

AIR FORCE



MARATHON

FULL * HALF * 10K * 5K



September 19, 2015



PRESENTING SPONSOR

\$40,000

(3 Available)

1. Your Company will be identified as a Presenting Sponsor for the 2015 Air Force Marathon Events.
2. Your Company logo (large) on the following marketing items created after signing of the agreement identified as presenting sponsor:
 - i. 2015 Air Force Marathon printed materials.
 - ii. Logo placement on the 2015 Air Force Marathon website including front page and sponsor page.
A link to your company website will also be included.
 - iii. National, regional and local print advertising of the 2015 Air Force Marathon.
 - iv. Local television advertising of the 2015 Air Force Marathon.
 - v. Your Company will be mentioned in local radio advertising as a Presenting Sponsor of the 2015 Air Force Marathon.
 - vi. Event program as a Presenting Sponsor of the 2015 USAF Marathon.
 - vii. Back of runner T-shirt (15,000 printed).
 - viii. Back of volunteer T-shirt (3,000 printed).
 - ix. Goodie bags given out to all runners (15,000 printed).
3. Your Company will be provided the following opportunities at the Sports & Fitness Expo:
 - i. Double booth space in a prime location at the two-day 2015 Air Force Marathon Sports & Fitness Expo held September 17-18, 2015 at the Wright State University's Nutter Center.
 - ii. Your Company may provide four (4) scripts, approximately 20 words each, to be made into pre-recorded announcements or presented live periodically by the announcer during the two days of the Sports & Fitness Expo.
 - iii. Your Company logo (large) placed on the Sports & Fitness Expo banners located at the entrance to the Wright State University's Nutter Center.
4. Four (4) key employees will be provided complimentary tickets to attend the Air Force Marathon Breakfast held on Friday, September 18, 2015 at a time and location to be determined.

5. Deployed Locations – This opportunity is dependent on races feasibility to be held in the deployed locations:
 - i. Your Company logo (large) will be included in the design as a Presenting Sponsor on the back of the Deployed Locations runner t-shirts (number printed TBD).
 - ii. Your Company logo (large) included on the Air Force Marathon Start/Finish line banners in deployed locations.

6. Your Company will be provided the following opportunities at the Air Force Marathon 5K hosted by Wright State University at the Wright State University's Nutter Center on Friday, September 18, 2015.
 - i. Your Company logo (large) printed on the 5K Start and Finish line banners.
 - ii. One (1) key employee may be recognized on the stage in the Opening Ceremony of the 5K.
 - iii. One (1) key employee may participate in the 5K Awards Ceremony.

7. Your Company will be provided the following opportunities at the Gourmet Pasta Dinner held in the National Museum of the U.S. Air Force (NMUSAF) on Friday, September 18, 2015.
 - i. Your Company will receive fifteen (15) complimentary Gourmet Pasta Dinner tickets and five (5) Distinguished Visitor parking spaces.
 - ii. One (1) key employee will have a five (5) minute speaking opportunity at the Gourmet Pasta Dinner.
 - iii. One (1) key employee and a guest will be seated at the head table of the Gourmet Pasta Dinner.
 - iv. Your Company may provide a video advertisement, no longer than sixty (60) seconds that will be included in the video shown on a continuous loop at the Gourmet Pasta Dinner. No audio will be included in this advertisement.

8. Your Company will be provided the following opportunities on race day for the Marathon, Half Marathon and 10K, Saturday, September 19, 2015:
 - i. One (1) key employee may be recognized on the stage during the Opening Ceremonies.
 - ii. Six (6) key employees may facilitate General Officers in passing out medals to the 10K, Half-Marathon and Full Marathon runners at the finish line.
 - iii. One (1) key employee may participate in the Awards Ceremony of the 10K, Half-Marathon and Full Marathon.
 - iv. Tent space (10 x 10) or display area will be provided in the Post-Race Festival Area of the 2015 Air Force Marathon.
 - v. Your Company logo (large) placed on the continuous mesh banner (scrim) in the finish line area of the Air Force Marathon.
 - vi. Your Company banners placed in five (5) locations throughout the race course. Sponsor must provide 3' x 5' banners. Banners must be delivered to Air Force Marathon by 28 August 2015.
 - vii. Your Company logo (large) printed on the Start and Finish line banners of the 2015 Air Force Marathon, Half-Marathon and 10K.
 - viii. Your Company will receive seventy five (75) complimentary race registrations that may be presented to participants of choice, following Air Force guidelines. The registrations provided

may be used for the marathon, wheelchair and visually impaired divisions, half-marathon, 10K and 5K races. Registrations must be turned in by 17 July 2015.

