



# HORSETOOTH HALF MARATHON

FORT COLLINS, CO | APRIL 14, 2024

[horsetooth-half.com](https://horsetooth-half.com)

## Sponsorship Opportunities

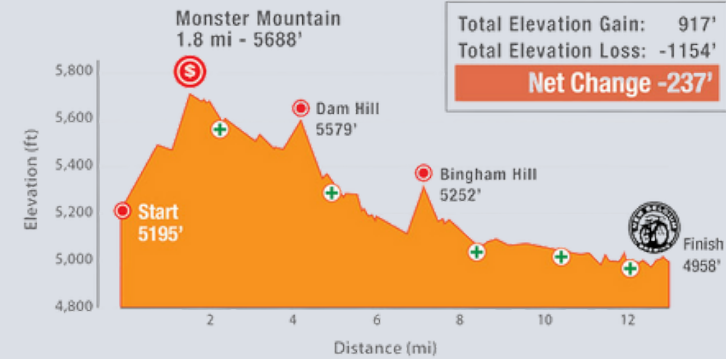




## ABOUT

Welcome to the 51st 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. It attracts both elite and citizen/everyday runners. A course record was set in the men's category last year at 1:05:46. The prize purse for 2024 is up to \$12,000. The event had more than 2,600 registrations and nearly 2,100 finishers in 2023.



## 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

- 3,800 Facebook followers



## ABOUT THE FORT COLLINS RUNNING CLUB


























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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## 2024 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, finish structure, finish chute and media spots			
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  
[racedirector@horsetooth-half.com](mailto:racedirector@horsetooth-half.com)

or

970-238-6075

for more information