



# THE ARMY MARATHON III

March 1, 2015

## Advertising and Sponsorship Opportunities



## THE ARMY MARATHON III

In 2012, several veterans decided it was time for an Army Marathon. After a few months of research and investigation, a 501(c)(3) organization was formed to put on the Inaugural Army Marathon, which ran from just outside Fort Hood in Killeen, Texas to Temple, Texas on Sunday, April 21, 2013. The Army Marathon course runs through Bell County, the Cities of Killeen, Harker Heights, Belton and Temple, and it runs on state, county and local roadways.

The Army Marathon II was run on March 2, 2014. After the Inaugural Army Marathon, it was determined to move the date of The Army Marathon to the first Sunday in March for all future marathons and events. The Army Marathon II continued to increase the events' national awareness - we now have a major running event in Bell County.

For The Army Marathon III on March 1, 2015, we anticipate a continued increase in runner participation and sponsor involvement. As The Army Marathon grows in popularity, there are distinct advantages to sponsors signing on early to become a part of this great annual event.

There are a number of sponsorship opportunities available for The Army Marathon III, and I look forward to discussing how your organization can become involved.

Thank you in advance for your consideration.

Ed Bandas, Race Director  
210-632-2800  
ed@thearmymarathon.com



[www.thearmymarathon.com](http://www.thearmymarathon.com)

**Sunday, March 1, 2015**



March 1, 2015



# THE ARMY MARATHON III

## ADVISORS

Two of The Army Marathon Board of Directors members are veterans. The Advisory Council consists of two retired Lieutenant Generals who advise the Board on potential worthy charities that fit the guidelines of our stated mission.

## OBJECTIVES

- Increase visibility of and show gratitude to our American Military: active, veterans and families
- Support military-related charities
- Provide positive economic impact on Central Texas
- Increase visibility of The Army Marathon as a national running event

## OUR MISSION

The Army Marathon was created to raise funds and awareness for the support our American heroes: the men and women of the United States armed services.

Although The Army Marathon is itself a non-profit, money raised through the races and other events will be contributed to multiple charities at the direction of The Army Marathon Advisory Council. In order to be eligible, qualified charities must support programs that benefit active duty personnel and their families, veterans and their families, survivors of veterans, or other associated programs.

While the principal focus of beneficiaries should be on the local area, The Army Marathon also will support qualified organizations with larger regional and national program goals working in areas ranging from health and well-being, education and job training to transition assistance and employment opportunities.

## A FEW OF OUR TARGET CHARITIES



2013 Check Presentation to Scott & White Homefront Project

March 1, 2015



## THE ARMY MARATHON III



Marathon Start ,2014

The Army Marathon is unique to Central Texas. It truly is an example of cooperation among many governmental and medical support teams. Police, Fire and EMS services have developed a plan in conjunction with The Army Marathon that serves as a model for emergency services around the state. Scott & White Hospital has deployed its Mobile Medical Unit (MMU), which is part of the Emergency Medical Task Force (EMTF) Region 7. The MMU is capable of handling anything from a blister to cardiac arrest or major trauma should something happen to a participant or spectator at the event. The MMU is staffed with physicians and nurses from regional facilities. All 19 of the water stops on the courses have defibrillators, first aid kits and certified CPR personnel, and ambulances were staged along the route from Killeen to Temple.

We are blessed by the support of the many professionals in Central Texas and look forward to their continued participation.

### EVENTS AND SPONSOR VISIBILITY

Friday and Saturday, February 27 – 28, 2015

TAM Expo at the Mayborn Center in Temple

Sunday, March 1, 2015

6:50 a Wheeled Athletes Start in Killeen at the Civic and Conference Center

7:00 a Marathon Starts in Killeen at the Civic and Conference Center

7:00 a Half Marathon Starts in Temple, Festival Area, Hilliard Road

7:30 a 5klicks run Starts in Temple, Festival Area, Hilliard Road

8:00 a Festival Area (Start and Finish Lines in Temple) are open for watching runners, meeting family and friends and enjoying the atmosphere.

The Shadow Run details will be announced as race day approaches.