- ix. Your Company will be provided with twenty (20) complimentary Honored Guest parking passes, good for Air Force Marathon race day.
- x. Your Company will be provided with ten (10) complimentary passes to the Honored Guest Tent at the finish line of the Air Force Marathon.

Four Star Sponsorship
\$30,000

1. Your company will be identified as a “Four Star” sponsor of the 2015 Air Force Marathon Events.
2. Your Company logo (medium) on the following marketing items created after signing of the agreement, identified as a Four Star Sponsor:
 - i. Logo placement on the 2015 Air Force Marathon website sponsor page. A link to your company website will also be included.
 - ii. Back of runner t-shirts (15,000 printed).
 - iii. Back of volunteer t-shirts (3,000 printed).
 - iv. Event program as a Four Star sponsor of the 2015 Air Force Marathon.
 - v. Local television advertising.
 - vi. Goodie bags given out to all runners (14,000 printed).
3. Your Company will be provided the following opportunities at the Sports & Fitness Expo:
 - i. Single booth space provided in a prime location at the Air Force Marathon Sports & Fitness Expo September 17-18, 2015 at the Wright State University’s Ervin J. Nutter Center.
 - ii. The ability to place product/coupon/brochure in runner’s race packets and volunteer bags (sponsors provided, 14,000 items needed by 1 August 2015).
4. Two (2) key employees will be provided complimentary tickets to attend the Air Force Marathon Breakfast held on Friday, September 18, 2015 at a time and location to be determined.
5. Your Company will be provided the following at the Gourmet Pasta Dinner held in the National Museum of the U.S. Air Force on Friday, September 18, 2015:
 - i. Ten (10) complimentary Gourmet Pasta Dinner tickets.
 - ii. Three (3) Distinguished Visitor parking passes
6. Deployed locations-this opportunity is dependent on races feasibility to be held in the deployed location:
 - i. Logo (medium) will be included in the design as a four star sponsor on the back of the Deployed Locations runner t-shirts (number printed TBD).
 - ii. Logo (medium) included on the Air Force Marathon Start/Finish line banners in deployed locations.
7. Your Company will be provided the following opportunities on race day for the Marathon, Half Marathon and 10K, Saturday, September 19, 2015.
 - i. Tent space (10 x 10) will be provided to your company in the Post-Race Festival Area.
 - ii. Logo (medium) placed on the continuous mesh banner (scrim) in the finish line area.
 - iii. Two (2) key employees may facilitate General Officers in passing out medals to the runners at the finish line of the marathon.
 - iv. Fifty (50) complimentary race registrations that you may present to participants of your choice, following Air Force guidelines. The registrations provided may be used for the marathon, wheelchair

and visually impaired divisions, half-marathon, 10K and 5K races. Registrations must be turned in by 17 July 2015.

- v. Fifteen (15) complimentary Distinguished Visitor parking passes.
- vi. Six (6) complimentary passes to the Honored Guest Tent.
- vii. Your Company banners placed in five (5) locations throughout the race course. Sponsor must provide 3' x 5' banners. Banners must be delivered to Air Force Marathon by 28 August 2015.

