



FORT McMURRAY MARATHON



SEPTEMBER 16, 2018

FORT McMURRAY MARATHON

PARTNERSHIP OPPORTUNITIES



Every fall in Fort McMurray hundreds of runners and spectators come to MacDonald Island Park to participate in the highly anticipated annual Fort McMurray Half Marathon community event, brought to the region by the Organizing Committee and a partnership between the Regional Recreation Corporation of Wood Buffalo (RRC) and the Regional Municipality of Wood Buffalo (RMWB). Building on the tremendous success over the last five years, we celebrate the sixth year in 2018 with a new name and refreshed brand as the Fort McMurray Marathon, where we are now excited to offer a new challenge with a full-length marathon.

The day-long event has something to offer all levels of runners and spectators, with an emphasis on health and wellness, growth and tourism in the Wood Buffalo Community. The day of outdoor fun & fitness will take place this year on Sunday, September 16th 2018 and includes six distances for all runners to enjoy, including a Full Marathon (42.2K), Half Marathon (21.1K), 10K, 5K, 3K and Kid's Fun Run.

"Over the past five years the Fort McMurray Half Marathon has received tremendous community support and we are excited to announce the addition of the 42.2 kilometer full marathon race distance this year, marking 2018 as the year we get to host Fort McMurray's very first full marathon!" said Kelsey Stefanizyn, Fort McMurray Marathon Committee Chair. "We look forward to welcoming back previous participants as well as new enthusiasts as they challenge themselves and each other at the Fort McMurray Marathon. We are excited for the opportunity to welcome community stakeholders as we seek to enhance our participant's experience!"

To help continue the tradition of this great annual event and welcome the exciting addition of Fort McMurray's first full marathon we have some great sponsorship opportunities for your corporation to help make a positive difference in the community. By partnering with the Regional Recreation Corporation of Wood Buffalo (RRC) and the Fort McMurray Marathon Organizing Committee your sponsorship investment helps to deliver an exceptional event that will create lasting memories for the local community and your corporation is supporting health and wellness in the region.

The RRC is an official Canadian Not-for-Profit Corporation and we are committed to making a positive difference in the communities we serve. With you as Partner and through your generous support we have the opportunity to work together and deliver an exceptional Fort McMurray Marathon event in September 2018 for our community!

Sincerely,

Caitlyn Lee

Fort McMurray Marathon Organizing Committee:
Director of Sponsorship & Communications
Regional Recreation Corporation of Wood Buffalo

fortmcmurraymarathon.ca

FORT McMURRAY MARATHON

FULL MARATHON 42.2KM



Presenting Sponsor

INVESTMENT
\$5,000

1 AVAILABLE

As the official Marathon 42.2K presenting sponsor your corporation will receive the maximum brand exposure and the highest level of affiliation with the highly anticipated annual community event.

PARTNERSHIP BENEFITS

- Official naming rights as the partner for the Marathon 42.2K race "your company name 42.2K".
- Most prominently affiliated sponsor with the Fort McMurray Marathon event.
- Exclusive opportunity to partner with Fort McMurray's first ever Marathon.
- Official partnership announcement in press release and on social media platforms.
- Corporate name and logo included in any reference to the Marathon 42.2K race.
- Corporate logo included on runners' archway, exclusively reserved for presenting partners only.
- Logo included on Marathon runners' bibs and the event t-shirt.
- Corporate name, logo and URL on official Marathon event website.
- Opportunity to set up 10'x10' tent activation at event.
- Opportunity for employee engagement at water stations.
- Opportunity to include company branded promotional items in runners' packages.
- Opportunity to hand out medals.
- Community exposure and recognition as a committed partner in the region.
- Speaking opportunity at the event before the race countdown.
- Corporate name and logo included in the event material including:
 - Start/Finish line and runners' chute signage
 - Runners' archway
 - Event announcements
 - Event sponsorship signage
 - T-shirt and 42.2K runners bibs
- Thank-you mentions on RRC social media websites and press releases.
- New partnership announcement and recognition at the annual Stakeholder Reception.

FORT McMURRAY MARATHON



HALF MARATHON 21.1KM

Presenting Sponsor

INVESTMENT
\$4,000

1 AVAILABLE

As the official Half Marathon 21.1K presenting sponsor your corporation will receive the exclusive partnership benefits as outlined below.

PARTNERSHIP BENEFITS

- Official naming rights as the partner for the Half Marathon 21.1K race “your company name 21.1K”.
- Exclusive opportunity to partner with Fort McMurray’s only Half Marathon.
- Official partnership announcement in press release and on social media platforms.
- Corporate name and logo included in any reference to the Half Marathon 21.1K race.
- Corporate logo included on runners’ archway, exclusively reserved for presenting partners only.
- Logo included on Half Marathon runners’ bibs and the event t-shirt.
- Corporate name, logo and URL on official Marathon event website.
- Opportunity to set up 10’x10’ tent activation at event.
- Opportunity for employee engagement at water stations.
- Opportunity to include company branded promotional items in runners’ packages.
- Opportunity to hand out medals.
- Community exposure and recognition as a committed partner in the region.
- Speaking opportunity at the event before the race countdown.
- Corporate name and logo included in the event material including:
 - Start/Finish line and runners chute signage
 - Runners’ archway
 - Event announcements
 - Event sponsorship signage
 - T-shirt and 21.1K runners’ bibs
- Thank-you mentions on RRC social media websites and press releases.