Half Marathon Winner, 2014



# THE ARMY MARATHON III

## Sponsorship Opportunities and Benefits

	CORPS SPONSOR	DIVISION SPONSOR	REGIMENT SPONSOR	BATTALION SPONSOR	COMPANY SPONSOR	PLATOON SPONSOR
<b>Investment Level</b>	\$35,000	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500

**PRE-RACE RECOGNITION**

Ad in Program	Full	Full	Half	Half	Quarter	Eighth
Booth for Expo	3x	2x	2x	2x	1x	1x
Digital/Social Media Recognition	1 x week	1 x week	1 x 2 weeks	1 x 2 weeks	Shared 1 x 2 weeks	Shared 1 x 2 weeks
Inserts in Runner Packet	Unlimited	Unlimited	3 max	2 max	2 max	1 max
Use of The Army Marathon Logo	Yes	Yes	Yes	Yes	Yes	Yes
Logo printed on 3000 shirts (Proportional)	5x	4x	3x	2x	1x	1x

**RACE-DAY RECOGNITION**

Banner Logo Display (Proportional)	5x	4x	3x	2x	1x	1x
Sponsor Tent/Booth Size (Proportional)	3x	2x	2x	2x	1x	1x
Announcer Recognition (Proportional)	3x	2x	2x	2x	1x	1x
Complimentary Race Registrations	35	25	15	10	5	3

NOTES:  
 In-kind donations are valued at fifty percent (50%) unless the contribution is deemed necessary to put on the Race. All in-kind donations and giveaways must be approved by the Runner Services Director before they are given to race participants.  
 Banners are to be provided by Sponsor. Additional Sponsor banners may be permitted with written permission of The Army Marathon Race Director, and must be pre-approved by The Army Marathon Director. (The Army Marathon is not responsible for items left at Race site.) Send requests for logos to Ed Bandas at [ed@thearmymarathon.com](mailto:ed@thearmymarathon.com).



## Special Sponsorship Opportunities

### COURSE SUPPORT

The Course Support Sponsors will be acknowledged in the TAM III Magazine and in print and social media as well as banners at the start and finish of the events. The Course Support Sponsors help provide the necessary services for runners, such as hygiene stations, and course safety, such as cones and barricades.

Sponsorship levels: \$1,000 to \$10,000

### FESTIVAL AREA

Your sponsorship of the Festival Area reaches all participants. It is where the Half Marathon and the 5klicks run begin and end and it is the finish line for The Army Marathon. Family, supporters and spectators meet their runners in the Festival Area. Opportunities include sponsorship of music and entertainment, tents and booths, stage, and special displays.

Sponsorship levels: \$2,000 to \$10,000

### EXPO

Runners and their family and friends attend the Expo to pick up their race numbers and runners' packets. As the Expo sponsor, your company will have a booth at the Expo. Your logo will be placed in The Army Marathon III Magazine. Your company would be able to place 2' x 4' banners in up to four locations around the Expo hall. What a great way to advertise.

Sponsorship levels: \$500 to \$2,500

### SHUTTLE BUSES

Capture the attention of the runners, spectators from out of town and everyone moving between the parking lot at the finish line and back. Opportunities include signage and flyers on buses; signage at hotels and parking lots.

Sponsorship levels: \$1,000 to \$10,000

### WATER STOPS

The Water Stops Sponsors will be able to place banners on the large water tanks at each water station so that every runner and most volunteers and spectators have a chance to see your brand associated with helping the runners who help the charities. Other opportunities include sponsorship of gels and snacks for the runners at the water stop locations.

Sponsorship levels: \$500 to \$10,000

### FOOD AND DRINK

This is a great opportunity to provide samples and/or marketing materials to runners and spectators. Opportunities include finish line food for runners, food and beverages for spectators, food and beverages for volunteers. Share your company's products with the runners and guests of Central Texas.