Three Star Sponsorship
\$20,000

1. Your company will be identified as a “Three Star” sponsor for the 2015 Air Force Marathon Events.
2. Your Company logo (small) on the following marketing items created after signing of the agreement; identified as a Three Star Sponsor:
 - i. Logo placement on the 2015 Air Force Marathon website sponsor page. A link to your company website will also be included.
 - ii. Local television advertising.
 - iii. Sponsor page in event program.
 - iv. Back of runner t-shirts (15,000 printed).
 - v. Back of volunteer t-shirts (3,000 printed).
3. Your company will be provided with the following at the two day Sports & Fitness Expo September 17-18 at the Wright State University’s Nutter Center:
 - i. Single booth space
 - ii. The ability to place a product/coupon/brochure in runner’s race packets. (sponsors provided 14,000 items needed by 1 August 2015).
4. Two (2) key employees will be provided complimentary tickets to attend the Air Force Marathon Breakfast on Friday, September 18, 2015 at a time and location to be determined.
5. Deployed Locations – This opportunity is dependent on races feasibility to be held in the deployed locations:
 - i. Your company logo (small) will be included in the design as a sponsor on the back of the Deployed Locations runner t-shirts (number printed TBD)).
 - ii. Your company logo (small) included on the USAF Marathon Start/Finish line banners in deployed locations (approx. 6 locations).
6. Your company will receive eight (8) complimentary Gourmet Pasta Dinner tickets and two (2) Distinguished Visitor parking spaces to the Gourmet Pasta Dinner held on Friday, September 18 in the Modern Flight Hangar of the National Museum of the U.S. Air Force.
7. Your company will be provided the following opportunities on race day for the Marathon, Half-Marathon, and 10K on Saturday, September 19, 2015:
 - i. Your company will be provided with tent space (10’x10’) in the post race festival area of the marathon.
 - ii. Logo (small) placed on the continuous mesh banner (scrim) in the finish line area
 - iii. Five banners placed throughout the race course of the marathon. Sponsor must provide 3’x5’ banners w/corner grommets by 28 August 2015.
 - iii. Your company will be provided with four (4) complimentary passes to the Honored Guest Tent at the finish line of the 2015 Air Force Marathon.
 - iv. Your company will receive twenty five (25) complimentary race registrations that you may present to participants of your choice, following Air Force guidelines. The registrations provided may be used for the marathon, wheelchair and visually impaired divisions, half-marathon, 10K and 5K

races. Registrations must be turned in by 17 July 2015.

- v. Your company provided with ten (10) complimentary Distinguished Visitor parking passes, good for Air Force Marathon race day.

Two Star Sponsorship
\$15,000

1. Your company will be identified as a “Two Star” sponsor for the 2015 Air Force Marathon Events.
2. Your company logo (small) placed on the following marketing items created after signing of agreement:
 - i. Your company logo included as a sponsor on the Air Force Marathon website with a link to your company website.
 - ii. Your company logo (medium) placed on volunteer t-shirts (3,000 printed).
3. Single booth space will be provided at the USAF Marathon Sports & Fitness Expo September 17-18, 2015 at the Wright State University’s Nutter Center.
4. Your company will receive six (6) complimentary Gourmet Pasta Dinner tickets to the Gourmet Pasta Dinner held on Friday, September 18 in the Modern Flight Hangar of the National Museum of the U.S. Air Force.
5. Your Company will be provided the following opportunities on race day for the Marathon, Half Marathon and 10K, Saturday, September 19, 2015:
 - i. Your company provided with tent space (10’x10’) in the post race festival area of the marathon.
 - ii. Your company will receive fifteen (15) complimentary race registrations that you may present to participants of your choice, following Air Force guidelines. The registrations provided may be used for the marathon, wheelchair and visually impaired divisions, half-marathon, 10K and 5K races. Deadline for accepting registrations is 17 July 2015.
 - iii. Your company will be provided with two (2) complimentary passes to the Honored Guest Tent at the finish line of the USAF Marathon.
 - iv. Your company will be provided with five (5) complimentary Distinguished Visitor parking passes, good for the Air Force Marathon race day.

