



SPONSORSHIP

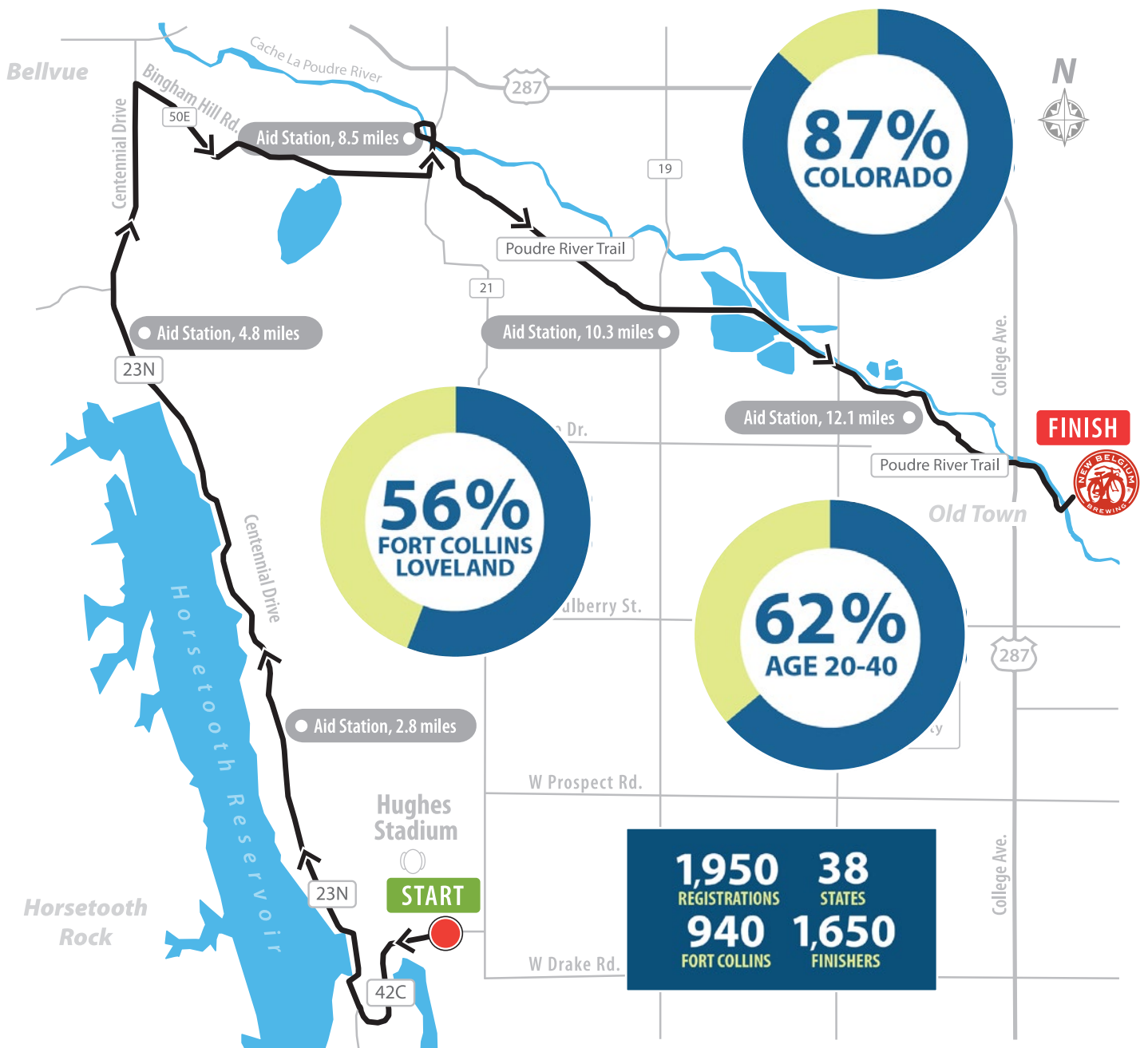


HORSETOOTH HALF MARATHON
FORT COLLINS, CO

OUR RACE, OUR COMMUNITY

Touring the eastern shores of Horsetooth Reservoir and finishing by the New Belgium Brewery in Old Town Fort Collins, the Horsetooth Half Marathon is renowned for its stunning scenery, community vibe, and fun post-race party.

Now entering its 45th year, the Horsetooth Half Marathon is the longest-running road race in Fort Collins and the oldest half marathon in Colorado. Recently under new management, the event saw a record 1,950 registrations and a total of 1,650 finishers in 2017.



57%
43%





OUR COMMUNITY, OUR COMMITMENT

The Horsetooth Half Marathon is owned by the Fort Collins Running Club, a non-profit community-focused organization that has been ‘promoting fitness through running since 1971.’ The race is the Club’s signature event and has grown through partnerships with organizations and companies that share the Club’s mission to promote an active, healthy and inclusive community in Northern Colorado.

