



Live your life well[®]
TOMOKA MARATHON
HALF MARATHON & 5K
presented by Halifax Health 

**5th Annual Tomoka Marathon,
Half Marathon, and 5K
March 24th, 2018
Sponsorship Invitation**



Our Mission

Our mission is to create a one-of-a-kind running event in Volusia County that that draws in athletes, and families from around the area, the nation and world. A unique event that highlights the natural beauty of the Tomoka Basin State parks while mutually benefiting and engaging the citizens and business community of Ormond Beach and the greater Volusia County area.

About the Race

On March 24th Runner's High Timing and Race Management LLC will be hosting the 5rd Annual Tomoka Marathon, Half Marathon and 5K. This course will start and finish at the historic Casements and follows the beautiful Tomoka Loop through Ormond Beach and the Tomoka State Park.

The Inaugural event in 2014 attracted over 1,000 registrants from around the country, and the event has grown every year since then. The 2017 event drew 1600 participants and we expect this year's event to be even bigger. Many factors combine to make the potential of this already established event massive. The Tomoka Loop offers a spectacular and uniquely Florida course which highlights the natural beauty of our area. The Tomoka Marathon offers the only full marathon distance in Volusia County, a half marathon which is the most popular distance among recreational runners as well as a runner and walker friendly 5K, making the event accessible to virtually everyone. Events will occur during the spring

break time frame which is a draw for active families looking to add a running event to their beach vacation. The late March date also places the Tomoka Marathon as one of the final marathons of the Florida race calendar and therefore attractive to runners looking to add one more race to their season. The full and half courses are USATF certified allowing the Tomoka races to be used by runners attempting to qualify for the prestigious Boston Marathon. The course is also one of the flattest marathons in the United States which makes it popular choice of those attempting to qualify for the Boston Marathon.

All this is evidenced by the fact that the Tomoka Marathon was ranked #2 in the state as the most scenic marathon and #6 for the most well organized marathon by Florida Running and Triathlon Magazine. This was based on participant feedback and votes.

4th Annual Tomoka Marathon Demographics

- 1,600 participants registered for the event
- 60% of the participants were female
- 12% were between the ages of 18 and 29
- 22% were between the ages of 30-39
- 25% were between the ages of 40-49
- 24% were between the ages of 50-59
- 20 local hotels were booked for over 200 room nights total
- Nearly 1500 meals were eaten at local area restaurants
- 80% of participants brought spectators with them to the event bringing an additional 1000-1500 people to the area
- 37 states and 8 countries were represented at the event



The race is hosted by Runner's High Timing and Race Management with support from Halifax Health, the Volusia / Flagler YMCA, Team Red, White and Blue, Volusia County, the City of Ormond Beach, Tomoka State Park, Florida Department of Transportation, Ormond Beach Police Department, and the Volusia County Sheriff's Office.

Supported by local businesses, community groups, sports teams, service organizations and individual citizens with more than 200 volunteers staffing at literally every turn on the course, manning 15 water stations, as well as the start and finish line make this an exciting community event involving a broad cross section of the local Ormond Beach and Volusia County community.

The Tomoka Marathon is a costly venture with Police and Sheriff support, insurance, and licensing permit requirements in addition to athlete materials/shirts, expenses, etc. While entry fees will offset some of the expenses they will not offset all the anticipated expenses. For the event to be successful and continue to grow year after year sponsorship is being sought from local businesses. The Tomoka Marathon will have an immediate and positive impact on the local economy and we are offering many sponsorship levels.

Who we are

Runner's High Timing and Race Management is a family owned, local, small business that is dedicated to providing the best running, swimming, biking and triathlon events in the area. We are focused on highlighting the beauty of our area and the Old Florida charm. We want to show you the parks and trails you never knew existed as well as bring you back to routes you know and already love. We focus on keeping our events local. We strive to involve other family owned and local small businesses as vendors and as sponsors. We look for made in America when buying shirts, awards and equipment and try to use environmentally friendly products when available. We don't believe in holding the average cookie cutter events and strive to offer something unique at each event we host. We hope you will come experience one of our distinctive and fun Runner's High signature events.

Charities

The principle charity recipient of proceeds for 2018 will be the Halifax Health Foundation. Last year we were able to donate over \$7,000 to the Trauma Center for training and equipment. This is the most advanced trauma center in the area and saves lives every day. The mission of the Halifax Health Foundation is to support state-of-the-art healthcare for present and future generations in our community. The Halifax Health Foundation accomplishes these goals through:

- Highly trained & caring people
- Modern, efficient facilities
- Cutting-edge procedures, equipment & technologies

It is incorporated under Section 501©(3) of the Internal Revenue Code and is the official charitable gift receiving agency of Halifax Health, which uses philanthropy and charitable gifts to supplement health services for the community.

This event also benefits many other local organizations and groups. Another \$4300 was donated across these great organizations;

- Team Red, White and Blue
- Ormond Beach Police Explorers
- Seabreeze High School Cross Country Team
- Bulow Parks Historic Alliance
- Embry Riddle Lady Eagles Soccer Team
- Ormond Beach Civil Air Patrol
- Boy Scouts of America
- and other local groups.

All clothing left by participants at the start line is donated to Goodwill.



Post Race Party Sponsor

\$2,000.00

This sponsorship provides support for the post race party at the finish line of the race. This sponsor helps fund the food, drinks and post race refreshments for the event. The post race party will be listed as “Post Race Party Provided by” the company name on marketing, social sites and other media. This sponsorship offers the highest level of exposure for the sponsoring company.

