

# Cleveland Marathon

*Est. '78*

## Become a Sponsor

Earn the support of  
thousands

CLEVELAND MARATHON  
EVENT SPONSORSHIP OVERVIEW

---

40+ years and running...

# [our] History

THE 2021 CLEVELAND MARATHON WILL CELEBRATE 44 YEARS OF BRINGING PASSIONATE RUNNERS FROM AROUND THE WORLD TOGETHER IN NORTHEASTERN OHIO. WE PROVIDE A MEMORABLE EXPERIENCE FOR ALL INDIVIDUALS WHO WANT TO PARTICIPATE, REGARDLESS OF THEIR ABILITIES.

LAUNCHED IN MAY OF 1978, THE CLEVELAND MARATHON IS NOW ONE OF THE LONGEST-RUNNING MARATHONS IN THE UNITED STATES. SINCE OUR INCEPTION, WE HAVE EXPANDED RAPIDLY IN PARTICIPATION AND EVENTS OFFERED. OVER 15,000 ATHLETES RACE DURING THE MARATHON, HALF MARATHON, 10K, 5K AND CHALLENGE SERIES RACES.

OUR MISSION IS TO BENEFIT THE NORTHEASTERN OHIO COMMUNITY. NEARLY 500,000 RUNNERS AND WALKERS HAVE PARTICIPATED TOWARDS GENERATING OVER \$20 MILLION DOLLARS TO BENEFIT CLEVELAND.

IN 2007, THE CLEVELAND MARATHON ESTABLISHED CLEVELAND MARATHON CHARITIES, A 501(c)(3) WHICH RAISES OVER \$100,000 DOLLARS ANNUALLY AND HAS RAISED MORE THAN \$2 MILLION SINCE ITS INCEPTION. CLEVELAND MARATHON CHARITIES RAISES MONEY THROUGH COMPETITION, CHEERING SECTIONS AND VOLUNTEERS FOR OUR VARIOUS EVENTS.

WE ARE PROUD TO BE THE CLEVELAND MARATHON.