While we offer more traditional branding opportunities – website and t-shirt logos, social media, email marketing, advertising, event signage and expos – our real focus in working with sponsors is in building genuine connections between our community of partners and runners.

Training

For event partners, the Horsetooth Half Marathon is an opportunity to engage with a dedicated and focused community of runners. In addition to the promotional and branding opportunities surrounding the race weekend itself, we create additional opportunities to engage with our community through a 14-week training program that begins in January and ends on race day. Now in its fourth year, the popular training program is offered free of charge and brings together hundreds of runners every Sunday for group training runs. Support and mentoring is offered through weekly emails, an online forum, and a series of six presentations that are open to sponsor input and branding

Giving Back

In 2017, the race partnered with and donated to 12 different non-profit groups. Our beneficiary groups help provide the necessary volunteers needed to put on an event of this size while earning money for their organization.

Through our unique non-profit, sponsor match program we are able to partner businesses with non-profit groups, making sponsor donations a direct pass through to the non-profit groups they support. It’s a win-win for the race, our sponsors, our beneficiaries and our community.

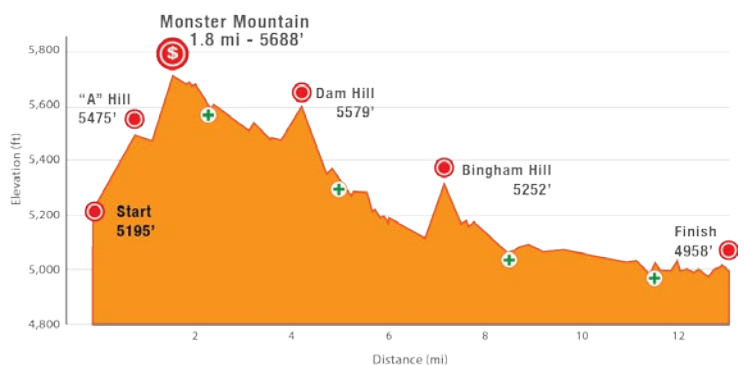


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“This was a very well-supported, well-planned, and well-executed half marathon. The route was beautiful -- challenging, but beautiful -- and I will be back again next year” -- Christopher R.

JOIN OUR COMMUNITY

The Horsetooth Half Marathon is a beloved gem of the Northern Colorado running community. Our runners, volunteers and race staff will once again train and support each other through the winter months to make sure we're prepared and ready to celebrate the 45th running of the race come April 15th.

To learn more about how you can join our community and embark on that journey to the Horsetooth Half start and finish line, we encourage you to contact us today. We have a range of sponsorship levels and opportunities, and we're always open to discussions on how best to reach and engage with our community.



"This race was amazing. The course is challenging but beautiful. I love the organization and effort put into this race. The parking was close and easy to get to. It was great to have a free shuttle ride back. I loved ending at New Belgium! I loved this race and I would come back to do it again". -- Emily A.

YOUR OPPORTUNITIES

		RACE SUPPORT	TOP TIER	PRESENTING
EVENT BRANDING	Branded Start/Finish Banner			Yes
	Logo on Finisher Award			Yes
	Logo on Race Bib			Yes
	Branded Race Packet			Yes
	Branded Finish Chute Fencing			Yes
	Branded Mile Markers		2	All
	Logo on Race Shirt		Yes	Yes
	Footer Logo on all Web pages		Yes	Yes
	Logo on Media Spots		Yes	Yes
	Logo on Finish Structure		Yes	Yes
	Finish area Flag(s)		Yes	Yes
	Race Day Recognition-Announcements		Yes	Yes
	Finish Expo Tent	Yes	Yes	Yes
	Packet Pick Up Expo Tent	Yes	Yes	Yes
	Packet Stuffers/Giveaway	Yes	Yes	Yes
WEB SITE & SOCIAL MEDIA	Header Logo on all Web pages			Yes
	Exclusive Blog Post & News Release			Yes
	Header Logo on all Race Communications			Yes
	Footer Logo on all Web pages		Yes	Yes
	Intro Copy on Sponsor Web page		Yes	Yes
	Link in all Registration Confirmation Emails		Yes	Yes
	Logo & Link in all Race Newsletters		Yes	Yes
	Logo & Link on Sponsor Web page	Yes	Yes	Yes
	Social Media Mentions	Yes	Yes	Yes
	Opportunity to Brand at Training Runs			Yes
COMMUNITY	Opportunity of Present at Training Runs		Yes	Yes
	Opportunity to Demo at Training Runs	Yes	Yes	Yes
	Training Communications Branding	Yes	Yes	Yes
	Complimentary Entries	2	6	12