



PARTNERSHIP PACKAGE

A premier women's-only road race in Katy, Texas is coming in 2016. Thousands of women from our surrounding 19 counties will take the streets to compete in a one-of-a-kind quarter marathon distance road race. Our mission is to empower women and young girls by promoting a healthy lifestyle. Additionally, through our charity partner, Girls Inc. of Greater Houston, we will teach the importance of positive body image and taking care of your health.

GOALS

80% * of your partnership dollars go directly to making the 2016 Women's Quarter Marathon the most sought after road race in Houston:

- 2,000 registrations in year one with a 25% increase in year two
- \$50,000 in partnerships
- Exclusive participant/finisher merchandise
- Showcase Girls Inc. of Greater Houston by bringing community awareness to their mission
- Host a pre/post-party with select vendors, give-a-ways, food/beverage & activation spaces

**20% of funds collected for the WQM & Mini-Marathon benefit Girls Inc. of Greater Houston*

VISION

- Online hub, "Be Social", streaming social media mentions & hashtags for event
- Pre-race merchandise available for purchase online through the WQM e-store, where an additional 25% of proceeds benefit Girls Inc. of Greater Houston
- "EXPO" experience for packet pick-up w/ featured market place and special guests
- Unique official race merchandise (provided by Tasc Performance Apparel) targeted to meet the wants of all women & girls Official WQM Branded Gear Check Bag
- Scenic course, highlighting "party stations" for fun photo ops, live, local bands & spectator support
- Spirited hydration stations
- Exclusive Finishers Medal
- Official Finisher photos & race certificates
- Delicious post-race brunch provided by hand selected local vendors
- Light, "healthy" beer/Mimosa Bar featuring an exclusive WQM branded beer/drink
- A special Mini-Marathon for all of the little women, a unique 1.25 mile race just for girls 13 years & under, following the Quarter Marathon
- Educational spaces in post-race for women & young girls featuring positive lifestyle changes

NEED

The second running boom is still going strong in its third decade since running became an American sport. According to the **2014 State of the Sport - Part III: U.S. Race Trends**, the female field is at an all-time high:

2014 U.S. Running Snapshot:

- Females account for 10.8 million finishers nationwide (a record number) & represent the highest percentage ever reported of 57% from event fields.



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- The number of U.S. race finishers has increased nearly 300% since 1990, & female representation has grown from just 25% to an all-time high of 57% in 2014.
- The 25 to 44 year old age group is the sweet spot for running, accounting for half of finishers.
- The half-marathon continues to fuel the growth of the Second Running Boom with an annual increase of 6% finishers (1.96 million, another new high) with an astounding 61% female participation.

PRESENTING PARTNER (LIMIT ONE)

- Exclusive naming rights for the event to be named after the Presenting Partner
- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads
- Top logo placement on all start/finish line and additional race day banners
- Company representative to be named honorary announcer of the event
- Logo on the FRONT of all race participant and volunteer t-shirts
- Dedicated Press Release announcing the partnership to state-wide media
- Prominent logo placement with website click through on WQM Website
- Permanent logo inclusion in monthly WQM newsletters (Distribution: 15,000)
- Exposure through social media campaign (Facebook and Twitter)
- Opportunity to provide a promotional item or flyer in participant race bags
- Dedicated 10x20 tent space at event post-race party
- 25 complementary race entries

PARTNERSHIP FEE: \$25,000

GOLD PARTNER (LIMIT TWO)

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads
- Logo placement on all start/finish line and additional race day banners
- Logo on the BACK of all race participant and volunteer t-shirts
- Logo placement with website click through on race website
- Logo inclusion in monthly WQM newsletter (Distribution: 15,000)
- Exposure through social media campaign (Facebook and Twitter)
- Opportunity to provide a promotional item or flyer in participant race bags
- Dedicated tent space at event post-race party
- 15 complementary race entries

PARTNERSHIP FEE: \$15,000



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SILVER PARTNER

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads
- Logo placement in finish line corral
- Logo on the BACK of all race participant and volunteer t-shirts
- Logo placement with website click through on race website
- Logo inclusion on monthly race newsletters (Distribution: 15,000)
- Exposure through social media campaign (Facebook and Twitter)
- Option to host a packet pick-up at your place of business
- Opportunity to provide a promotional item or flyer in participant race bags
- Dedicated tent space at event post-race party
- 10 complementary race entries

PARTNERSHIP FEE: \$10,000

EXPO PARTNER

- Exclusive naming rights for the EXPO to be named after the EXPO Partner
- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads
- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads
- Logo on the BACK of all race participant and volunteer t-shirts
- Logo placement with website click through on race website
- Logo inclusion on monthly race newsletters (Distribution: 15,000)
- Exposure through social media campaign (Facebook and Twitter)
- 8 complementary race entries

PARTNERSHIP FEE: \$7,500

BRONZE PARTNER

- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads
- Logo on the BACK of all race participant and volunteer t-shirts
- Logo placement with website click through on race website
- Logo inclusion on monthly race newsletters (Distribution: 15,000)
- Exposure through social media campaign (Facebook and Twitter)
- Opportunity to provide a promotional item or flyer in participant race bags
- Dedicated tent space at event post-race party
- 5 complementary race entries

PARTNERSHIP FEE: \$5,000



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GEAR CHECK PARTNER

- Prominent logo on 1,500 participant reusable gear check bags
- Recognition (company name & logo) on all marketing/pre-promotional print pieces. This includes flyers, posters, post cards, banners and print ads
- Logo on the BACK of all race participant and volunteer t-shirts
- Logo placement with website click through on race website
- Logo inclusion on monthly race newsletters (Distribution: 15,000)
- Exposure through social media campaign (Facebook and Twitter)
- 5 complementary race entries

PARTNERSHIP FEE: \$3,000

MILE PARTNER (limit 6)

- Company Signage along your sponsored mile
- Logo on the BACK of all volunteer t-shirts
- Logo placement with website click through on race website
- Logo inclusion on monthly race newsletters (Distribution: 15,000)
- Exposure through social media campaign (Facebook and Twitter)
- Opportunity to provide a promotional item or flyer in participant race bags
- Dedicated tent space at event post-race party

PARTNERSHIP FEE: \$1,500

ADDITIONAL PARTNER OPPORTUNITIES

VALUE IN-KIND PARTNER

- Company recognition on event website
- Logo on the BACK of all participant t-shirts
- Logo placement with website click through on race website
- Logo inclusion on (2) race newsletters (Distribution: 15,000)
- Exposure through social media campaign (Facebook and Twitter)
- Opportunity to provide a promotional item or flyer in participant race bags
- Dedicated tent space at event post-race party

PARTNERSHIP FEE: \$250 PLUS SERVICE/GOODS TRADE

COMMITMENT FORM

Please check your commitment level:

- Presenting Partner: \$25,000
- Gold Partner: \$15,000
- Silver Partner: \$10,000
- EXPO Partner: \$7,500
- Bronze Partner: \$5,000
- Gear Check Partner: \$3,000
 - Mile Partner: \$1,500
- Value In-Kind Partner: \$250

Name of Partner/Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Please make checks payable to iRun Productions

Payment is included Please invoice me at the address above

Please charge my Mastercard Visa Discover American Express

Name on Card: _____

Card Number: _____ Exp Date: _____ Code: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Signature: _____ Date _____

Partnership Deadline: December 1, 2015

Please return commitment forms to: lauren@irunproductions.com