



PARTNERSHIP PACKAGE

The Women's Quarter Marathon is back for a third year to celebrate women, empowerment and achievement. Our mission is to empower women and young girls by promoting a healthy lifestyle.

GOALS

- 1500 women and young girls to cross the finish line in 2018!
- \$30,000 in partnerships to benefit our charity partners – Girls, Inc. & Houston Area Women's Center
- Exclusive participant/finisher merchandise
- Host a pre/post-party with select vendors, give-a-ways, food/beverage & activation spaces

VISION

- Online hub, "Be Social", streaming social media mentions & hashtags for event
- Pre-race merchandise available for purchase online through the WQM e-store
- Unique official race merchandise 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
- 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 **2016 State of the Sport - Part III: U.S. Race Trends**, the female field is at an all-time high:

2016 U.S. Running Snapshot:

- Females account for 9.7 million finishers nationwide & continue to represent 57% from event fields.



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- The total number of U.S. running events reached 30,300, up 8% from 2014, with the largest growth seen by the 10K distance (14%) from an all-time high in 2013.
- The 25 to 44-year-old age group is the sweet spot for running, accounting for half of finishers.

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: 31,000)
- 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: \$15,000

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: 31,000)
- 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: \$10,000



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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: 31,000)
- 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: \$5,000

POST-RACE PARTY PARTNER

- Exclusive naming rights for the Post-Race Party to be named after the Post-Race Party 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: 31,000)
- Exposure through social media campaign (Facebook and Twitter)
- 8 complementary race entries

PARTNERSHIP FEE: \$4,000

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: 31,000)
- 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: \$3,000



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GEAR CHECK PARTNER

- Prominent logo on 1,500 participants 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: 31,000)
- Exposure through social media campaign (Facebook and Twitter)
- 5 complementary race entries

PARTNERSHIP FEE: \$1,500

MILE PARTNER (limit 6)

- Company Signage along your sponsored mile
- Logo on the BACK of all participant shirts
- Logo placement with website click through on race website
- Logo inclusion on monthly race newsletters (Distribution: 31,000)
- 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: \$750

Packet Pick-Up Partner (limit 2)

- Host a packet pick-up at your place of business
- Logo on the BACK of all participants shirts
- Logo placement with website click through on race website
- Logo inclusion on monthly race newsletters (Distribution: 31,000)
- 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: \$500



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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: 30,000)
- 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



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COMMITMENT FORM

Please check your commitment level:

Presenting Partner: \$15,000

Bronze Partner: \$3,500

Gold Partner: \$10,000

Gear Check Partner: \$1,500

Silver Partner: \$5,000

Mile Partner: \$750

Post-Race Party Partner: \$4,000

Packet Pick Up Partner: \$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, LLC
21215 FM 529, Ste. 130 | Cypress, TX | 77433

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, 2017

Please return commitment forms and a high-resolution file of [your company logo to: lauren@irunproductions.com](mailto:lauren@irunproductions.com)