2022 SPONSORSHIP OPPORTUNITIES

MADISON MARATHON AND RUN MADTOWN

MADISON FESTIVALS, INC.

Run Madtown and the Madison Marathon, owned by Madison Fesitvals, Inc. are non-profit fundraising events relying on the help of hundreds of volunteers. These events have donated over $755,000+ to area nonprofits and, to date, Madison Festivals, Inc. has donated over $2 million dollars to our community!

When you support a Madison Festivals event, you directly impact those living in our community!

SUPPORTING LOCAL

The 2019 Run Madtown and 2021 Madison Marathon provided the following support:

- Over 400 volunteers representing 40 different non-profit groups
- $33,000 donated to these non-profit groups
- Surplus food, beverages, and clothing donated to Community Action Coalition and St. Vincent de Paul
- We partnered with My Team Triumph, Badger Honor Flight and The Ride
- Runners experienced the Smile Mile which benefitted Affordable Dental Care.

MADISON MARATHON BY THE NUMBERS

PRESENTED BY SSMHealth.

10k
Half Marathon
Full Marathon

Participants: 5,000
Spectators: 15,000+
Volunteers: 400+

Runners:
53% Female, 47% Male
54% age 25-55 yrs
66% live in Dane County

Social Media Reach 1.3M
Email List: 130K
Unique Website Visitors
73K

RUN MADTOWN BY THE NUMBERS

5k
Half Marathon

Participants: 3,000+
Spectators: 10,000+
Volunteers: 500+

Runners:
55% Female, 45% Male
72% age 25-55 yrs
57% live in Dane County

Social Media Reach 1M
Email List: 130K
Unique Website Visitors
40K

SPONSORSHIP OPTIONS

PLATINUM

$5,000

- Pre-Race Expo Booth (10x20)
- Post-Race Booth VIP (10x20)
- Race Day Parking (1)
- Social Media Shout Out
- Logo Inclusion Website
- Logo Inclusion Event Signage
- Logo Inclusion Newsletters
- Logo Inclusion Volunteer T-Shirts
- Goody Bag Insert (Optional)
- Four Free Race Entries

GOLD

$2,500

- Pre-Race Expo Booth (10x10)
- Post-Race Booth VIP (10x10)
- Social Media Shout Out
- Logo Inclusion - Website
- Logo Inclusion - Event Signage
- Logo Inclusion - Newsletters
- Goody Bag Insert (Optional)
- Two Free Race Entries

SILVER

$1,250

- Social Media Shout Out
- Logo Inclusion Website
- Logo Inclusion Newsletters
- Goody Bag Insert (Optional)
- One Free Race Entry

MILE MARKER SPONSORSHIP

$300

- Ensure runners are seeing your brand each time they accomplish another milestone.
- Customized signs to include logos, business info, or inspirational messages

Own all the signs for a discount!

- *Run Madtown - 16 mile signs, $4,000*
- *Madison Marathon - 40 mile signs, $9,000*

Get ALL signs at both races $10,000
(2 yr commitment)

**Also includes perks of the Silver Sponsorship*

PR BELL SPONSORSHIP

$3500

- **Gold level inclusions**
- Ensure runners are seeing your brand
- Customized signs to include logos, business info, or inspirational messages

SPECTATOR ZONE

$1250
2-year minimum
Number Available: 2

Ensure runners AND spectators or noticing you. Sponsors of the Spectator Zones will receive the following:

- Social Media Shout Out
- Logo Inclusion Website
- Logo Inclusion Newsletters
- Goody Bag Insert (Optional)
- One Free Race Entry
- Zone signage (2)
- Ability to bring extra signage and/or have a have team engagment

MORE OPPORTUNITIES!

PRESENTED BY SSMHealth.

- Pre-Race Expo Booth Space
  10x10: $500; 10x20: $800
  Madison Marathon Only
- Post-Race Booth Space
  10x10: $250; 10x20: $400; 10x30: $700
- Goody Bag Inserts
  $250
  Quantity: 5000 MM; 2500 RMT
- Course Scrim/Signage
  $2,000 per 100’ of Dedicated Scrim
- Dedicated Social Media Posts
  $250 perpost
  *Subject to approval

LOOKING FOR SOMETHING ELSE?

Let us know and we'll customize a package that fits YOUR desires and YOUR budget!

THANK YOU!

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