

SEACOAST HALF MARATHON

Caring for the coast, one step at a time



SHM Demographics

The Seacoast Half Marathon brings people from across the state of New Hampshire, across New England, and across the nation to Portsmouth.

Seacoast Half Marathon

- **Age Range:** 13-73
- **Average Age:** 30
- **Median Age:** 39
- **Gender:** 64% women; 36% men
- **From:** 19 states and Canada
- **New Hampshire residents:** 55%
- **From Northern New England:** 80+%
- **Annual Registrations:** 1,400 (the race limit)

Become a sponsor of the Seacoast Half Marathon and reach 1,400 runners, plus their families and friends. Please look at the following page to decide which sponsorship option is best for you.

SHM History & Purpose

The Seacoast Half Marathon was started in 2006, and it sold out two months before race day. It continues to sell out annually.

Each year, the Seacoast Half Marathon chooses a different beneficiary from among local non-profit organizations that complete our beneficiary application. The beneficiary receives all of the revenue from the race, after race expenses are paid, plus donations from sponsors like you.

The total donated to our beneficiaries in the 11 years the race has been held is \$905,000. The all-volunteer Seacoast Half Marathon committee takes no revenue from the event and prides itself on being penniless after each year's race.

We have established a well-organized and popular road race, while creating a revenue source for many local non-profit agencies who provide critical services to those in need. That explains our tag line: *"Caring for the coast, one step at a time."*

We thank you, our sponsors, as well as our racers, for making the Seacoast Half Marathon a success each year.

12th Annual Seacoast Half Marathon Sponsorship Levels

	<i>Seacoast Visionary Sponsor</i> \$10,000+	<i>Seacoast Miracle Mile Sponsor</i> \$5,000+	<i>Seacoast Change-Maker Sponsor</i> \$2,500+	<i>Finish Line Sponsor</i> \$1,000+	<i>Adopt A Mile Marker Sponsor</i> \$500+	<i>Friend Of The Seacoast Sponsor</i> \$250+
Listing as "Presenter" on all promo materials	✓					
Hyperlink on race website	✓	✓	✓	✓		
Multiple mentions by race announcer	✓					
Your company's banner at the award ceremony	✓					
Your table or booth at the race	✓	✓				
Complimentary race entries	5	2				
Your logo on back of race shirt	✓	✓	✓			
Your name on back of race shirt				✓		
Your name on the finisher's medal ribbon	✓					
Your logo on the Sponsor banner	✓	✓				
Your name on the Sponsor banner			✓	✓	✓	✓
Your name/logo on one of 13 mile markers					✓	
Your promo material in the racer's "goody" bags	✓	✓	✓	✓	✓	✓

To confirm your sponsorship, complete and return the enclosed form by August 31, 2017