

**RITE** Rite Aid 2016  
**AID** Cleveland  
**PHARMACY** Marathon  
Full • Half • 10K • 8K • 5K



# Event & Sponsorship Overview

# REASONS TO SPONSOR



- Incentivize employees through event participation, volunteering, charitable fundraising, etc.
- Generate community goodwill and visibility.
- Network and conduct cross promotions with other sponsors
- Build equity in brand names or corporate identities
- Drive retail or online sales



# MARATHON RUNNING



Since 1975, the sport of marathon running and walking has grown by leaps and bounds. In 1975, there were only 25,000 marathon finishers in the United States and by 2011, marathon participants reached an all-time high with 518,000 finishers. This represents a nearly 2,000 percent increase of participation in the sport.

In 2012, there were more than 1.8 million half marathon finishers, up 14.9 percent from 2011. Running marathons is no longer solely a sport for elite athletes; it's now an accessible sport, making runner demographics even more desirable for sponsors:

- Runners are affluent: 73.6 percent of runners earn a household income of \$75,000+.
- Runners are educated and professional: 75.6 percent of runners are college educated.
- Runners are health conscious: the average runner runs 12 months a year, four times each week, logging 22 miles per week and 1,144 miles per year.
- Runners have buying power: approximately 54 percent of all road race participants in 2012 were 25-44 years of age.



# EVENT FAST FACTS



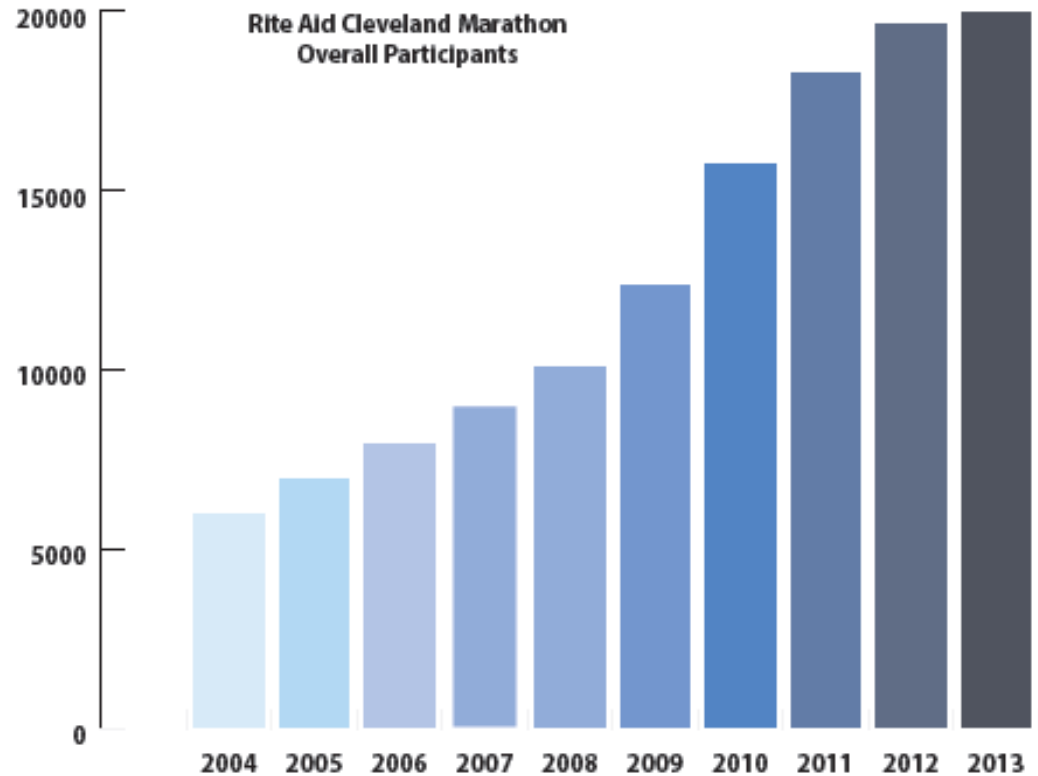
- Began in 1978. (2016 race will take place on May 15<sup>th</sup>)
- Has raised well over \$2 Million for local charities.
- 20,000+ runners and walkers.
- An average of 2.3 friends and family accompany each participant.
- 45,000 attend the Health & Fitness Expo each year.
- Nearly 30,000 annual spectators.
- 2,000 volunteers help stage the race each year.
- \$20 Million estimated annual impact on the Cleveland economy.



