

SPONSORSHIP OPPORTUNITIES



Presented
by



MAYO CLINIC
HEALTH SYSTEM

OCT. 18 & 19, 2019

26.2mi
FULL MARATHON

13.1mi
HALF-MARATHON

10K & 5K

KidsK, Toddler Trot and Diaper Dash

For complete sponsorship opportunities, contact:
Joy Leafblad, Sports Commission Director
507-385-6663 • jleafblad@visitmankatomn.com

In 2010, the Mankato Marathon took Mankato by storm. We had overwhelming community support and an amazing 2,200 runners in our first year.

Now our numbers have grown to approximately 3,500 runners and our race started to evolve with unique additions like our Sport Psych Team—the first in the nation.

Now in our tenth year of the Mankato Marathon, we are taking it a step further and embracing our unique race attributes as the Bold Race, Exceptional Place that we have grown to be. In 2019, we anticipate more runners and spectators, causing the excitement to continue to grow.

We want to keep this momentum growing! That's where you come in! We're looking for great sponsors like you to help support this incredible event. As a sponsor you'll be associated with a premiere event that is receiving attention from participants all over the country. Supporting the Mankato Marathon is something you can be proud of. It's an event that supports the health of our participants through the healthy choices needed for training and running a race and also the economic health of our community through the impact of bringing guests into our community.



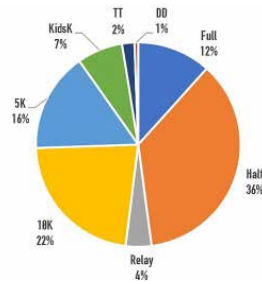
- 2018 Mankato Marathon Demographics -

In 2018, we had 3,490 runners coming from 33 different states across America and two other countries. Keep in mind that not only do we attract runners, but for each runner coming to the Mankato Marathon, another two spectators will follow. In total, nearly 7,000 people participate in the Mankato Marathon. Please see the facts and figures below to see who are our runners.

2018 Race Entrant Numbers

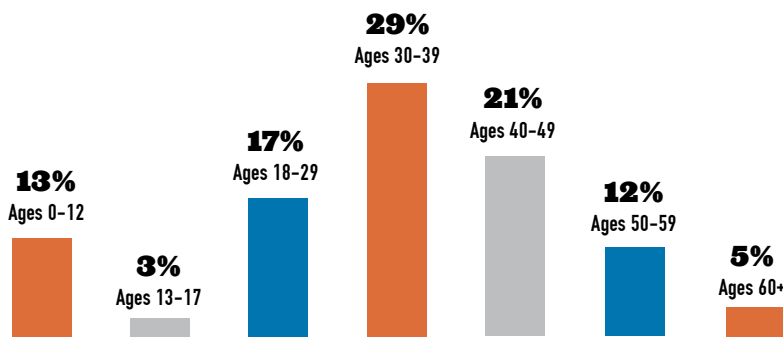
MARATHON RACES BY PARTICIPATION

Total Participants
3,490



*Total participants includes all races: full marathon, relay, half marathon, 10K, 5K, KidsK, Toddler Trot, and Diaper Dash

Age Demographics



Social Media Demographics

- Facebook Fans - 7,200+ fans**
-30% are women ages 35-44
- Twitter Followers - 1,200+ followers**
-58% are women
-36% have incomes of \$75,000 to \$124,999

Schedule of Events

In addition to nearly 3,500 runners, the Mankato Marathon attracts an estimated 7,000 additional family members and friends who take part in the many weekend festivities.

Schedule of Events Beyond the Races with Estimated Attendance:

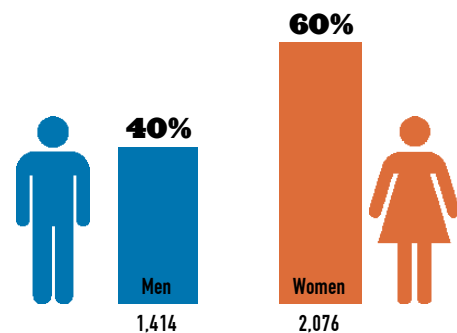
Expo, Kidz Zone and Speaker Series
7,000

Post Race
5,000

National Runner Demographics

	Women	Men
Participate in Marathons	44%	56%
Mean Age	36 yrs	40 yrs
College Educated	79%	74%
Household Income \$75,000+	69%	77%
Married	63%	75%
Spent \$100+ running apparel	74%	69%

Gender Demographics



*Numbers based on all races

Location Demographics



Presented by MAYO CLINIC HEALTH SYSTEM

To learn more, contact the Joy Leafblad at 507-385-6663 or jleafblad@visitmankatomn.com.

