



SPONSORSHIP OPPORTUNITIES



PARTICIPANT DEMOGRAPHICS

In 2008, a group of Geist Reservoir residents created the Geist Half Marathon to share their passion for health, wellness, and community building. Now managed by the City of Fishers, the 2024 Race features:

- 5k (3.1 miles)
- 10k (6.2 miles)
- Half Marathon (13.1 miles)
- Revamped VIP experience & post race celebration
- Team volunteer opportunities



15

Years of Geist Half
Marathon
Race Series

2,028

participants in 2023
790 5K | 888 Half | 350 Volunteers

899

female (47.8%)

824

male (52.2%)

40-44

average participant age

127

average miles traveled
73% local | 27% tourist



Geist Half Marathon 2024

Presented by | TITLE SPONSOR (1-year term)

\$30,000
contribution

1 million
estimated impressions

\$0.03
per impression



Sponsorship agreements must be received by March 12, 2025*, to receive all included benefits. Sponsorship agreements received after this deadline may receive lower impressions.

ADVERTISING & PR

- Exclusive title sponsor of both races (5k & Half Marathon)
- Named as title sponsor in press release(s)
- Mentioned as title sponsor in promotional event advertising
- Prominent logo placement:
 - Online: hyperlink on the event website, with logo
 - At the Event: banners, signage, mile markers, start/finish line banner, race t-shirts, merchandise, medal, race bib
- Opportunity to include promotional item in race participants' bag
- Name recognition and mentions on Geist Half Marathon, City of Fishers, & Fishers Parks social media channels (10+ posts, 13,000+ views)
- Included as a co-host on official Facebook events
- Name recognition in registration confirmation and event detail emails. (2,000 contacts)
- Included in marketing email campaigns (27,000+ views)
- Custom co-marketing package above and beyond listed deliverables based on sponsor interest



EVENT PROMO

- Logo inclusion on event promotional banners, flyers, and other print materials
- Opportunity to have prominent activation space at the event
- Opportunity to have prominent activation space at pre-race expo
- Stage recognition at expo and during race day activities
- Prominent logo displayed on staff, volunteer, 5k & Half Marathon t-shirts
- 10 parking passes for Saturday events
- 50 complimentary race entries to use for cross-promotional purposes

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from GHM team)

Geist Half Marathon 2025-27

Presented by | TITLE SPONSOR (3-year term)

\$75,000

\$25,000/year over a 3-year term)

3 million

estimated impressions

\$0.25

per impression



Sponsorship agreements must be received by March 12, 2025*, to receive all included benefits.

Sponsorship agreements received after this deadline may receive lower impressions.

ADVERTISING & PR

- Exclusive title sponsor of both races (5k & Half Marathon)
- Named as title sponsor in press release(s)
- Mentioned as title sponsor in promotional event advertising
- Logo Placement on:
 - Online: hyperlink on event website, with logo
 - At Event: banners, A-frames, yard signs, mile markers, start/finish line banner, race & volunteer t-shirts, merchandise, medal, race bib
- Include promotional item in race participants bag
- Name recognition and mentions on Geist Half Marathon, City of Fishers, & Fishers Parks social media channels (10+ posts, 13,000+ views)
- Included as a co-host on official Facebook events
- Name recognition in City of Fishers and Fishers Parks e-newsletters (6 emails)
- Included in City e-mail blast (27,000+ views)



EVENT PROMO

- Visuals throughout community: pole banners, right-of-way banners, promotional events posters
- Opportunity to have prominent activation space at event
- Stage recognition at expo, beer garden, kid zone events, including, but not limited to.
- Prominent logo displayed on staff, volunteer, 5k & Half Marathon t-shirts
- 10 parking passes for Saturday festival
- 50 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

Geist Half Marathon 2024

GOLD LEVEL SPONSOR

\$5,000

contribution

300,000

estimated impressions

\$0.01

per impression



SELECT FROM THE FOLLOWING:

- Start/Finish Line Sponsor
- Post-Race Party Sponsor
- Medical Sponsor
- Race Bib Sponsor
- Photo Sponsor

MARKETING & PR DELIVERABLES:

- Named as Gold Level sponsor in press release
- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
 - Promotional postcards distributed throughout community & at local events
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (4 posts, named as co-host in Facebook event)
- Included in at least 8 email blasts to race participants and/or the City's marketing list



Geist Half Marathon 2024

GOLD LEVEL SPONSOR



EVENT PRESENCE:

- Logo placement on:
 - Onsite signage on race day in your sponsored area
 - One mile marker of your choice (first come, first served) along half marathon course
 - Back of race participant shirts
 - Additional items and signage as designated by your sponsorship category
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 5 VIP parking passes for Saturday's race
- 7 complimentary race entries



LICENSING RIGHTS:

Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE:

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

Start/Finish Line | GOLD LEVEL SPONSOR

\$5,000
contribution

300,000
estimated impressions

\$0.01
per impression



MARKETING & PR

- Named as Start Line sponsor in press release
- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
 - Promotional postcards distributed throughout community and at local events
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (4 posts, named as co-host in Facebook event)
- Included in at least 8 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on:
 - Finisher line tape
 - Onsite signage on race day
 - One mile marker of your choice (first come, first served) along half marathon course
 - Back of race participant shirts
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 5 VIP parking passes for Saturday's race
- 7 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

Post-Race Party | GOLD LEVEL SPONSOR

\$5,000
contribution

300,000
estimated impressions

\$0.01
per impression



MARKETING & PR

- Named as Post Race Party sponsor in press release
- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
 - Promotional postcards distributed throughout community and at local events
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (4 posts, named as co-host in Facebook event)
- Included in at least 8 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on:
 - Onsite signage on race day
 - One mile marker of your choice (first come, first served) along half marathon course
 - Back of race participant shirts
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 5 VIP parking passes for Saturday's race
- 7 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

Medical | GOLD LEVEL SPONSOR

\$5,000
contribution

300,000
estimated impressions

\$0.01
per impression



MARKETING & PR

- Named as Medical sponsor in press release
- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
 - Promotional postcards distributed throughout community and at local events
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (4 posts, named as co-host in Facebook event)
- Included in at least 8 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on:
 - Onsite signage on race day
 - One mile marker of your choice (first come, first served) along half marathon course
 - Back of race participant shirts
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 5 VIP parking passes for Saturday's race
- 7 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

Race Bib | GOLD LEVEL SPONSOR

\$5,000

contribution

300,000

estimated impressions

\$0.01

per impression



MARKETING & PR

- Named as Bib sponsor in press release
- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
 - Promotional postcards distributed throughout community and at local events
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (4 posts, named as co-host in Facebook event)
- Included in at least 8 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on:
 - Participant race bibs for all race distances
 - Onsite signage on race day
 - One mile marker of your choice (first come, first served) along half marathon course
 - Back of race participant shirts
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 5 VIP parking passes for Saturday's race
- 7 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

Photo | GOLD LEVEL SPONSOR

\$5,000

contribution

300,000

estimated impressions

\$0.01

per impression



MARKETING & PR

- Named as Photo sponsor in press release
- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
 - Promotional postcards distributed throughout community and at local events
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (4 posts, named as co-host in Facebook event)
- Included in at least 8 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on:
 - Race photos for all participants
 - Onsite signage on race day
 - One mile marker of your choice (first come, first served) along half marathon course
 - Back of race participant shirts
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 5 VIP parking passes for Saturday's race
- 7 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

SILVER LEVEL SPONSOR

\$3,000

contribution

200,000

estimated impressions

\$0.01

per impression



SELECT FROM THE FOLLOWING:

- Timing
- Official Outfitter
- Gold Star Mile
- Age Group Awards
- Signage
- Beer Garden



MARKETING & PR DELIVERABLES:

- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (3 posts, named as co-host in Facebook event)
- Included in at least 5 email blasts to race participants and/or the City's marketing list

Geist Half Marathon 2024

SILVER LEVEL SPONSOR



EVENT PRESENCE:

- Logo placement on:
 - Onsite signage on race day on your sponsored area
 - One mile marker of your choice (first come, first served) along 10K or 5K course
 - Back of race participant shirts
 - Additional items and signage as designated by your sponsorship category
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 4 VIP parking passes for Saturday's race
- 5 complimentary race entries



