

Cleveland Marathon

Full • Half • 10K • 5K

EVENT SPONSORSHIP OVERVIEW



Who We Are

The Cleveland Marathon is in its 48th year of providing a running experience for all individuals who want to participate regardless of their abilities. More than 350,000 runners have participated, generating more than \$15 million annually to benefit the Cleveland community.

Mission Statement



To provide a running experience for all individuals who want to participate regardless of their abilities.



To produce an event that highlights the Cleveland community and provides a positive economic impact for the community.



To give charities an opportunity to benefit financially from the Cleveland Marathon, Half Marathon, 10K and 5K

Aligning with Your Brand Values

- **Shared Values**
- **Community Impact**
- **Exposure: Reach a diverse and widespread audience**



Increase Brand
Awareness



Health and
Fitness/Corporate
Wellness Programs



Increase Customer
Base



Increase Sales

Demographics

Participants in 2024



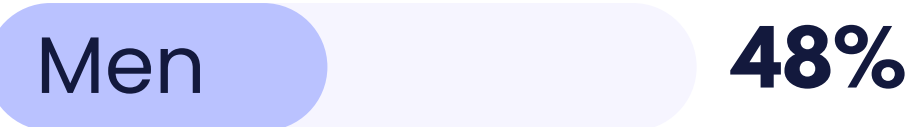
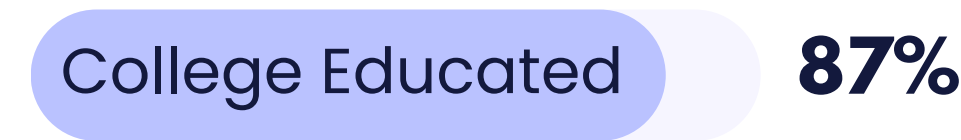
2025 Participants (projected)