# PARTICIPATION GROWTH



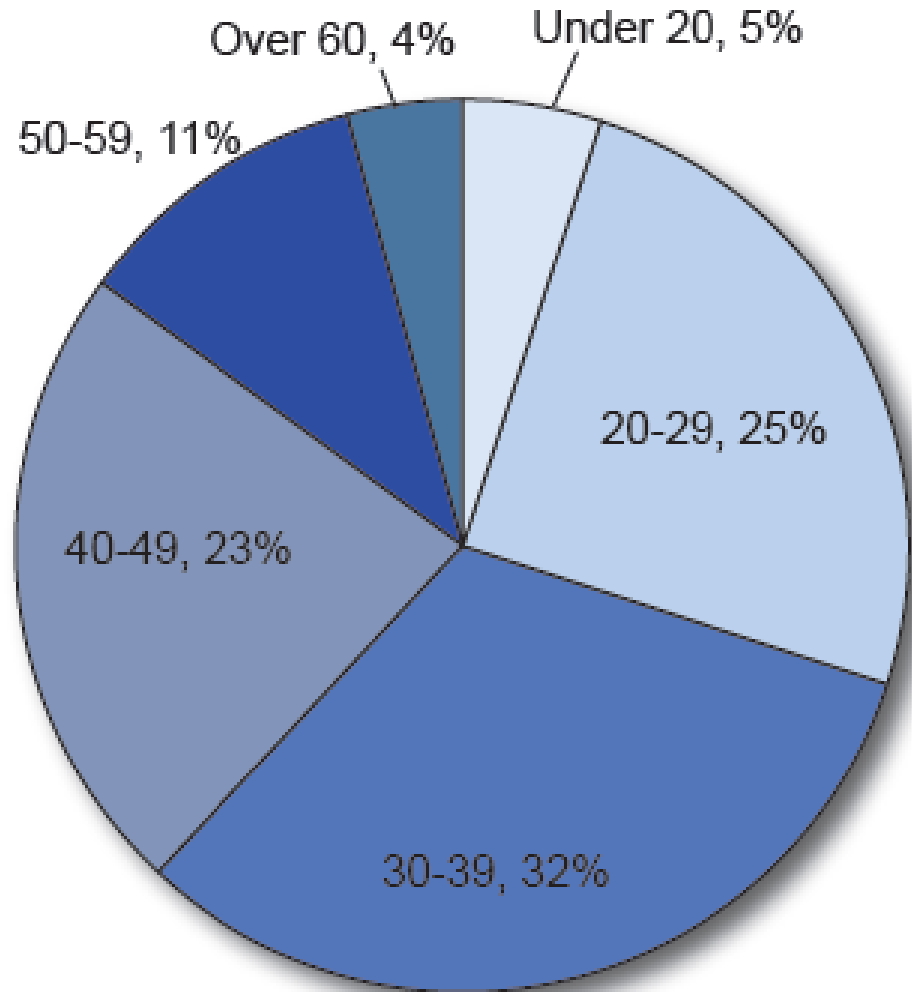
In 2014, participation in the Rite Aid Cleveland Marathon reached 18,000 participants. The continued growth came on the heels of a 17 percent increase in participation in 2011 and a 26 percent jump the previous year. In the last 10 years, the Rite Aid Cleveland Marathon has grown 305%.



# PARTICIPANT DEMOGRAPHICS



Women have recently been the fastest growing population of participants in running events. In 2003, women made up 38 percent of the total participants of the Rite Aid Cleveland Marathon, and in 2015 women made up 60 percent of the total participants in the Rite Aid Cleveland Marathon events. This marked the seventh year in a row there have been more female participants.



# PARTICIPANT SATISFACTION

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The following percentages reflect a combined rating of good and excellent for the particular category from the participants in the 2015 event:

- 94% - Safety and Security
- 91% - Medical Attention
- 91% - Race Medal
- 91% - Helpfulness of Volunteers
- 90% - Water Stations
- 86% - Organization at Finish Line
- 83% - Race Course
- 83% - Race Day Instruction
- 83% - Food and Drinks in Finish Corral
- 79% - Race Shirt
- 78% - Health and Fitness Expo
- 77% - Crowd Support
- 71% - Gear Check



# SPONSOR APPRECIATION



Marathoners thoroughly understand the important role which sponsors play in creating the event, and participants exhibit that loyalty when making purchasing decisions:

- 91.0 percent of runners and walkers agree that corporate sponsorship makes the Rite Aid Cleveland Marathon possible.
- 82.9 percent of runners and walkers indicate having a positive attitude toward the Rite Aid Cleveland Marathon sponsors because of their association with the event.
- More than 79 percent of runners agree that they are more likely to purchase brands from Rite Aid Cleveland Marathon sponsors over similar products and brands that are not sponsors.
- More than 78 percent remember at least two sponsors.
- More than 75 percent remember four or more sponsors.