One Star Sponsorship
\$10,000

1. Your company will be identified as a “One Star” sponsor for the 2015 Air Force Marathon Events.
2. Your company logo (small) placed on the following marketing items created after signing of the agreement:
 - i. Your company included as a sponsor on the Air Force Marathon website with a link to your company website.
 - ii. Your company logo (small) placed on volunteer t-shirts (3,000 printed).
3. Single booth space provided to at the Air Force Marathon Sports & Fitness Expo September 17-18, 2015, at the Wright State University’s Nutter Center.
4. Your company will receive four (4) complimentary Gourmet Pasta Dinner tickets to the Gourmet Pasta Dinner held on Friday, September 18 in the Modern Flight Hangar of the National Museum of the U.S. Air Force.
5. Your Company will be provided the following opportunities on race day for the Marathon, Half Marathon and 10K, Saturday, September 19, 2015:
 - i. Your company will receive eight (8) complimentary race registrations that you may present to participants of your choice, following Air Force guidelines. The registrations provided may be used for the marathon, wheelchair and visually impaired divisions, half-marathon, 10K and 5K races. Deadline for accepting registrations is July 17, 2015.
 - ii. Your company will be provided with three (3) complimentary Distinguished Visitor parking passes, good for the Air Force Marathon race day.

GOLD SPONSOR
\$5,000

1. Your company will be identified as a “Gold” sponsor for the 2015 Air Force Marathon Events.
2. Your company included as a sponsor on the Air Force Marathon website with a link to your company website.
3. Single booth space provided at the Air Force Marathon Sports & Fitness Expo September 17-18, 2015 at the Wright State University’s Nutter Center.
4. Your company will receive four (4) complimentary race registrations that you may present to participants of your choice, following Air Force guidelines. The registrations provided may be used for the marathon, wheelchair and visually impaired divisions, half-marathon, 10K and 5K races. Deadline for accepting registrations is July 17, 2015.
5. Your company logo will be included on the scrim placed in finish line of the 2015 Air Force Marathon.

Top 10 States With Runner Participation

1. Ohio
2. Indiana
3. Kentucky
4. Michigan
5. Virginia
6. Illinois
7. Florida
8. Pennsylvania
9. Texas
10. Georgia

Top 10 Foreign Countries With Runner Participation

1. Canada
2. United Kingdom
3. Japan
4. France
5. Germany
6. Mexico
7. Belgium
8. Hungary
9. New Zealand
10. Poland

Top Male and Female Finish Times



Steven Chu

Male Full Marathon	Steven Chu	2:28:15
Female Full Marathon	Nicola Holdsworth	2:56:03
Male Half Marathon	Josh Ordway	1:07:17
Female Half Marathon	Christina Johnston	1:20:38



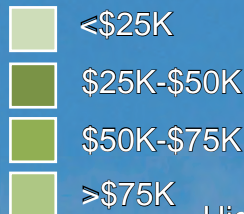
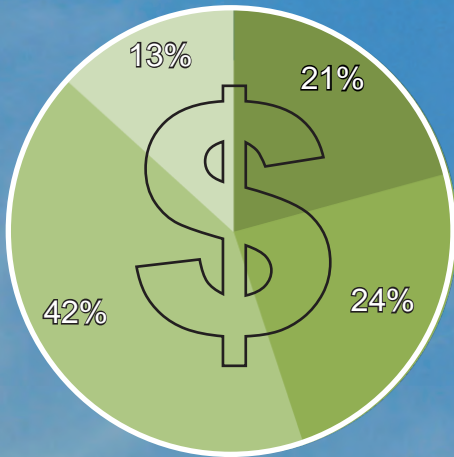
Wright-Patterson AFB, Dayton Ohio



Runner Demographics 2014

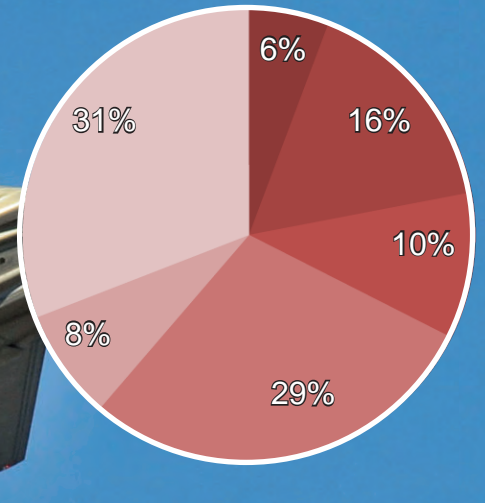


Income



Education

- High School Grad
- Some College
- Associate's Deg.
- College Degree
- Post Grad Work
- Graduate Degree



Gender



Military Status

