



# ATHHalf and 5K

2024 | THE ATHENS, GA HALF MARATHON

NOVEMBER 3, 2024 • 7:30AM

ATHHALF.COM

A Benefit for AthFest Educational Programs

## 2024 GUIDE TO SPONSORSHIP BENEFITS

### Level 1 Sponsors:

Sponsorships of \$5,000 Will Receive:

- Sponsor can promote/display/distribute samples/sell product at a booth during the Health & Fitness Expo, at the 5k finish line area (Saturday, Nov. 2nd) and at a booth (10' x 10') in the AthHalf race finish line area
- Sponsor's logo will appear on advertising including: print, radio (local and reaching NE Georgia) and billboards (reaching Athens, and surrounding communities)
- Sponsor's logo will be displayed on race t-shirts (2000+ shirts will be printed)
- Sponsor's logo will be prominently displayed on race posters/flyers
- Sponsor's logo will be displayed on race mile markers
- Sponsor's logo will appear on the race web site with a link to sponsor's web site
- Sponsor's banners (6 total) will be hung at start and finish lines
- Sponsor can post a promotional ad in the virtual race registration bags
- Sponsor will receive 4 race shirts and 4 free race registrations

### Level 2 Sponsors:

Sponsorships of \$2,500 Will Receive:

- Sponsor can promote/display/distribute samples/sell product at a table during the Health & Fitness Expo and at the 5k finish line area (Saturday, Nov. 2nd)
- Sponsor's logo will appear on advertising including: print, radio (local and reaching NE Georgia) and billboards (reaching Athens and surrounding communities)
- Sponsor's logo will be displayed on race t-shirts (2000+ shirts will be printed)
- Sponsor's logo will be displayed on race posters/flyers
- Sponsor's logo will appear on the race web site with a link to sponsor's web site
- Sponsor's banners (4 total) will be hung at start and finish lines
- Sponsor can post a promotional ad in the virtual race registration bags
- Sponsor will receive 2 race shirts and 2 free race registrations



# ATH Half and 5K

2024 | THE ATHENS, GA HALF MARATHON

NOVEMBER 3, 2024 • 7:30AM

ATHHALF.COM

A Benefit for AthFest Educational Programs

## 2024 GUIDE TO SPONSORSHIP BENEFITS

(continued)

### Level 3 Sponsors:

Sponsorships of \$1,000 Will Receive:

- Sponsor can promote/display/distribute samples/sell product at a table during the Health & Fitness Expo and at the 5k finish line area (Saturday, Nov. 2nd)
- Sponsor's logo will appear on print advertising including local, regional and national media
- Sponsor's logo will be displayed on race t-shirts (2000+ shirts will be printed)
- Sponsor's logo will be prominently displayed on race posters/flyers
- Sponsor's logo will appear on the race web site with a link to sponsor's web site
- Sponsor's banners (2 total) will be hung at start and finish lines
- Sponsor can post a promotional ad in the virtual race registration bags
- Sponsor will receive 2 race shirts and 2 free race registrations

### Level 4 Sponsors:

Sponsorships of \$750 Will Receive:

- Sponsor's logo will be displayed on race t-shirts (2000+ shirts will be printed)
- Sponsor's logo will be displayed on race posters/flyers
- Sponsor's logo will appear on the race web site with a link to sponsor's web site
- Sponsor can post a promotional ad in the virtual race registration bags
- Sponsor will receive 1 race shirt and 1 free race registration

### Level 5 Sponsors:

Sponsorships of \$500 Will Receive:

- Sponsor's logo will be displayed on race posters/flyers
- Sponsor's logo will appear on the race web site with a link to sponsor's web site
- Sponsor can post a promotional ad in the virtual race registration bags
- Sponsor will receive 1 race shirt and 1 free race registration



# ATH Half and 5K

2024 | THE ATHENS, GA HALF MARATHON

NOVEMBER 3, 2024 • 7:30AM

ATHHALF.COM

A Benefit for AthFest Educational Programs

## 2024 GUIDE TO OTHER OPPORTUNITIES

### VIRTUAL RACE Promotion:

Virtual Race Promotion \$100:

- Includes a promotional advertisement in the Virtual Race Bag sent to every registered runner (up to 3,000+). This online goody bag is available exclusively to registered runners. There are 3 separate emails promoting the bags to the runners. Your ad can be sent camera-ready or be prepared by Flagpole or Virtual Race Bags for a small fee.

### EXPO Booths:

Health and Fitness Expo  
Saturday, November 2nd  
Noon - 6pm

Promote, display, distribute samples of or sell your products at our Health and Fitness Expo. This Expo is free and open to everyone.

The Expo will be the site for race registration packet pickup, and the start and finish for the 5k.

10 x 10 ft. Booths are \$300 for:

10 x 10 ft. space, 8 ft. table, table cloth and 2 chairs

8 ft. Tables are \$150 for:

8 ft. table, table cloth and 2 chairs

This is for table displays only and does not include additional floor space