



# HORSETOOTH HALF MARATHON

FORT COLLINS, CO | APRIL 13, 2025

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

## Sponsorship Opportunities



## ABOUT

Welcome to the 52nd 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 is a well-known community event that brings together local businesses and residents. More than 2,000 runners take part in the event, locals gather on the race course and the community comes together at the finish line. Each year, around \$10,000 is donated to local non-profits via the race and the Fort Collins Running Club Community Fund.



## DEMOGRAPHICS

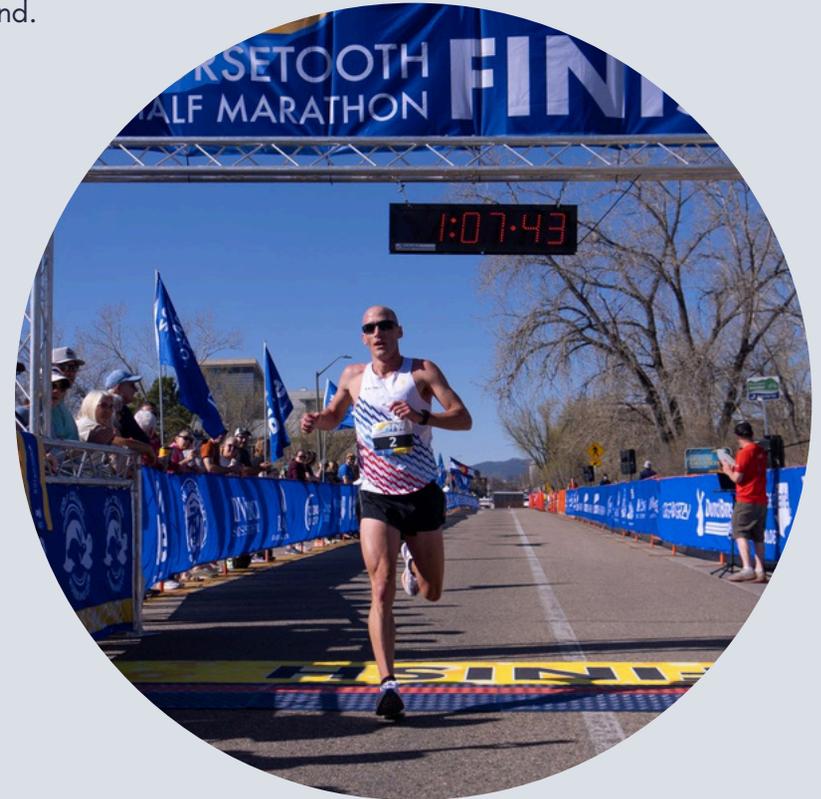
- 55% female/45% male
- Very 1-25 centric race
- 40% of runners from Fort Collins
- 37% age 30-39
- Participants from 43 states

## SOCIAL MEDIA PRESENCE

- 3,900 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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## 2025 Sponsorship Opportunities & Benefits

Horsetooth Half Marathon presented by...

Branded start/finish banner, race packet, finish chute fencing and all mile markers

Logo on finisher award, race bib

Header logo on race website, all race communication, exclusive blog post and news release