LICENSING RIGHTS

Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

Timing | SILVER LEVEL SPONSOR

\$3,000

contribution

200,000

estimated impressions

\$0.01

per impression



MARKETING & PR

- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (3 posts, named as co-host in Facebook event)
- Included in at least 5 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on:
 - Finisher certificate distributed to all race participants after event
 - Onsite signage on race day
 - One mile marker of your choice (first come, first served) along 10K or 5K course
 - Back of race participant shirts
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 4 VIP parking passes for Saturday's race
- 5 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

Official Outfitter | SILVER LEVEL SPONSOR

\$3,000

contribution

200,000

estimated impressions

\$0.01

per impression



MARKETING & PR

- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (3 posts, named as co-host in Facebook event)
- Included in at least 5 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on:
 - Onsite signage on race day
 - One mile marker of your choice (first come, first served) along 10K or 5K course
 - Back of race participant shirts
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 4 VIP parking passes for Saturday's race
- 5 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

Beer Garden | SILVER LEVEL SPONSOR

\$3,000
contribution

200,000
estimated impressions

\$0.01
per impression



MARKETING & PR

- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (3 posts, named as co-host in Facebook event)
- Included in at least 5 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on:
 - Onsite signage on race day
 - One mile marker of your choice (first come, first served) along 10K or 5K course
 - Back of race participant shirts
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 4 VIP parking passes for Saturday's race
- 5 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

Gold Star Mile | SILVER LEVEL SPONSOR

\$3,000
contribution

200,000
estimated impressions

\$0.01
per impression



MARKETING & PR

- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (3 posts, named as co-host in Facebook event)
- Included in at least 5 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on:
 - Onsite signage on race day and at Gold Star Mile along half marathon and 10K course
 - Back of race participant shirts
 - Optional Gold Star bib for race participants
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 4 VIP parking passes for Saturday's race
- 5 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

Age Group Awards | SILVER LEVEL SPONSOR

\$3,000

contribution

200,000

estimated impressions

\$0.01

per impression



MARKETING & PR

- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (3 posts, named as co-host in Facebook event)
- Included in at least 5 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on:
 - Age group finisher medals
 - Onsite signage on race day
 - One mile marker of your choice (first come, first served) along 10K or 5K course
 - Back of race participant shirts
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 4 VIP parking passes for Saturday's race
- 5 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

Signage | SILVER LEVEL SPONSOR

\$3,000

contribution

200,000

estimated impressions

\$0.01

per impression



MARKETING & PR

- Logo Placement on:
 - Geist Half Marathon website with hyperlink
 - Promotional posters distributed throughout community
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (3 posts, named as co-host in Facebook event)
- Included in at least 5 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on:
 - Onsite signage on race day
 - One mile marker of your choice (first come, first served) along 10K or 5K course
 - Back of race participant shirts
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 4 VIP parking passes for Saturday's race
- 5 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

BRONZE LEVEL SPONSOR

\$1,500

contribution

150,000

estimated impressions

\$0.01

per impression



MARKETING & PR DELIVERABLES:

- Logo on Geist Half Marathon website with hyperlink
- Opportunity to provide coupon in digital race bag distributed to race participants
- Name recognition and mentions on Geist Half Marathon social media channels (1 post)
- Included in at least 2 email blasts to race participants and/or the City's marketing list



EVENT PRESENCE

- Logo placement on onsite signage on race day
- 3 VIP parking passes for Saturday's race
- 3 complimentary race entries

LICENSING RIGHTS

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

Geist Half Marathon 2024

FRIENDS OF GEIST HALF MARATHON SPONSOR

\$500

contribution

56,657

estimated impressions

\$0.01

per impression



MARKETING & PR DELIVERABLES:

- Opportunity to provide coupon in digital race bag distributed to race participants
- Logo included in at least 1 email blast to City's marketing list

EVENT PRESENCE:

- Signage at water station if staffed with your volunteers

LICENSING RIGHTS:

- Opportunity to offer promotions related to the event (with approval from Public Relations team)

SPONSORSHIP DEADLINE:

Sponsorship must be secured by **March 13** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

