



HORSETOOTH HALF MARATHON

FORT COLLINS, CO | APRIL 16, 2023

horsetooth-half.com

Sponsorship Opportunities

50th



ABOUT

Welcome to the 50th running of the Horsetooth Half Marathon. The race takes runners on a scenic point-to-point journey from the location of Hughes Stadium, the former home of the CSU Rams, to the finish line party at New Belgium Brewery. This is all while providing a scenic view of the Horsetooth reservoir, challenging climbs, steep downhills, long flats with a net negative downhill.

The Horsetooth Half Marathon is the longest-running road race in Fort Collins and the oldest half marathon in Colorado. The event had more than 2,000 registrations and over 1,700 finishers in 2022.

DEMOGRAPHICS

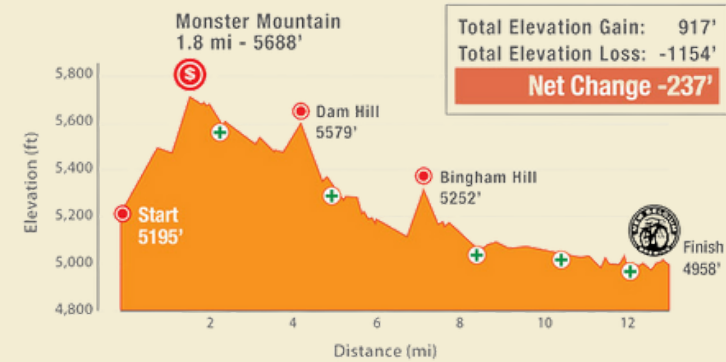
- 55% female/45% male
- Very I-25 centric race
- 40% of runners from Fort Collins
- 37% age 30-39
- Participants from 43 states

SOCIAL MEDIA PRESENCE

- 3,700 Facebook followers

ABOUT FCRC

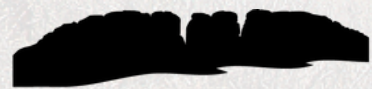
The Horsetooth Half Marathon is owned by the Fort Collins Running Club, a non-profit community-focused organization that has been 'promoting fitness through running since 1971.' The race is the club's signature event and has grown through partnerships with organizations and companies that share the Club's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



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2023 Sponsorship Opportunities & Benefits

	Presenting \$10,000	Top Tier \$3,000	Race Support \$1,000
Branded start/finish banner, race packet, finish chute fencing and all mile markers			
Logo on finisher award, race bib			
Logo on race shirt, media spots and finish structure			
Finish area flags & race day recognition			
Packet pick-up and finish expo tent			
Packet stuffers/giveaways			
Recognition on race website			
Intro copy on race website			
Header logo on race website, all race communication, exclusive blog post and news release			
Logo and link in all race newsletters and registration confirmations			
Social media mentions			
Opportunity to brand at training runs			
Opportunity to present at training runs			
Opportunity to demo at training runs			
Training communication branding			
Amount of free race entries	12	6	2



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Additional Sponsorship Opportunities



Water stop sponsor



Finish line tents

Contact Nick Clark at
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for more information