Sponsorship levels: \$500 to \$5,000



## THE ARMY MARATHON III

### Unique Sponsorship Opportunities



#### TAM III MAGAZINE

TAM III Magazine is the official program of The Army Marathon III. The TAM III Magazine will include sponsor ads, course maps, sponsor recognitions and special features of interest to everyone. A run of 5,000 copies of the TAM III Magazine is planned for 2015.

Sponsorship: \$2,500

#### MILE MARKERS

Be seen by every runner on the three courses. Sponsorship includes logo on mile markers and inclusion in The Army Marathon III Magazine

Sponsorship: \$2,000

#### SHADOW RUN

In 2014, The Army Marathon II was proud to sponsor the Tip of the Spear Shadow Run in Afghanistan. Thirteen active US servicemen and women participated in the half and full marathon. They received their participant shirts, runners bags (plus extra goodies) and medals. Your sponsorship of the Shadow Run for TAM III will enable an increased number of participants by overseas active military and provide registration, shipping and incidental costs related to the runners' participation.

Sponsorship : \$1,000



Tip of the Spear Shadow Run 2014, Afghanistan

#### DIVERSE OPPORTUNITIES

Have a special service or desire to sponsor a part of The Army Marathon III not listed in these pages? Please contact Ed Bandas at [ed@thearmymarathon](mailto:ed@thearmymarathon). We'd love to hear from you!



# THE ARMY MARATHON III

## WHY SPONSOR?

Becoming a sponsor partners you with one of the newest, fastest growing marathons in Texas. The Army Marathon gave \$25,000 to charities in its inaugural year, provided a quality race environment for close to 1,000 runners, and touched tens of thousands of family members, friends and spectators. Your sponsorship associates you with a positive, energetic, health-related Central Texas. We are excited about having you as a sponsor of TAM III. It is a great way to reach thousands of people:

- 82% of Texas population resides in the triangle formed by Dallas/Houston/San Antonio – and the Killeen/ Temple MSA is right in the middle of that triangle.
- In 2011, marathon participation in the triangle increased by 10%.
- The Army Marathon experienced 44% growth from 2013 to 2014.
- Six of the top twenty “Best Performing cities and Large MSAs are located in or just outside of the triangle.
- Participants from 37 states were represented at TAM II coming from California to Maine.

### Sponsorship Touches a Lot of Central Texas!

2013: Approx 900 runners plus 500 volunteers and thousands of spectators

2014: Approx 1,200 runners plus 500 volunteers and thousands of spectators

In 2015, your sponsorship will have even greater reach with our targeted goal of 1,700 participants and a broader national visibility.



Wheeled Athlete Start ,2014

## WHO RUNS?

Male: 53.5%                      Female: 46.5%

Average Age: 38.1 for Males, 36.8 for Females

Age Distribution: 75.7% between 31-60 years old

Married: 70.8%

Household Income: 63% report >\$50k/yr, 29.2% report >\$95k/yr

Education: 76.8% report college degree or higher





## Sponsorship Summary

### 1. SELECT A SPONSORSHIP OPPORTUNITY

**CORPORATE SPONSORSHIP PACKAGES:** Packages range in price from \$2,500 to \$35,000. Benefits of sponsorship can include the company logo on T-shirts and Race Day signage as well as complimentary race entries, tent space, banners on the Race course and pre-event advertising.

**SPECIAL AND UNIQUE SPONSORSHIP OPPORTUNITIES:** Special and Unique Sponsorship packages allow you to reach a specific audience such as volunteers, spectators and high visibility general public. By investing in one or several of these marketing opportunities, you can find a creative way to reach your ideal audience.

**IN-KIND SPONSORSHIP:** Our goal is to underwrite event expenses through both cash and in-kind contributions. This ensures that more money goes into our community. Opportunities include advertising, food and beverage, printing, site equipment and transportation.

**FINANCIAL DONATION OR GRANT:** A pure financial donation or grant is a wonderful way to show appreciation for the men and women who serve our nation. Donations and grants help us offset the cost of production of the event, may have a tax advantage to the donor, and will move us closer to the day when we can announce that all registrations fees go to the supported charities. The Army Marathon is a 501(c)(3) Non Profit corporation (Tax ID Number 45-5060971) and is not associated with any government or federal military organization and no endorsement by such is implied.

