



# ILKLEY

## HALF MARATHON

Sunday, 14th July 2019

## Sponsorship Opportunities – 2019



ROUNDTABLE

The Ilkley Half Marathon is set to attract 2,000 runners, 10,000 spectators and reach over 200,000 people via social media when the inaugural event takes place on 14th July 2019.

Set in the picturesque surrounds of Ilkley and Wharfedale, your business has a fantastic opportunity to be associated with a high profile community and sporting event.

Organised by Ilkley and District Round Table, every penny raised by the event will go to those who need it most in the local community. We have raised over £500,000 in the last ten years through a variety of events but most notably for the world famous Ilkley Beer Festival, now into its 12th year. The success of these events has been built upon understanding the local community and staging events that engage and delight those involved.

Ilkley and District Round Table wants to invite your organisation to be part of this hugely anticipated event. The beautiful spa town of Ilkley is renowned for hosting high profile sporting events such as the Fuzion 100 Ilkley Tennis Trophy, the Ilkley Town Cycle Races, the Ilkley Triathlon and as a stage finish host town for the 2018 Tour de Yorkshire. Those that live and visit Ilkley recognise its unique attraction.

Numerous opportunities are available to position your brand in the eye of the public via our event village, online marketing, social media and local press as well as tailored sponsorship packages.

Contact: [sponsors@ilkleyhalfmarathon.co.uk](mailto:sponsors@ilkleyhalfmarathon.co.uk)

# FRONT RUNNER

## EXCLUSIVE

**In addition to the Lead Pack sponsor, the exclusive Front Runner Sponsor will also receive:**

- Event retitled the “Front Runner Sponsor” Ilkley Half Marathon, wherever the name appears.
- Lock-up of sponsor logo with the Ilkley Half Marathon logo, to be included in all 2019 race communications.
- Exclusive customized page on Ilkley Half Marathon website.
- Highlighted in all *pre-* and *post-*event media releases as primary sponsor.
- Primary logo positioning at the start/finish line and on the front of 2,000 race bibs, the latter visible in nearly all runner photos.
- Logo inclusion on the front of every technical T-shirt and high quality full-colour medal, proudly taken home by 2,000 competitors.

# ELITE PACK

## TWO OPPORTUNITIES

- Sponsor logo to be included in all 2019 race communications.
- Shared Lead Pack sponsor page on Ilkley Half Marathon website.
- Sponsor included in *pre-* and *post-*event media releases.
- Primary sponsor logo positioning on the back of every T-shirt, taken home by 2,000 competitors.
- Exhibition space in the Event Village, and race day promotion over event PA.
- Opportunity to add a take-home gift, voucher or message to 2,000 goodie bags.
- Sponsor logo exposure as part of significant activity across all race social media channels.

# LEAD PACK

## FOUR OPPORTUNITIES

- Prominent website branding, including a Lead Pack sponsor page.
- Sponsor logo on the back of every T-shirt, taken home by 2,000 competitors.
- Exhibition space in the Event Village, and race day promotion over event PA.
- Opportunity to add a take-home gift, voucher or message to 2,000 goodie bags.
- Sponsor logo exposure as part of significant activity across all race social media channels.

**In addition to this, Lead Pack sponsors, will also receive:**

### WATER STATIONS

- Three sponsor logo branded water stations along the route, one at the finish line and another in the event village.
- Volunteers at each station wearing sponsor logo branded T-shirts.
- Sponsor logo branded flags and banners at each station.

### RACE VEHICLE

- Branded event lead race vehicle.
- Exhibition space in the Event Village, including space to show cars if desired, and race day promotion over event PA.

### MILE MARKERS

- A minimum of 13 sponsor logo branded flags (4m in height) around the course.
- Opportunity to hand out promotional material at designated spectator areas.
- Opportunity to provide branded supporters at each mile marker.

### WASTE MANAGEMENT

- Branded Bin lorry presence.
- Provision and collection of waste and branded bins.
- Rubbish 'sweep' of course and Event Village.

# MAIN PACK

## FOUR OPPORTUNITIES

### EVENT VILLAGE PHYSIO

- Provide physio services to runners and spectators.
- Offer free, or charge a small fee.
- Prominent, dedicated space in the Event Village.
- Race day promotion over event PA.
- Distribution of marketing materials in the Event Village.
- Website branding, including a featured sponsor page.
- Sponsor logo on the back of every T-shirt, taken home by 2,000 competitors.
- Opportunity to add a take-home gift, voucher or message to 2,000 goodie bags.
- Sponsor logo exposure as part of significant activity across all race social media channels.

### EVENT VILLAGE STAND THREE OPPORTUNITIES

- Exhibition space in Event Village (stand and branding supplied by sponsor).
- Customer base of 2,000 runners and their support teams.
- Race day promotion over PA.
- Distribution of marketing materials in the race village
- Website branding, including a featured sponsor page.
- Sponsor logo on the back of every T-shirt, taken home by 2,000 competitors.
- Opportunity to add a take-home gift, voucher or message to 2,000 goodie bags.
- Sponsor logo exposure as part of significant activity across all race social media channels.

### FINISHER GOODIE BAG TEN OPPORTUNITIES

- Add a take-home gift, voucher or message to 2,000 goodie bags.
- Race day promotion over PA.
- Distribution of marketing materials in the race village
- Website branding, including a featured sponsor page.
- Sponsor logo on the back of every T-shirt, taken home by 2,000 competitors.
- Opportunity to add a take-home gift, voucher or message to 2,000 goodie bags.
- Sponsor logo exposure as part of significant activity across all race social media channels.

### FOOD/DRINK RETAILERS FOUR OPPORTUNITIES

- Space provided in Event Village (stand and branding supplied by retailer).
- All relevant licenses supplied by the event (STC).
- 2,000 runners and their support teams as customers.
- Race day promotion over PA.
- Distribution of marketing materials in the race village.