



Newport Marathon Association/Newport Boosters
PO Box 2216
Newport, OR 97365
Newport Marathon/Half Marathon – JUNE 1, 2024

Sponsorship Proposal

(Community & Supporting Sponsor Levels)

Thank you for your interest in working with the Newport Marathon/Newport Half Marathon as a potential sponsor. With over 1000 registered runners and walkers, the Newport Marathon is the third largest 26.2 mile running race in Oregon. It has been recognized by “Runner’s World” magazine as one of the premier running events in the country and we have continued to improve it each year. In 2014 we added the Newport Half Marathon with 500 runners currently participating. It is logistically impossible to charge spectators to attend and observe a marathon so races must have sponsor support in addition to entry fees in order to put on the quality events that runners seek out. We have already established such an event and would like to build a promotional partnership that is mutually beneficial to both event and sponsor.

We believe the Newport Marathon and Newport Half Marathon offers a unique publicity opportunity for you as a sponsor. The broad exposure to an educated, affluent and loyal target market coupled with the significant economic benefit the marathon brings to the central Oregon coast gives positive and substantial brand recognition to a wide and appreciative audience.

The Newport Marathon and Newport Half Marathon are now coordinated by the Newport Booster Club, a non-profit organization dedicated to promoting and facilitating the character and skill development of youth through the support of sports and other extra-curricular activities at Newport High School. It utilizes 100% of the proceeds from the marathon for the funding of athletics and athletic participation for all Lincoln County High Schools with emphasis, but not limited to Track and Field and Cross Country teams.

To date the race has generated over \$540,000.00 for student athletics. In addition, the Newport Marathon and Newport Half Marathon have created substantial economic benefits to the surrounding community. Newport is a destination town on the beautiful central Oregon coast. Demographic studies show that each registered marathon participant accounts for over 3.5 visitors to the area. This influx of over 3500 people makes a huge impact on a town with a population of only 10,000. Many of these people make a vacation of the trip and spend a number of days in the area, resulting in additional positive economic impact. We welcome and encourage your participation.

Newport Marathon/Half Marathon Sponsorship Benefits

We are pleased to offer the following summary of Newport Marathon and Newport Half Marathon sponsorship benefits. Recognizing the individuality of each potential sponsor, we are dedicated to working with you to design a sponsorship package that best suits the needs of your business.

Title Sponsor: \$2,500 contribution

- Listed as “Presenting Sponsor” on event website and all promotional materials.
- Sponsor Logo most prominent on finisher T-shirt.
- Sponsor Logo and link located at top on sponsor page of event website.
- Sponsor prominently acknowledged in all marathon publications and interviews.
- Sponsor’s banner at start/finish lines, registration and at the awards presentation.
- Prioritized and frequent acknowledgement at the Awards Presentation.

Major Sponsors:

Gold: \$1,500

- Sponsor Logo at prominent position on finisher T-shirt.
- Sponsor Logo and link located beneath the title sponsor on sponsor page of event website.
- Sponsor prominently mentioned in all marathon publications and interviews.
- Frequent acknowledgement at the Awards Presentation.

Silver: \$1,000

- Sponsor Logo on finisher T-shirt.
- Sponsor Logo and link located at next level on sponsor page of event website.
- Sponsor mentioned in all marathon publications and interviews.
- Acknowledgement at the Awards Presentation.

Bronze: \$500 or matching contribution of product and/or services

- Sponsor Logo on finisher T-shirt.
- Sponsor Logo and link located on sponsor page of event website.
- Sponsor mentioned in all marathon publications and interviews.

Supporting Sponsors: \$300 or matching contribution of product and/or services.

- Sponsor name at bottom on finisher T-shirt. No Logo.