FORT McMURRAY MARATHON



10KM • 5 KM • 3KM KID'S FUN RUN

Presenting Sponsor

INVESTMENT
\$2,500

4 AVAILABLE

As the official 10K, 5K, 3K or Kid's Fun Run presenting sponsor your corporation will receive the exclusive partnership benefits as outlined below associated with your race distance.

PARTNERSHIP BENEFITS

- Official naming rights as the partner for your sponsored race, one of the following: 10K race, 5K race, 3K race or the Kid's Fun Run – i.e. "your company name 10K".
- Exclusive opportunity to partner with Fort McMurray's highly anticipated annual event.
- Official partnership announcement in press release and on social media platforms.
- Corporate name and logo included in any reference to your sponsored race.
- Corporate logo included on runners' archway, exclusively reserved for presenting partners only.
- Logo included on Marathon runners' bibs for your sponsored race and the event t-shirt.
- Corporate name, logo and URL on official Marathon event website.
- Opportunity to set up 10'x10' tent activation at event.
- Opportunity for employee engagement at water stations.
- Opportunity to include company branded promotional items in runners' packages.
- Opportunity to hand out medals for your sponsored race.
- Community exposure and recognition as a committed partner in the region.
- Corporate name and logo included in the event material including:
 - Start/Finish line and runners' chute signage
 - Runners' archway
 - Event announcements
 - Event sponsorship signage
 - T-shirt and your sponsored race bibs
- Thank-you mentions on RRC social media websites and press releases.

FORT McMURRAY MARATHON



ADDITIONAL OPPORTUNITIES

Supporting Sponsor

MINIMUM OF
\$1,000
IN MONETARY
OR IN-KIND
SERVICES

PARTNERSHIP BENEFITS

- Opportunity to set up 10'x10' tent activation at the event.
- Employee engagement opportunity.
- Opportunity to support the needs for the successful delivery of the Fort McMurray Marathon event.
- Corporate name & logo included on event sponsorship signage.
- Community exposure & recognition as a committed partner in the region.
- Corporate name, logo and URL on official Marathon event website.
- Thank-you mentions on websites and press release.

Friends of the Marathon

LESS THAN
\$1,000
IN MONETARY
OR IN-KIND
SERVICES

PARTNERSHIP BENEFITS

- Opportunity to set up 10'x10' tent activation at the event.
- Employee engagement opportunity.
- Opportunity to support the needs for the successful delivery of the Fort McMurray Marathon event.
- Corporate name and logo included on event sponsorship signage.
- Community exposure and recognition as a committed partner in the region.
- Corporate name, logo and URL on official Marathon event website.
- Thank-you mentions on websites and press release.

Runners Package Partner

IN-KIND CONTRIBUTION
OF ITEMS FOR THE
**RUNNERS PACKAGES FOR
UP TO 600 PARTICIPANTS**

PARTNERSHIP BENEFITS

- Opportunity to include company branded promotional items in runners' packages.
- Corporate name and logo included on event sponsorship signage.
- Corporate name, logo and URL on official Marathon event website.
- Thank-you mentions on websites and press release.

FORT McMURRAY MARATHON



ADDITIONAL OPPORTUNITIES

Hydration Partner

1 AVAILABLE

**IN-KIND CONTRIBUTION
OF WATER & CUPS FOR
THE EVENT FOR UP TO
600 PARTICIPANTS**

PARTNERSHIP BENEFITS

- Opportunity to be the exclusive water station partner providing hydration and branded cups to athletes.
- Corporate name and logo included on event sponsorship signage.
- Corporate name, logo and URL on official Marathon event website.
- Thank-you mentions on websites and press release.

Nutrition Partner

1 AVAILABLE

**IN-KIND CONTRIBUTION
OF NUTRITIONAL SNACKS
FOR THE RUNNER'S
CHUTE FOR UP TO 600
PARTICIPANTS**

PARTNERSHIP BENEFITS

- Provide participants with nutritional product in the runners chute.
- Exclusively reserved for your corporation as the only partner with an activation in the runners chute.
- Corporate name and logo included on event sponsorship signage.
- Corporate name, logo and URL on official Marathon event website.
- Thank-you mentions on websites and press release.

Volunteer Partner

**A MINIMUM OF 15
VOLUNTEERS FROM
YOUR ORGANIZATION
ON EVENT DAY**

PARTNERSHIP BENEFITS

- Opportunity for your employees to represent your organization at the event and wear corporate branded t-shirts.
- Employee engagement at water stations and to cheer on race participants.
- Opportunity to include company branded promotional items in runners' packages.
- Community exposure and recognition as a committed partner in the region.
- Corporate name, logo and URL on official Marathon event website

