

2021 MADISON MARATHON

November 13-14, 2021

SPONSORSHIP & MARKETING
OPPORTUNITIES





Madison Festivals

In a nutshell: We are a local non-profit dedicated to enriching our community by organizing premier events in Dane County

Run Madtown and the Madison Marathon are non-profit fundraising events relying on the help of hundreds of volunteers. These events have **donated over \$735,000+** to area non-profits and, to date, Madison Festivals, Inc. has **donated over \$2 million dollars** into our community!

When you support a Madison Festivals event, **you** directly **impact** those living in our community!



Giving Back at the Local Level

2019 Run Madtown and Madison Marathon.....

- Over **400 volunteers** representing **40** different non-profit groups
- **\$31,000** donated to these non-profit groups
- Surplus food, beverages, and clothing donated to area shelters

Madison Festivals, Inc. has **donated over \$2 million dollars** into our community since 1995!

Madison Marathon By The Numbers

-Full Marathon
-Half Marathon
-New in 2021: 5k and 10k

Participants: 5,000+
Spectators: 15,000+
Volunteers: 400+

Runners:
-54% Female
-46% Male
-68% age 25-55 yrs
-41% live in Dane County

Social Media Impression
1.3M
Email List: 130K
Unique Website Visitors
73K

Since 2001, Run Madtown
& Madison Marathon has
donated over \$735,000 to
charity



Sponsorship Levels

	Pre-Race Expo Booth	Post-Race Booth	VIP Race Day Parking	Social Media Shout Out	Logo Inclusion Website	Logo Inclusion Event Signage	Logo Inclusion Newsletters	Logo Inclusion Volunteer T-Shirts	Goody Bag Insert (Optional)	Free Race Entries, any distance
Platinum (\$5,000)	Double 10x20	Double 10x20	One (1) Spot	X	X	X	X	X	X	4
Gold (\$2,500)	Single 10x10	Single 10x10		X	X	X	X		X	2
Silver (\$1,250)					X		X		X	1

Pre-Race Expo – Monona Terrace
 Post-Race Booth Space – Pinckney Street

Ala Carte Opportunities

Pricing for non-sponsors

Pre-Race Expo Booth Space

10x10: \$500
10x20: \$800
20x20: \$1,500

Post-Race Booth Space

10x10: \$500
10x20: \$800
20x20: \$1,500

Goody Bag Inserts

Flyer (paper) - \$1,000
Item (non-paper) - \$750
*4,500 qty needed by Nov 1st

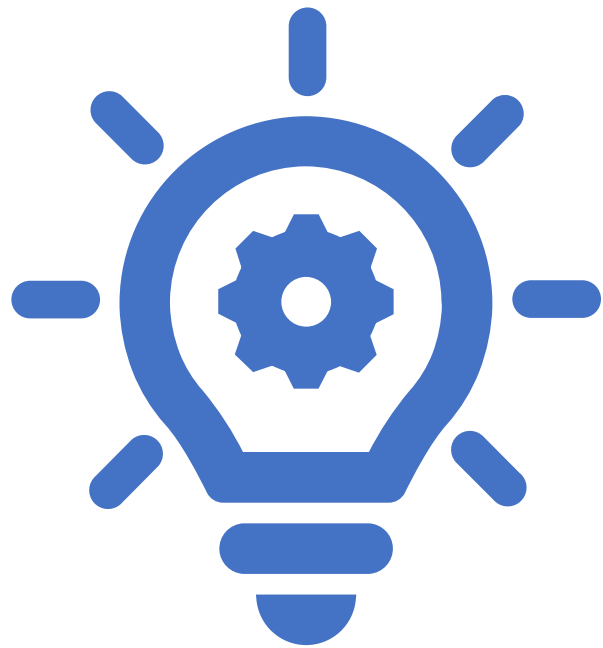
Dedicated Social Media Posts

\$250/post
*Subject to approval

Race Course Scrim/signage

\$2,000 per 100' of dedicated scrim





Looking for something different? Let us know and we'll customize a package that fits YOUR desires and YOUR budget!

www.MadisonMarathon.org

www.RunMadtown.com



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