### 2. CONTACT THE ARMY MARATHON

Once you have reviewed the information in this packet, please contact:  
Ed Bandas, Race Director, The Army Marathon  
(210) 632-2800 ed@thearmymarathon.com

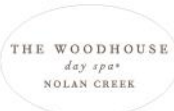
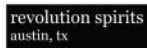
### 3. COMPLETE THE CONTRACT

To be included in our print and promotional materials, submit to The Army Marathon before December 31, 2014. In addition, we will need color and black and white jpeg logos, color and black and white eps or ai format logos as soon as possible to be included in social media as well as on our website.





**Garlyn Shelton**  
 BMW • Cadillac Mercedes-Benz  
 Buick • GMC • Hyundai • Mazda • Nissan  
 Smart • Volkswagen • Volvo



## THE ARMY MARATHON III

### SPONSOR RETENTION

The Army Marathon is proud that all of the sponsors who stepped up in the Inaugural year of The Army Marathon returned in 2014. That's a tremendous statement and a strong show of confidence in the mission and production of The Army Marathon. We have every reason to believe The Army Marathon will continue to grow in numbers of runner participants and community recognition. We value and support our sponsors!

#### Advantages of Being a Sponsor:

- Prized demographics for consumers
- High positive emotion associated with military charity related event
- Enhanced awareness of sponsor's brand and products
- Effective and economical extension of brand awareness



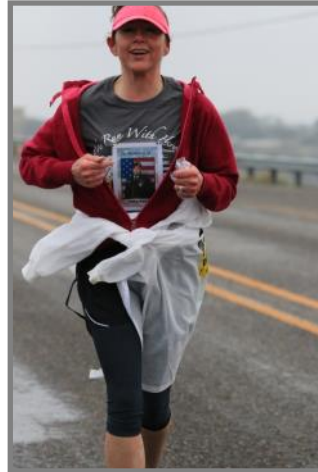
March 1, 2015



## THE ARMY MARATHON III

### A RUNNERS' RACE: A FEW RUNNER COMMENTS

Thank you for such a well organized event. I loved every second of it, despite the less than favorable weather conditions. The weather getting worse as time progressed is one of the things that kept me going. Thank you for the plentiful water stops, awesome volunteers, emergency crews, and law enforcement. This was my first marathon and I hope to do it again next year. Again, thank you for such an amazing and unforgettable experience.



The course was very well marked, police officers or volunteers were at every intersection, medical personnel were on hand, water stations every two miles with a couple gel stations as well, and the few spectators along the route were amazing.

... The course is also reasonably scenic and contains enough variety to keep from getting tiresome. Plenty of aid stations and support. This is a marathon I'd like to do again.

I can't tell you how impressed I was with the organization and safety. Will definitely do it again and invite more of my friends.

The race was awesome! The volunteers from police men/women, medical personnel, firefighter, and last but not least . . . the general volunteers!!!! Y'all were amazing. My hat is off to you! There was so much heart and appreciation in y'all, standing in the cold for us! Most ordinary people would have quit, but y'all didn't! Thanks a million. That's why "We run with Heroes".

Great race, well organized, and awesome volunteers! It was awesome talking to and seeing so many runners keeping each other motivated to push on through that terrible weather! . . . Thank you to the temple motorcycle cop who when I ran by called me over and gave me a pair of gloves!! I can't tell you enough how much that helped and is greatly appreciated! Thank you both so much and I promise I will def pay it forward!

Thanks for an awesome race! I will be there again next year!

A huge THANK YOU to all the organizers, volunteers, law enforcement personnel, medical personnel, etc. - you guys ROCK!!! Thank you for making my first full marathon in less than ideal conditions a GREAT experience!! Looking forward to next year!

This was my first full marathon and despite the weather I had a great experience. I was very impressed with the volunteers that were so friendly and police and fire departments were amazing like always.

Thanks again to everyone involved in TAM II for making it a great event! I am registered for TAM III and looking forward to it.



# THE ARMY MARATHON III



*“We Run With Heroes”*