- Logo and Name on event website(s), social media outlets and event page, etc. listed as the Post Race Party Sponsor
- Large Logo/company name on back of runner race shirts provided to registered runners
- Large Logo on the Sponsor Banner prominently displayed at all race events
- One (1) “Post Race Party Sponsored by” banner prominently displayed at the event
- Two (2) Sponsor provided banners prominently displayed at the start / finish line area
- Recognition by MC throughout the event as well as during the Award Ceremony
- Ten (10) Race entries for use by your team or individuals you select
- Sponsor supplied advertising/marketing item in all racer’s registration bags
- Includes a Booth at the Event for Sponsor supplied tent/table for further promotion and marketing



Gold Level Sponsor

\$1,500.00

This sponsorship provides our highest level of general support to the event. This sponsorship offers excellent exposure for the sponsoring company.

- Logo/company name on event website(s), social media outlets and event page, etc. listed as a Gold Level Sponsor
- Large Logo/company name on back of runner race shirts provided to registered runners
- Large Logo on the Sponsor Banner prominently displayed at all race events
- Two (2) Sponsor provided banners prominently displayed at the start / finish line area
- Recognition by MC throughout the event as well as during the Award Ceremony
- Five (5) Race entries for use by your team or individuals you select
- Sponsor supplied advertising/marketing item in all racer's registration bags
- Includes a Booth at the Event and pre-race Expo for Sponsor supplied tent/table for further promotion and marketing



Silver Level

\$1,000.00

- Logo/company name on event website(s), social media outlets and event page, etc. listed as a Silver Level Sponsor
- Logo/company name on back of runner race shirts provided to registered runners
- Logo on the Sponsor Banner prominently displayed at all race events
- One (1) Sponsor provided banner prominently displayed at the event
- Recognition by MC throughout the event as well as during the Award Ceremony
- Three (3) Race entries for use by your team or individuals you select
- Sponsor supplied advertising/marketing item in all racer's registration bags
- Includes a Booth at the Event and pre-race Expo for Sponsor supplied tent/table for further promotion and marketing



Bronze Level

\$500.00

- Logo/company name on event website(s), social media outlets and event page, etc. listed as a Bronze Level Sponsor.
- Logo/company name on back of runner race shirts provided to registered runners
- Logo on the Sponsor Banner prominently displayed at all race events
- Recognition by MC during the Award Ceremony
- One (1) Race entries for use by your team or individuals you select
- Sponsor supplied advertising/marketing item in all racer's registration bags
- Booth located in the Start / Finish area to further market your company and get one-on-one time with race participants



Water Stop Sponsor

\$250.00 & 5+ Volunteers

This sponsor provides support for one of the 15 water stops on the course and staffs the water stop for the duration of the event with at least 5 volunteers. Volunteers will hand out water, gels and electrolyte drinks to the runners as they pass the water stop. Sponsor volunteers will staff the water stop for the duration of the race.

- Sponsor may put up their own signage at their water stop. Themes, music and good motivation highly desired.
- Logo/company name on event website(s), social media outlets and event page, etc.
- Logo/company name on back of runner race shirts provided to registered runners
- Logo on the Sponsor Banner prominently displayed at all race events
- One (1) Race entry
- Sponsor supplied advertising/marketing item in all racer's registration bags
- Booth located in the Start / Finish area to further market your company and get one-on-one time with race participants



Friend Sponsors

\$250.00

- Company name on back of runner race shirts provided to registered runners
- Company name on race website, and social media outlets
- Logo on the Sponsor Banner prominently displayed at all race events
- Sponsor supplied advertising/marketing item in all racer's registration bags
- Booth located in the Start / Finish area to further market your company and get one-on-one time with race participants

Flyers or Marketing products in racer's registration bags

\$150.00

- Sponsor supplied advertising/marketing items in all racer's registration bags

Media Sponsor

- Please contact us for media sponsorship opportunities

In-Kind Sponsor

- Please contact us for In-Kind sponsorship information and to discuss what you have to offer the event

We are happy to discuss customized packages for your company or organization. Please feel free to contact us with any questions or to discuss your options. We look forward to working with you on the 5th Annual Tomoka Marathon.

Regards,
Don Stoner

POC
Don Stoner
Race Director
Tomoka Marathon
don@runnershighracing.com
407-314-8583

SPONSORSHIP APPLICATION

<input type="checkbox"/> <i>Post Race Party Sponsor</i>	<i>\$2,000.00</i>
<input type="checkbox"/> <i>Gold Level Sponsor</i>	<i>\$1,500.00</i>
<input type="checkbox"/> <i>Silver Level Sponsor</i>	<i>\$1,000.00</i>
<input type="checkbox"/> <i>Bronze Level Sponsor</i>	<i>\$500.00</i>
<input type="checkbox"/> <i>Water Stop Sponsor</i>	<i>\$250.00 (5+ Volunteers)</i>
<input type="checkbox"/> <i>Friend Sponsors</i>	<i>\$250.00</i>
<input type="checkbox"/> <i>Flyers or Marketing products in racer's registration bags</i>	<i>\$150.00</i>

Company / Business / Organization Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone:(____) _____ E-Mail: _____

Please ship all materials so they arrive at least one month prior to the event

Mail entry form and payment to: Runner's High Timing and Race Management LLC
1430 Arrowhead Trail
Enterprise, FL 32725

E-Mail logos and website information to Don@RunnersHighRacing.com

For questions about sponsorship please call Don at (407) 314-8583