

SPONSORSHIP OPPORTUNITIES



Presented
by



MAYO CLINIC
HEALTH SYSTEM

OCT. 16 & 17, 2020

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 4,100 runners and our race started to evolve with unique additions like our Sport Psych Team—the first in the nation.

Now in our 11th 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 2020, 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.

This packet provides more information about why supporting the Mankato Marathon makes sense for you!



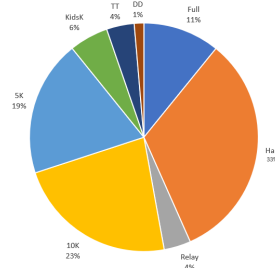
- 2020 Mankato Marathon Demographics -

In 2019, we had 4,114 runners coming from 13 different states across America and three 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, 8,000 people participate in the Mankato Marathon. Please see the facts and figures below to see who are our runners.

2019 Race Entrant Numbers

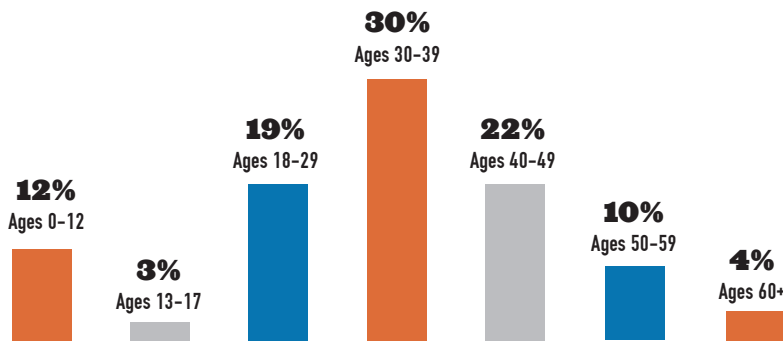
MARATHON RACES BY PARTICIPATION

Total Participants
4,114



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

Age Demographics



Social Media Demographics

- Facebook Fans - 8,000+ fans
- Impressions: 1,206,190 - Total Reach: 892,573
- Twitter Followers - 1,200+ followers
- Impressions: 122,231 - Engagement: 925
- Instagram Followers - 1,900+ followers
- Created account in May 2019
- Engagement: 2,375 - Video Views 4,667

Schedule of Events

In addition to more than 4,100 runners, the Mankato Marathon attracts an estimated 8,000 additional family members and friends who take part in the many weekend festivities.

Schedule of Events Beyond the Races with Estimated Attendance:

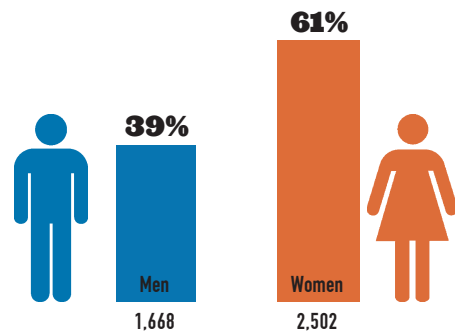
Expo and Kidz Zone
8,000

Post Race
6,000

National Runner Demographics

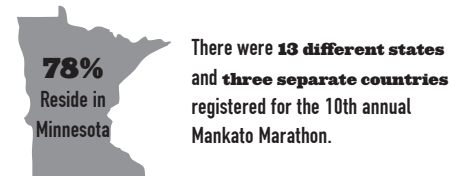
	Women	Men
Participate in Marathons	44%	56%
Mean Age	36 yrs	40 yrs
College Educated	79%	74%
Household Income \$75,000+	69%	77%
Married	63%	75%
Spent \$100+ running apparel	74%	69%

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.

– 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 Visit Mankato/Mankato Sports Commission

Visit Mankato, the local convention and visitor's bureau, is an affiliate of Greater Mankato Growth, Inc., which also includes the regional chamber of commerce and economic development organization, Greater Mankato Growth, and downtown development organization, City Center Partnership. 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.

- 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 2020 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
- A minimum of one social media post per week; includes a mention and/or logo and may include multiple sponsors in a post

GOLD (minimum \$4,000)

- In addition to the below levels:
- Complimentary item in runner race bag
- 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 in weekend activity guide, Mankato Free Press ad, banners at Expo, Start Line and Post Race area
- Complimentary race registration



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 4,200 runners so you can send as many goodies as you see fit (up to 3,500). 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 507-385-6663.

Please mail this form by September 1 to:

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

Or email it to jleafblad@visitmankatomn.com.

All 3,500 items need to be received by October 14, 2019, to ensure that the items will be placed in the race bags.

Make checks payable to:
Visit Mankato

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

Questions?
Call us at 507-385-6660

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

Check

Cash

\$100.00* (Business Rate)

\$50.00* (Non-Profit Rate)

*50% Discount for GMG Members

Contact Information

Company Name _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Description of Insert _____

More Information Online at mankatomarathon.com