# SPONSOR TESTIMONIALS



“The Rite Aid Cleveland Marathon completely aligns with and supports our company mission and values – to give back to the communities that we’re a vital part of, to encourage a healthy lifestyle and to provide our customers with a first-rate, personal experience. Our partnership with the Rite Aid Cleveland Marathon has been mutually beneficial, solidifying Rite Aid and the Marathon as Cleveland institutions.”

– John Learish, Senior Vice President Rite Aid Corp.

“This important annual community gathering brings thousands of people together to accomplish individual goals for the collective good of many worthwhile Cleveland charities. We are proud of our partnership with the Rite Aid Cleveland Marathon to bring entertainment and excitement to one of Cleveland’s most important events.”

– Todd Mesek, Vice President of Marketing & Communications Rock and Roll Hall of Fame and Museum



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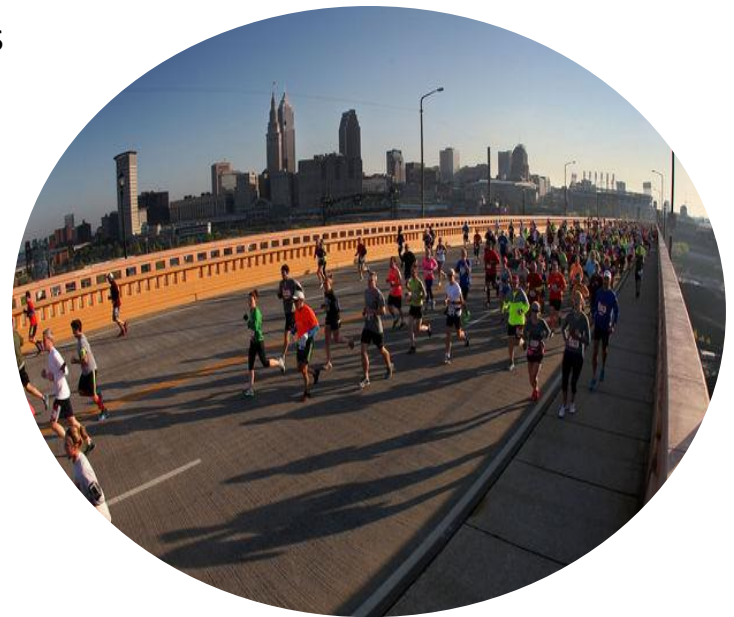


# Sponsorship Opportunities

# AVAILABLE BENEFITS



- Logo in all print (if any) and electronic advertising
- Name in all print (if any) and electronic advertising
- Logo on [www.ClevelandMarathon.com](http://www.ClevelandMarathon.com) homepage
- Logo on [www.ClevelandMarathon.com](http://www.ClevelandMarathon.com) sponsors page with link
- Logo in runner email communications
- Exclusive sponsor-specific email blast
- Special sponsor focus in one email blast
- Logo on volunteer t-shirts
- Booth at Health and Fitness Expo
- Logo on finish line banners
- Recognition by announcer throughout race



# BENEFITS (cont.)



- Sponsor level recognition signage at Health & Fitness Expo
- Insert in race Virtual Race Bag
- Announcer recognition throughout Health & Fitness Expo
- Tickets to pre-race VIP party
- VIP brunch and seating at finish line
- Race-of-choice vouchers for free individual runner
- Right to use race name and logo in advertising
- Named sponsor in all news media communications
- Category exclusivity
- Sponsor recognition gift
- 30-second video commercials on CMI website (sponsor-supplied)
- Company coupon on marathon website coupon page
- Company coupon distributed through email newsletter (75K)
- Social media marketing (Facebook, Twitter)



# Sponsor Levels



**Platinum**

**Gold**

**Silver**

**Bronze**

**Patron**

**Title and Supporting  
Friends of the Marathon  
Custom Sponsorships**

Please note that we will be happy to work with you to tailor a sponsorship package that fits your budget as well as meet your company's marketing goals and objectives.