Opportunity to brand at training runs

Logo on race shirt, finish structure, finish chute and media spots

Finish area flags & race day recognition

Intro copy on race website

Opportunity to present at training runs

Opportunity to demo at training runs

Packet pick-up and finish expo tent

Packet stuffers/giveaways

Recognition on race website

Logo and link in all race newsletters and registration confirmations

Social media mentions

Training communication branding

Amount of free race entries

Presenting  
\$10,000



12

Top Tier  
\$3,000

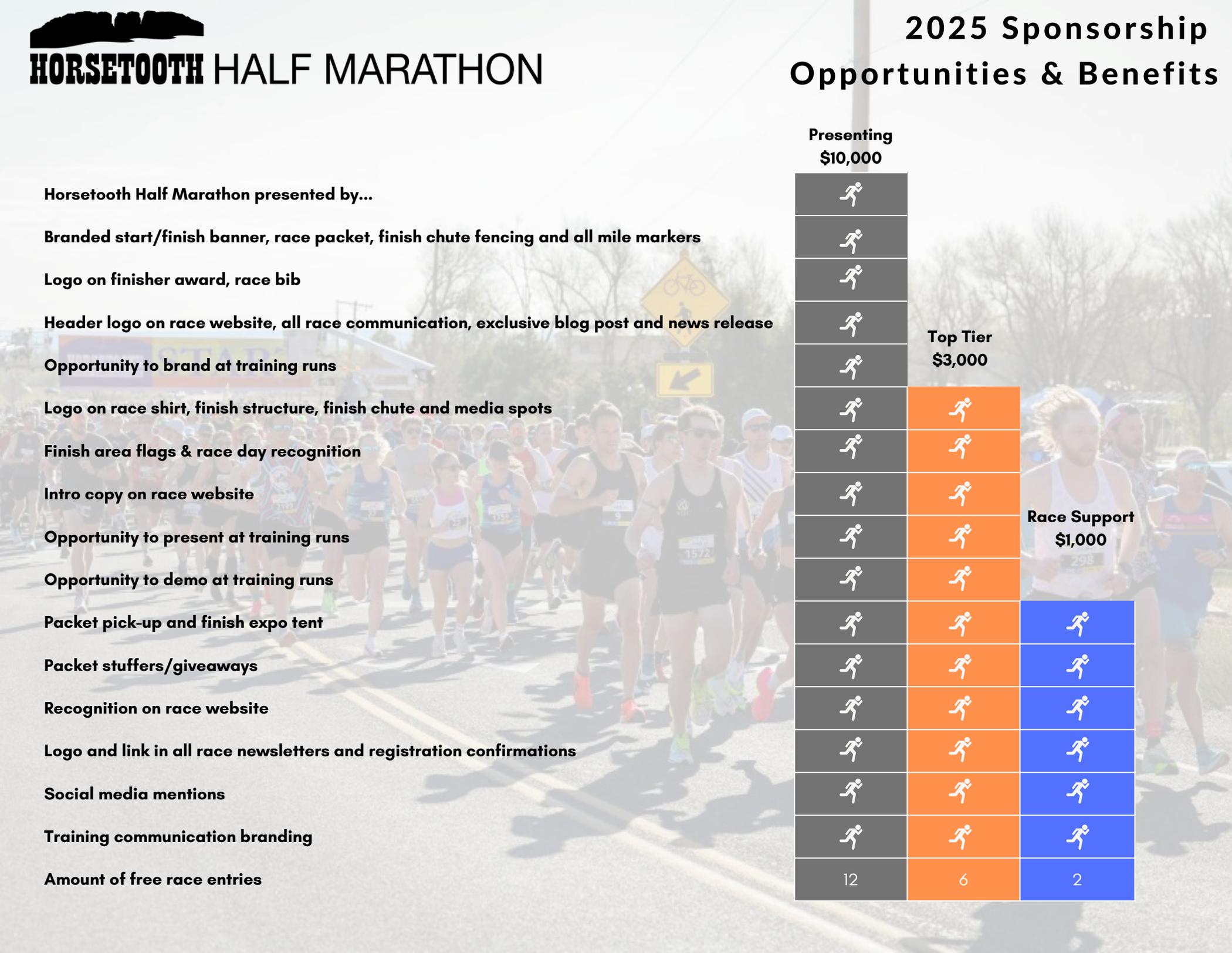


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Race Support  
\$1,000



2





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## Additional Sponsorship Opportunities



### Water Stop Sponsor - \$500

- Recognized on race website and social media
- Donation made to local non-profit organization
- Not required to be at the water stop



### Finish Line Tent - \$350 (10'X10') or \$550 (10X20')

- Tent at race finish line at New Belgium Brewing
- Be around thousands of finishers and spectators

### Price for both water stop and finish line tent

10'X10' - \$750

10'X20' - \$900

Contact Nick Clark at  
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or

970-238-6075

for more information