

SYRACUSE, NEW YORK

EMPIRE STATE

MARATHON • HALF MARATHON • 10K

MARATHON 2017

6TH ANNUAL
EMPIRE STATE MARATHON, HALF & 10K
10/8/17 • NBT BANK STADIUM
SYRACUSE, NY



2017 FINISHERS MEDAL

EVENT SPONSORSHIP & HEALTH & EXPO BOOTHS

Title Sponsor example:



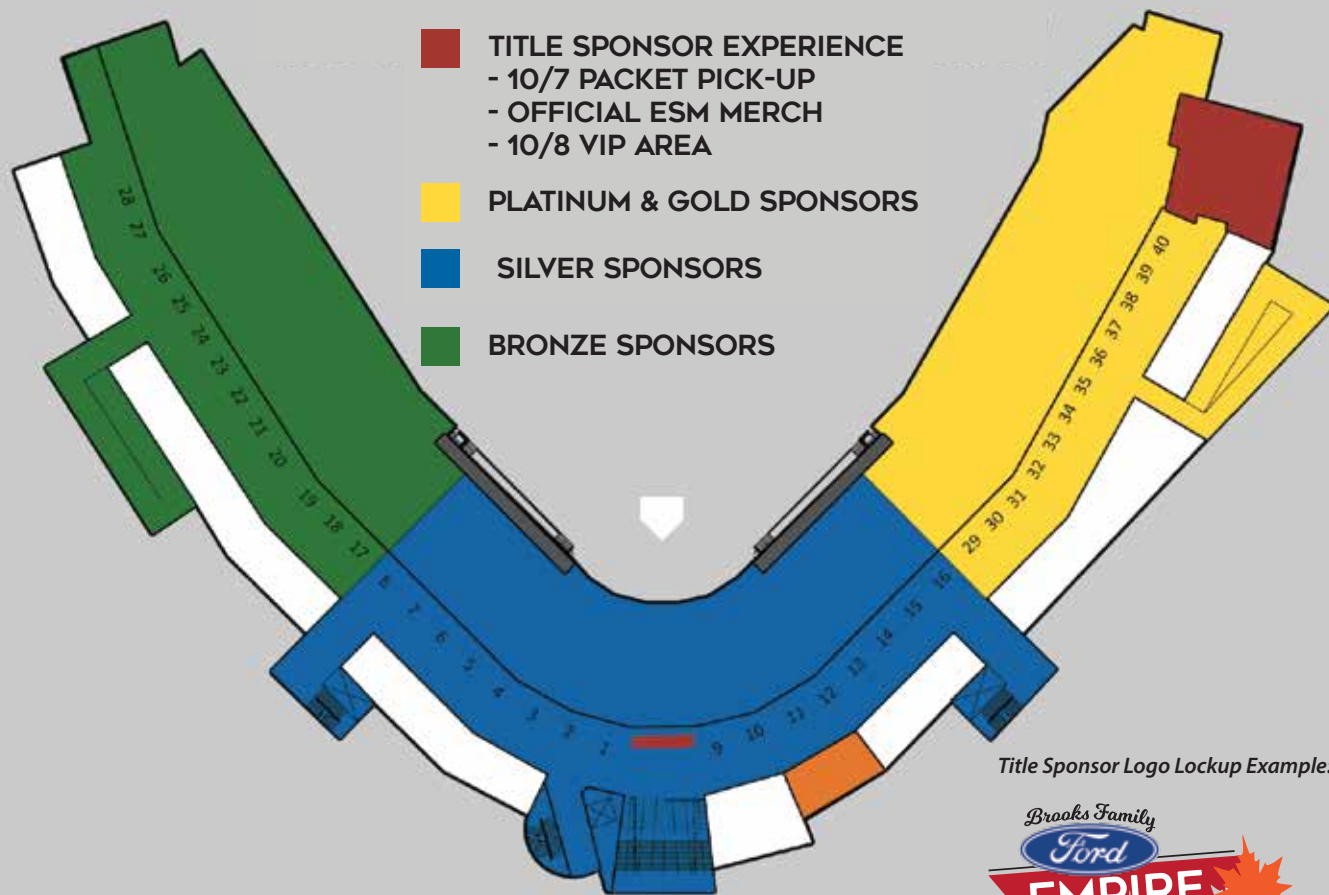
Packages Available:

- ★ Empire State Marathon Title Sponsorship
- ★ "The Drive Home" Sponsor
- ★ Band & After Party Sponsor
- ★ Platinum Event Sponsor
- ★ Gold Event Sponsor
- ★ Silver Event Sponsor
- ★ Bronze Event Sponsor

10K, HALF & FULL

SYRACUSE, NY ★ 10K, 13.1, OR 26.2 FLAT, FAST MILES!

OCTOBER 8, 2017
EMPIRESTATEMARATHON.COM

2017 ESM HEALTH & FITNESS EXPO
10/7 & 10/8 NBT BANK STADIUM • SYRACUSE, NY

- TITLE SPONSOR EXPERIENCE
 - 10/7 PACKET PICK-UP
 - OFFICIAL ESM MERCH
 - 10/8 VIP AREA
- PLATINUM & GOLD SPONSORS
- SILVER SPONSORS
- BRONZE SPONSORS

Title Sponsor Logo Lockup Example:



"The Drive Home" Sponsorship - \$5500

"(Sponsor Name) Drive Home"

"Drive Home" overview

Athletes have the opportunity to pay \$10 additional for a special bib/wristband so **they can finish at home plate!** 100% of those proceeds go to our local charity partners. **Athletes receive an additional "Drive Home" medal when they finish at home plate of NBT Bank Stadium - right in front of the bands and the crowd!**

- Banners & flags along 300 feet of "Drive Home" barricade and final finish arch at home plate
- On-Site products (ex: Car dealership w/new models at finish line)
- Sponsor name/logo on "Drive Home" medal
- Sponsor name/logo on t-shirts, website, social & plugs by bands all day long
- (5) VIP entries to race
- Platinum booth at Health & Fitness Expo 10/7 & 10/8

Title Sponsorship - \$10,000

"(Sponsor Name) Empire State Marathon"
 "(Sponsor Name) Health & Fitness Expo"
 "(Sponsor Name) Family 1 Mile Run"

- Logo Lockup (see example below)
- Activation (logo/branding or merchandise) on

Course: Banners, Flags, Booth, on-site product(s)
 (ex: Car dealership w/new models at finish line)

Online: Website, social, emails

Merchandise: T-shirts, Finisher's Medals

Title Sponsor Experience: Packet Pick-up &
 Family 1 Mile Run 10/7, VIP Area 10/8.
 (5) VIP race entries

Platinum or Band Sponsorship - \$1000

- Platinum Booth at Expo & Race Day
- Platinum: (6) Banners along finish line chute
- Band Sponsor: Banners on/around main stage
- Sponsor name/logo on t-shirts, website, social & bands
- (3) VIP entries to race

Gold Sponsorship - \$800

- Gold Booth at Expo & Race Day
- (2) Banners along finish line chute
- Sponsor name/logo on t-shirts, website, social & bands
- (2) VIP entries to race

Silver Sponsorship - \$500

- Silver Booth at Expo & Race Day
- (2) Banners along finish line chute
- Sponsor name/logo on t-shirts, website, social & bands

Bronze Sponsorship - \$350

- Bronze Booth at Expo & Race Day
- Sponsor name/logo on t-shirts, website, social & bands

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