



November 2, 2024

Ski Beach - San Diego, CA

ThriveHalfMarathon.com

SPONSORSHIP OPPORTUNITIES

The Thrive San Diego Half Marathon, 5K & Wish Walk encourages the community to “Thrive” by staying active, eating healthy, living well and giving back.

Participants take in the iconic views of San Diego’s most scenic half marathon & 5K course before celebrating with their families at the finish line festival. Featuring a live band, awards ceremony, food trucks, and vendor village in Ski Beach Park, runners and spectators alike enjoy an extended morning of festivities on the bay. The finish line festival is free and open to the public, and a great way to gain exposure for your brand.

We invite you to join our event as a sponsor of the Thrive San Diego Half Marathon, 5K & Wish Walk.



PARTICIPATION & DEMOGRAPHICS

Estimated Attendance:

The race is projected to draw 2,500 runners and additional 2,500 friends, family, and spectators.



Gender



Education:

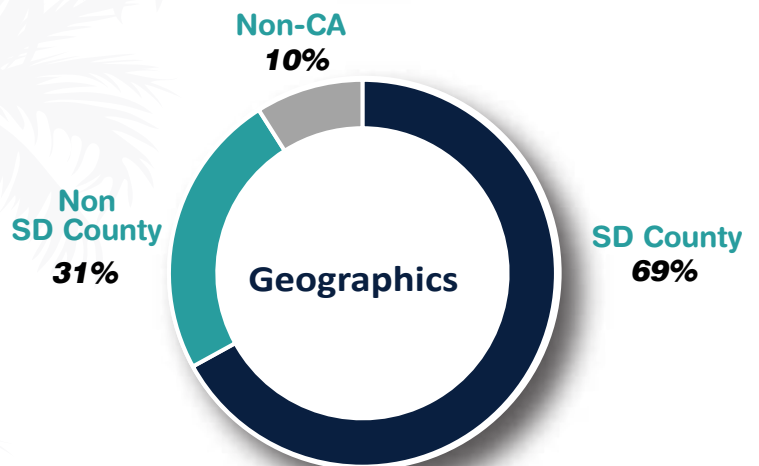
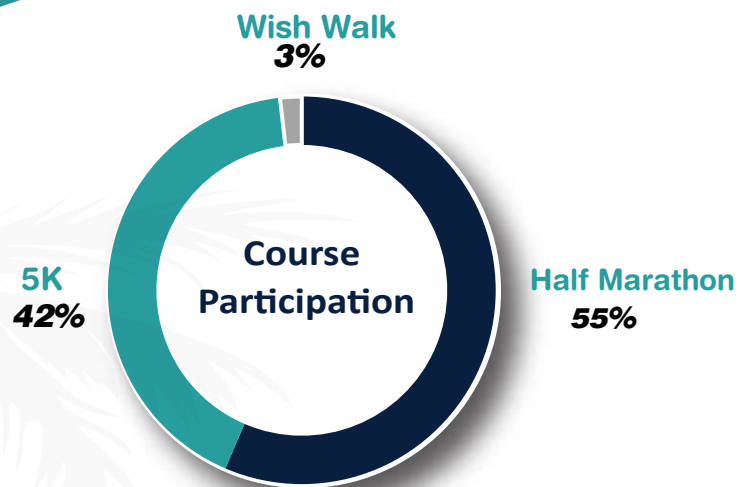
77% Bachelor's degree or higher

Annual Household Income:

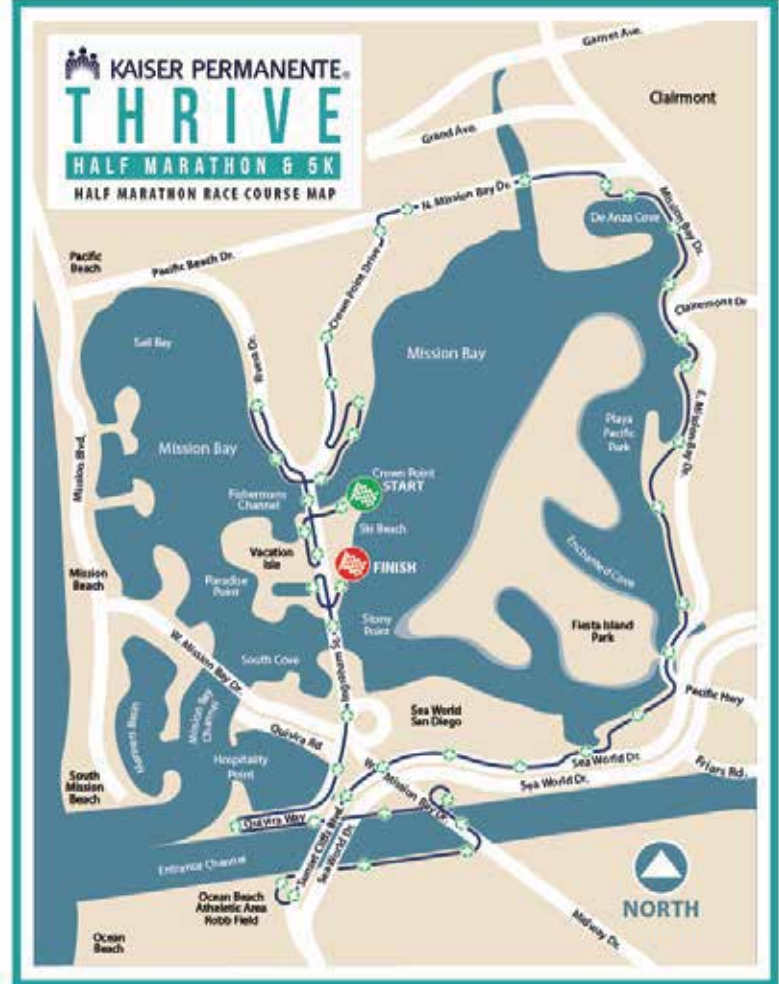
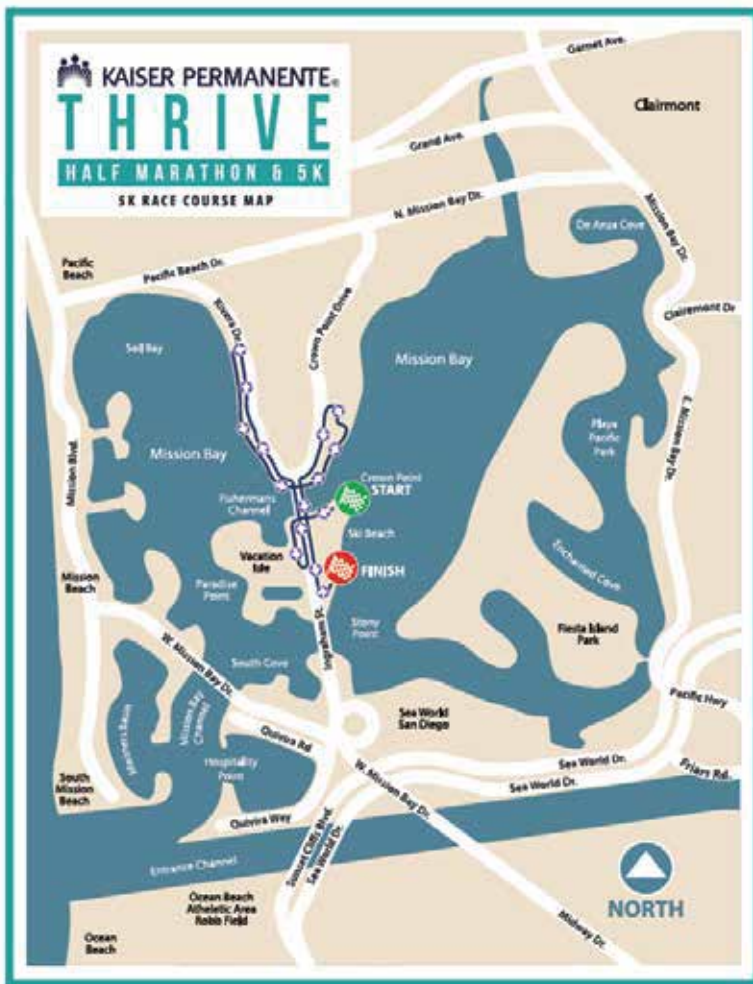
66% \$100,000 or higher

Average Age:

39 years old



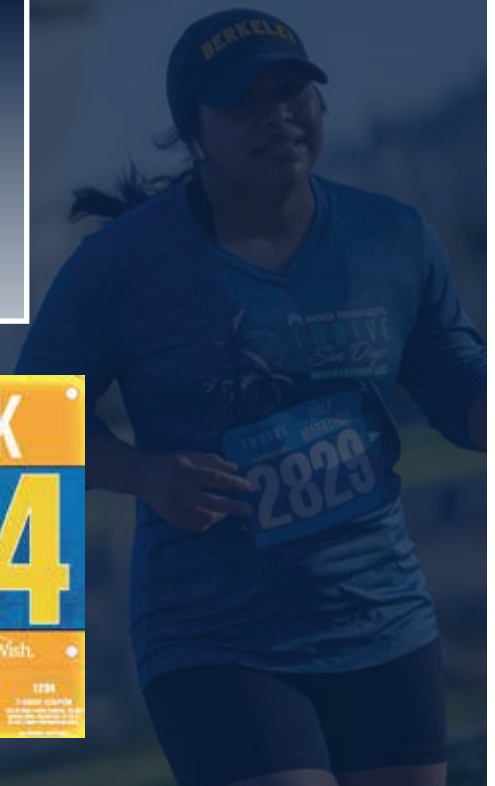
COURSE MAPS



2023 EVENT ASSETS



- Event + Volunteer Tees
- Finisher Medals
- Start/Finish Line Branding
- Course Signage
- > \$5,000 Prize Purse + Age Group Awards
- Goodie Bags
- Exclusive Charity Runner Merchandise



2023 MARKETING EFFORTS

Highlights

- Official race website and social channels (Instagram, Facebook)
- Official press release
- 20+ e-mail campaigns to databases with 50K+ runners. Average 52.98% open rate
- > \$15,000 in paid advertising across Facebook, Instagram, and PPC
- Paid exclusives with Racegrader, Runguides, BibRaves, and local news publications and local stores around San Diego
- Listed on all local and national race calendars
- San Diego local news coverage on race morning
- Grassroots promotions, expo promo tour and 5,000+ flyers distribution at various running events and San Diego local news videographers on race morning



CHARITY



Make-A-Wish
SAN DIEGO

“TOGETHER, WE CREATE LIFE-CHANGING WISHES
FOR CHILDREN WITH CRITICAL ILLNESSES”

\$20k Donated in 2023!

For over 35 years, tens of thousands of volunteers, donors and supporters have advanced the Make-A-Wish® vision to grant the wish of every child diagnosed with a critical illness. Make-A-Wish San Diego grants life-changing wishes for children in San Diego and Imperial Counties.

Annually, the Thrive San Diego Half Marathon, 5K & Wish Walk commits a portion of the race proceeds to Make-A-Wish San Diego, raising over \$100,000 for Make-A-Wish San Diego since the inaugural race in 2017. Additionally, the race offers exclusive benefits to charity runners to encourage additional community donations and raise additional funds to grant more wishes in the San Diego community.



SPONSOR THE THRIVE HALF MARATHON, 5K, & WISH WALK!

Premier Sponsor - Become the premier sponsor of the Thrive Half Marathon to have your brand name included in post-event expo booths/sponsor activations, email marketing, print advertising, event posters and some event assets (tees). Opportunity to become a designated sponsor of key race element, opening ceremony, expo, course, etc.

Official Sponsor - Become a category exclusive sponsor to have your brand name included in post-event expo booths/sponsor activations and your logo in advertising, e-mails, website, and printed on the back of the runner's t-shirts.

THRIVE SPONSORSHIP OPPORTUNITIES	PREMIER	OFFICIAL
PROMOTIONAL RIGHTS	\$15K	\$5K
License to Use Event Marks and Logos in Advertising/Promotions	X	
Designated sponsor of key race element - opening ceremony, expo, course, etc.	X	
Official Designation/Category Exclusivity	X	X
PRINT ADVERTISING		
Logo incorporated in all event advertising	X	
Logo in regional event advertising	X	X
EMAIL MARKETING		
Name &/or logo incorporated with Event Marketing Emails	X	X
Logo included in footer of each email	X	X
Inclusion in Final Race Instruction Email- to all runners	X	X
Inclusion in Post-Ride Congrats Email- to all riders		
Opportunity to include questions in post race survey	X	X
DIGITAL		
Sponsor logo on homepage	X	X
SOCIAL MEDIA		
Facebook Post(s)- Kaiser Permanente Thrive Half Marathon & 5K	3	3
Instagram Post(s)- Thrive Half Marathon		
EVENT ASSETS		
RACE TEE- Logo on the back of the Participant tee	X	
VOLUNTEER TEE: Logo on the back of the Volunteer tee	X	X
ON-SITE		
Expo Booth Display Space	10'x10'	10'x10'
Opportunity for Goodie Bag/ Goodie Bag Insert	X	X
PA Announcements throughout event	5	2
SIGNAGE		
Start/ Finish Fence Chute Panels	8	4
Opportunity to Brand Water Station	X	
Step & Repeat Photo Backdrop	X	X
VIP/ HOSPITALITY		
Complimentary Entries	5	2
Exclusive Corporate Discount Code	X	X

If you are interested in getting involved with the Thrive Half Marathon or want to inquire more about the event, please e-mail contact@easydaysports.com. We hope to see you on November 4th!