MANKATO MARATHON

– Setting Us Apart –

The Mankato Marathon has a couple big advantages over other races. Our community is excited about this race. You'll find it on the course with our exceptional crowd support. You'll see the Sport Psych Team that travels the course on bikes providing motivation to runners to keep them running strong through the finish line and at our Cheer Zones along the routes cheering on runners to be their best. Running a race is hard work and it helps tremendously to have support on the course to keep you pumping strong to the end.



– Accolades & Testimonials –

"The [Mankato Marathon] psychs on bikes, the spectators, the awesome cheer zones and the beautiful course. They all meshed together into a combined work of running art that helped me finish the race and reach my goal."

-Steve Patten

"Without a doubt, the Mankato Marathon weekend is the best race I've ever participated in; there is literally something for everyone, whether you're a runner or a spectator."

-Makenna Schmiedel

– Race Management –

The Mankato Marathon is run by two key partners: Visit Mankato and Final Stretch.

Visit Mankato, the local convention and visitor's bureau, is a business unit of Greater Mankato Growth, Inc., which also includes the regional chamber of commerce and economic development organization, Greater Mankato Growth, the downtown development organization, City Center Partnership, and GreenSeam, which utilizes agriculture to build on the region's extensive agribusiness assets to develop the ag economy. Visit Mankato leads the development of the visitor economy in Greater Mankato by actively promoting Greater Mankato as a premier destination for conventions, tournaments and tourism. These activities bring a steady flow of visitors and business activity to Greater Mankato that benefits local residents and future visitors. The work of Visit Mankato helps strengthen the hospitality industry which provides jobs, a diverse tax base and amenities for everyone to enjoy.

Final Stretch, Inc. is a race management company that has been promoting events in the upper Midwest since 1995. The company is managed by Mark Bongers, who took over ownership of the company in 2002. Final Stretch has a business philosophy of marketing fun, unique, high quality races to the running community. Final Stretch's experience and quality management processes combine with each race's "community feel" to provide runners with an experience different than any other events. We are continuously looking for new events to compliment our current events at Final Stretch. Additionally, Final Stretch continues to improve the service provided to each runner in order to ensure every participant can say, "Today was a great day and I had a fabulous time!".

- Positioning for Your Business -

As a sponsor of the Mankato Marathon, you have tremendous opportunities for exposure, both locally and nationally, as we have runners from all over the country. The majority of our runners come from a 60 mile radius—those are your customers.

You will have the added benefit of being part of our fine-tuned 2019 marketing strategy to reach runners and spectators both locally, regionally and nationally.

You will be recognized as a business that supports health and fitness.

Your contributions to the Mankato Marathon help boost our local economy, which helps boost your own business.

Finally, it shows your commitment to an exciting and growing community event.

- Sponsorship Level Benefits -

PLATINUM (minimum \$6,000)

- In addition to the below levels:
- Complimentary booth at Sport & Health Expo

GOLD (minimum \$4,000)

- In addition to the below levels:
- Complimentary item on runner table
- Complimentary space in Post Race area

SILVER (minimum \$2,000)

- In addition to the below level:
- 15 second commercial included in announcements made throughout the weekend

BRONZE (\$750 - under)

- Linked logo on marathon website
- Company logo included in social media, newsletters, eblasts and direct mail posts throughout the year
- Company logo in Mankato Free Press ad, banners at Expo, Start Line and Post Race area
- Complimentary race registration

Sponsorships: Contact Joy Leafblad at 507-385-6663 or jleafblad@visitmankatomn.com



MANKATO MARATHON



MANKATO MARATHON EXPO

Visit Mankato invites you to be part of the tenth annual Mankato Marathon at the Scheels Sport & Health Expo Saturday, October 18, 2019, in the Myers Field House at Minnesota State University, Mankato. All marathon, half, relay, 10K, 5K, KidsK, and Toddler Trot & Diaper Dash race participants must attend the expo to pick up their race materials.

The Scheels Sport & Health Expo provides the runners and the public the opportunity to browse the expo to see what's new in the running world and see the latest trends. In addition, at the expo will be the opportunity to cheer on the kids at the Toddler Trot & Diaper Dash and tire the kids out in the Kidz Zone. In 2018, about 7,000 people attended the expo and even more are expected this year. Don't miss the opportunity to get in front of this crowd.

- EXPO DETAILS -

- 3,500 Runners
- Max of 70 Booths
- Premium locations available
- Open to the public

Friday, October 18, 2019

Set up: 8 a.m. - 12 p.m.
Expo: 12 - 7 p.m.
Tear Down: 7 - 9 p.m.

