or half marathon
- Company listed in full-page advertisement in BCS Eagle

## **Bronze - \$500**

- Company logo on all “finishers” shirts
- Company logo on official BCS Marathon Website
- Opportunity for company promotional items to be included in race packets



# Sponsorship Application

Please complete this application and return to the Race Director at:

BCS Marathon  
PO Box 3005  
Bryan, Texas 77805

**Name of Business:** \_\_\_\_\_

**Contact(s):** \_\_\_\_\_

**Contact Title:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

## Sponsorship Level:

Diamond (\$5,000)

Gold (\$2,500)

Silver (\$1,000)

Bronze (\$500)

In kind donation: please list item(s) and value

\_\_\_\_\_

\_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_