Runners from Ohio



Behavioral



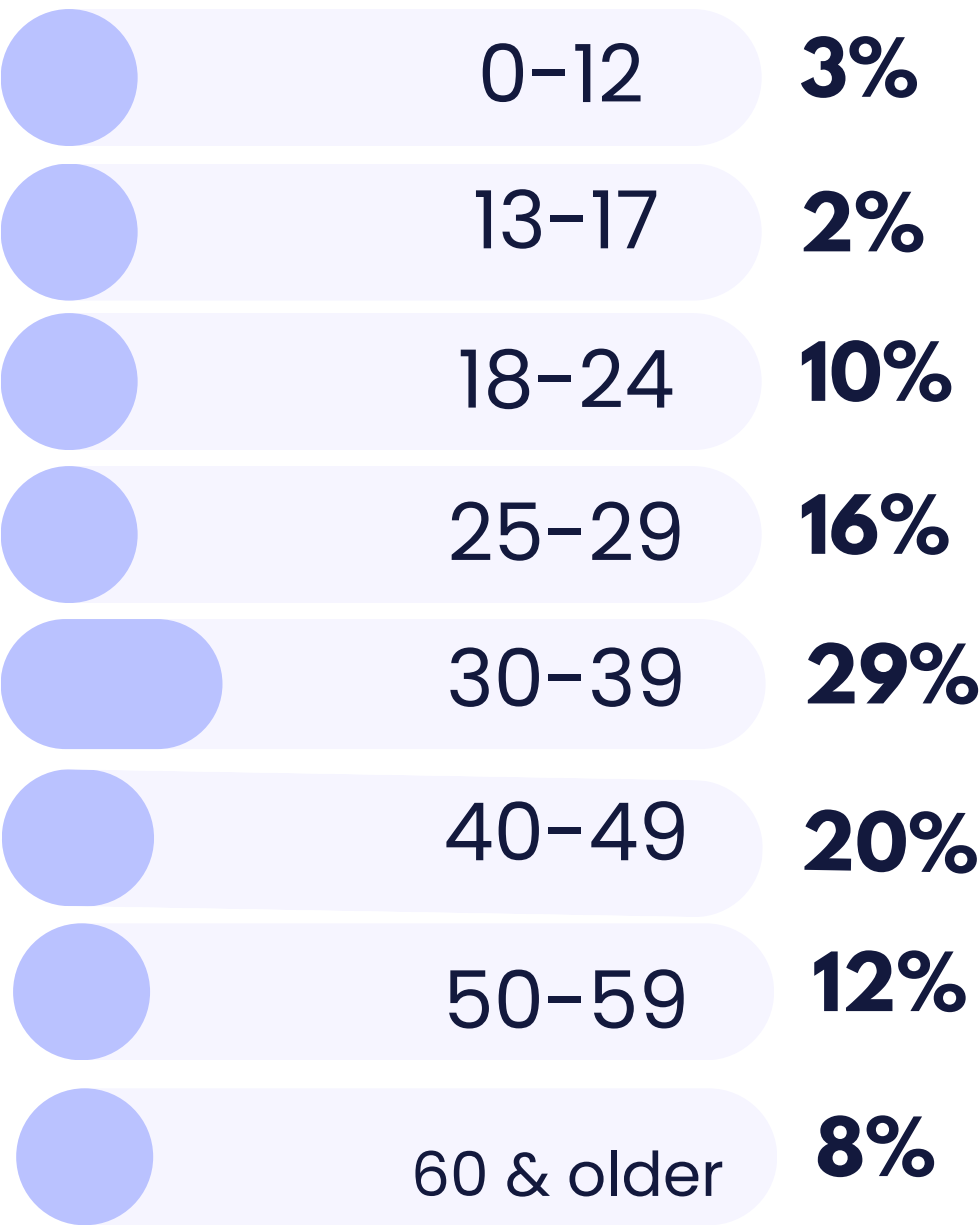
States Represented



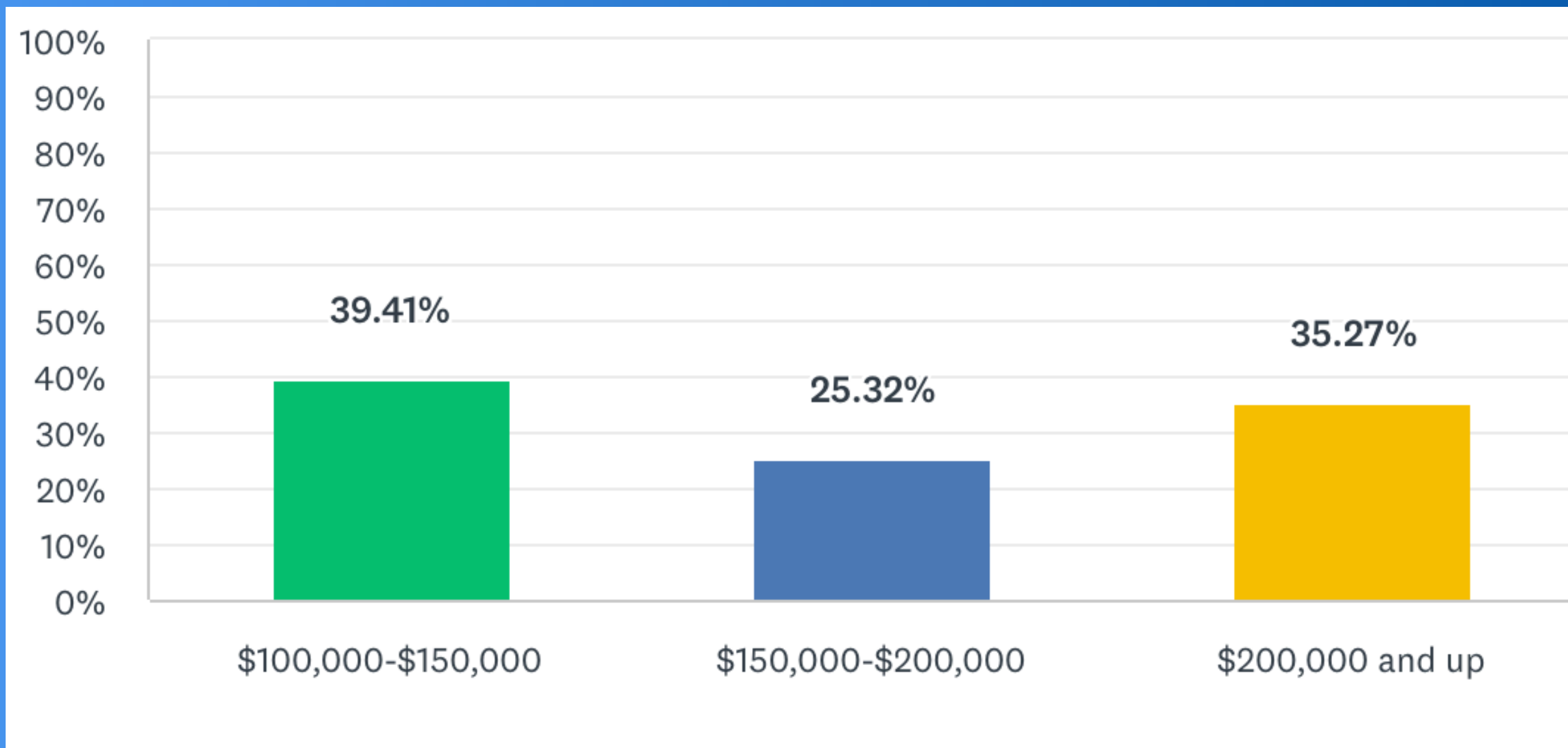
Countries Represented



Runners by Age



Annual Household Income



#CLE Participants

- 91% OF PARTICIPANTS AGREE SPONSORSHIP MAKES THE CLEVELAND MARATHON POSSIBLE.
- 87% COLLEGE EDUCATED
- 82% OF RUNNERS ARE FROM OHIO
- 79% OF PARTICIPANTS AGREE THEY ARE MORE LIKELY TO PURCHASE BRANDS FROM SPONSORS OVER COMPETING BRANDS
- 75% OF PARTICIPANTS REMEMBER FOUR OR MORE SPONSORS OF THE CLEVELAND MARATHON



Stat Sheet

IMPRESSIONS/
YEAR

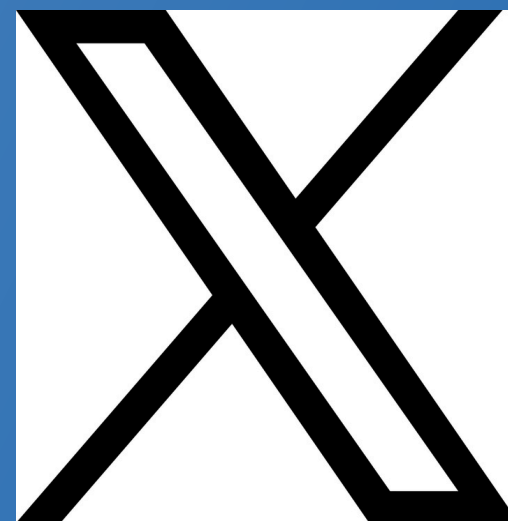
35k+ Followers



Instagram
10.5K +



Facebook
20K+



Twitter
5K+

Website



Active E-Mail
Subscribers
90K



365 days

Year-Round Activation

- Digital Marketing
- Social Media Marketing
- Race Weekend Exposure

We can tailor a sponsorship package that fits your budget as well as meet your company's marketing goals and objectives.

Key Benefits

[CLICK HERE](#)



Live Media Coverage 2024

Year Round Tangibles

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Logo & Link on Website

Dedicated Emails

Social Media/Ambassador Promotion

Earned Media

Press Releases

Paid Media Campaigns

Webinars

Race Weekend Tangibles

.....

Live media coverage

Health & Fitness Expo booth –

direct engagement with

participants

Signage

Announcements

Race Entries for your employees

Exclusive VIP Experience

Opportunity to sell, sample

product to more than 40K

Charity Partners



The Cleveland Marathon has a long-standing commitment to the charitable community and has provided an extremely profitable avenue for non-profit organizations to raise money throughout its long history. To date, over 4 million dollars has been donated to charities. In 2024, the Cleveland Marathon Charity Program Official Charity Partners together raised \$655,500.00



THANK YOU FOR YOUR INTEREST!

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