Booth includes:

- (1) 6' x 24" Skirted Table
- 2 Chairs
- Back & Side Drape

Contact:

3 Civic Center Plz #100
Mankato, MN 56001
PH: 507-385-6663
Email: jleafblad@
visitmankatomn.com

SCHEELS
SPORT & HEALTH
EXPO

2018 Runner

Demographics:

- 60% Women
- 40% Men
- 33 States
- Average runner age: 30-39

10.18.19



10.18.19

Company Name _____

Contact Person _____

Address _____

City, State, Zip _____

Phone _____ Email _____

SIZE OF BOOTHS	BEFORE MARCH 1	MARCH 1 - JULY 1	AFTER JULY 1
____ 10 X 10 STANDARD	\$250.00	\$300.00	\$350.00
____ 10 X 20 STANDARD	\$450.00	\$500.00	\$550.00
____ 10 X 10 PREMIUM	\$400.00	\$450.00	\$500.00
____ 10 X 20 PREMIUM	\$700.00	\$750.00	\$800.00
____ LARGER SIZE	PRICE NEGOTIATED		

TOTAL COST FOR BOOTH(S): \$ _____

ELECTRICITY (\$50.00) YES / NO \$ _____

TOTAL PAYMENT DUE: \$ _____

PAYMENT METHOD: _____ CHECK _____ BILL ME (All sales are final. No refunds.)

Make checks payable to Visit Mankato. Payment must be received prior to the event. No refunds will be made to exhibitors who fail to attend the Expo. All vendors must provide a Standard Accord Certificate of Liability Insurance by Oct. 1, 2019. If selling products, provide a ST19 form by Oct. 1, 2019.

MAIL FORM TO: EMAIL:
 Visit Mankato jbaumann@visitmankatomn.com
 3 Civic Center Plaza, Suite 100
 Mankato, MN 56001

ACCIDENT WAIVER AND RELEASE OF LIABILITY FORM

I (individual or business) hereby assume all the risks of participating in this event. I acknowledge that this Accident Waiver and Release of Liability (AWRL) form will be used by the event holders, sponsors and organizers, in which I may participate and that it will govern my actions and the responsibilities at said event. In consideration of my application and permitting me to participate in the Mankato Marathon Expo, I hereby take action for myself, my executors, administrators, heirs, next of kin, successors, and assigns as follows: Waive, Release, and Discharge from any and all liability for my death, disability, personal injury, property damage, property theft, or actions of any kind which may hereafter accrue to me or my traveling to and from this event, THE FOLLOWING ENTITIES OR PERSON(S): City of Mankato, Blue Earth County, Visit Mankato, Final Stretch, Minnesota State University, Mankato, their directors, officers, employees, volunteers, representatives, and agents, the event holders, event sponsors, event directors, event volunteers; (B) Indemnify and Hold Harmless the entities or person(s) mentioned in this paragraph from any and all liabilities or claims made by other individuals or entities as a result of my actions during the Mankato Marathon Expo. I hereby consent to receive medical treatment, which may be deemed advisable in the event of injury, accident and/or illness during the event. I understand that at this event I may be photographed. I agree to allow my photo, video or film likeness to be used for any legitimate purpose by the event holders, producers, sponsors, organizers and/ or assigns. This AWRL shall be construed broadly to provide release and waiver to the maximum extent permissible under applicable law: I hereby certify that I have read this document; and, I understand its content.

Signature _____ Date _____

2019 Mankato Marathon Green Goodies Form

The Mankato Marathon Green Goodies Table is an excellent way to get information in the hands of potential customers. It is extremely cost effective too. This year the Mankato Marathon is going green with our race bags. All runners will receive a race bag that they can stuff full of goodies from our Green Goodie Table. This way runners grab what they want, thus eliminating waste. There will be approximately 4,500 runners so you can send as many goodies as you see fit (up to 4,500). Goodies could include promotional items, coupons or product samples.

All goodies should fit within a 12" x 13" bag. If the item is paper material, it should be 8.5" x 11" or smaller. All products must have prior approval. If you have questions about product sample sizes, please call Visit Mankato at 507-385-6679.

Please mail this form by October 1 to:

Visit Mankato
Mankato Marathon Green Goodies
3 Civic Center Plaza, Suite #100
Mankato, MN 56001

Or email it to jbaumann@visitmankatomn.com.

All 4,500 items need to be received by October 1, 2019, to ensure that the items will be placed in the race bags.

Make checks payable to:
Mankato Marathon

Send Race Bag Inserts to:
Mankato Marathon
3 Civic Center Plaza, #100
Mankato, MN 56001

Questions?
Call us at 507-385-6663

Payment Information (please include payment with form) - no refunds allowed

Check

Cash

\$100.00 (Business Rate)

\$50.00 (Non-Profit Rate)

Contact Information

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Description of Insert _____

More Information Online at mankatomarathon.com