**Cleveland  
Marathon**






# [FACT] SHEET

## [EVENTS]

**Marathon, Half Marathon,  
10K, 5K, CHALLENGE SERIES**

## [PARTICIPANTS]

**10,000**  **56%**  **44%** **AVG HH INCOME**  **\$75,000**

## [2021 OFFICIAL SPONSORS]



University Hospitals



think  
media studios

GREAT LAKES  
BREWING CO  
EST. 1988 CLEVELAND, OH

# Cleveland Marathon



# [STAT] SHEET

## [SOCIAL MEDIA]

25K+ LIKES ON FACEBOOK, INSTAGRAM, TWITTER AND YOUTUBE

## [WEBSITE]

CLEVELANDMARATHON.COM - 500K IMPRESSIONS PER YEAR

## [E-NEWSLETTER]

70K+ Subscribers



## [Race Day Observers]

200K+

# Cleveland Marathon



# [CLE] PARTICIPANTS

RUNS 22 MILES PER  
WEEK

12 MONTHS A YEAR



87%

COLLEGE  
EDUCATED



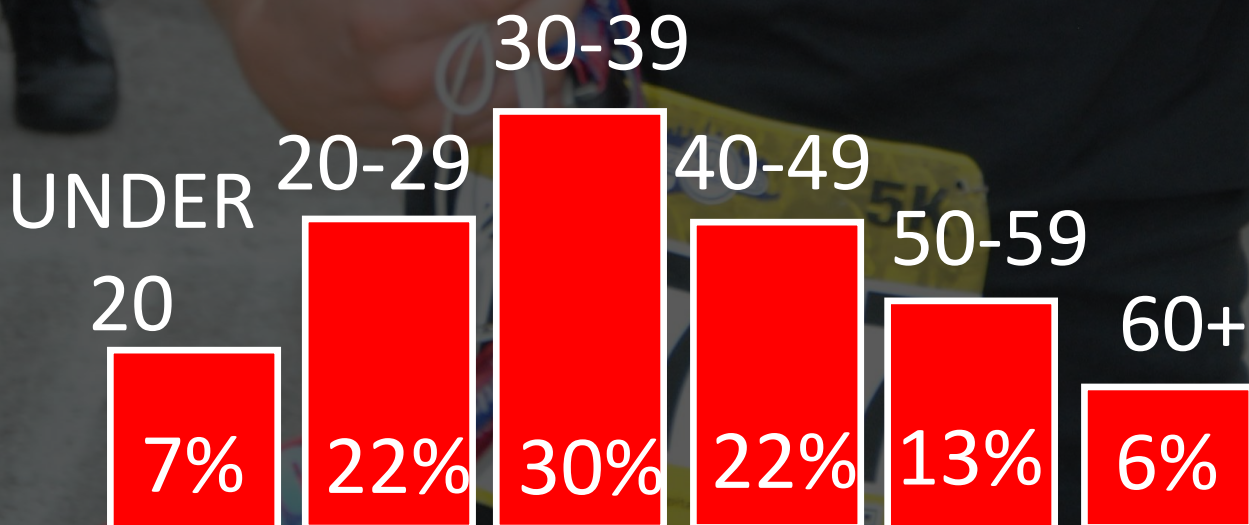
**Cleveland  
Marathon**



86%

OF RUNNERS  
ARE FROM  
OHIO

[AGE]





# [Partnership] OVERVIEW

## Cleveland Marathon



[91%] OF PARTICIPANTS AGREE  
SPONSORSHIP MAKES THE  
CLEVELAND MARATHON POSSIBLE

[83%] OF PARTICIPANTS HAVE A  
POSITIVE ATTITUDE TOWARDS  
SPONSORS BECAUSE OF THEIR  
ASSOCIATION WITH THE EVENT



[79%] OF PARTICIPANTS AGREE THEY  
ARE MORE LIKELY TO PURCHASE  
BRANDS FROM CLEVELAND MARATHON  
SPONSORS OVER COMPETING BRANDS  
THAT ARE NOT

[75%] OF PARTICIPANTS  
REMEMBER FOUR OR MORE  
SPONSORS OF THE CLEVELAND  
MARATHON





# Cleveland Marathon

## CLEVELAND MARATHON

### Potential Partnership Benefits Include:

#### Event Day Exposure

- Logo placement on course (Mile Marker, Water Station, etc.)
- Logo on Race Bibs, official participant shirts, volunteer shirts
- Logo on Volunteer shirts
- Finish Line Banner Logo
- PSA's throughout race
- Logo on registration forms
- Dedicated cheer section on course
- Pace team ownership & visibility

#### Advertising

- Right to use name and logo of Marathon in advertising
- Logo inclusion on all print and electronic advertising
- Linked Logo on Cleveland Marathon home webpage
- Linked Logo on Cleveland Marathon sponsors webpage
- Logo in runner e-blasts
- Exclusive sponsor specific e-blast
- Sponsor focus e-blast
- Named in all news media communication
- Insert in virtual Race Goody Bag



# [PARTNER]

## benefits

### **Cleveland Marathon**

#### **CLEVELAND MARATHON**

#### **Potential Partnership Benefits Include:**

##### **Hospitality**

- **Mutually agreed upon number of Tickets to pre-race VIP Party**
- **VIP Brunch Tickets**
- **Race-of-choice vouchers for free individual runner entry**
- **Category Exclusivity**
- **Sponsor recognition gift**

##### **Health & Fitness Expo**

- **10x10 Booth at Health & Fitness Expo (\$900 value)**
- **Sponsor recognition signage at Health & Fitness Expo**
- **PSA's throughout Health & Fitness Expo**
- **Opportunity to sell, sample, raffle and coupon to the more than 30,000 expo attendees**



# Cleveland Marathon

#CLEMarathon

THANK YOU FOR YOUR  
INTEREST

Jack Staph  
President

216-378-0140

[www.clevelandmarathon.com](http://www.clevelandmarathon.com)