



# 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)

**SOLD OUT**

**\$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
- Wellness Sponsor
- ~~Post-Race Party 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 (*if secured by March 2024*)
  - Promotional postcards distributed throughout community & at local events (*if secured by March 2024*)
- 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 (*if secured by March 2024*)



# 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 (reflected in the following slides).

# 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
- 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 5 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 **July 31, 2024** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.



# Geist Half Marathon 2024

## Wellness | GOLD LEVEL SPONSOR

### \$5,000

contribution

### 300,000

estimated impressions

### \$0.01

per impression



## MARKETING & PR

- Named as Wellness sponsor in press release
- Logo Placement 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 (4 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 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 **July 31, 2024** 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.

**SOLD OUT**





# 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.

**SOLD OUT**



# 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.

**SOLD OUT**





# Geist Half Marathon 2024

## SILVER LEVEL SPONSOR

**\$3,000**

contribution

**200,000**

estimated impressions

**\$0.01**

per impression



## SELECT FROM THE FOLLOWING:

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



## MARKETING & PR DELIVERABLES:

- Logo Placement on:
  - Geist Half Marathon website with hyperlink
  - Promotional posters distributed throughout community (*if secured by March 2024*)
- 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 (*if secured by March 2024*)



# 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. (see next slides for details)



# 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
- 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 3 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 **July 31, 2024** 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
- 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 3 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 **July 31, 2024** 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.

**SOLD OUT**



# 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.

**SOLD OUT**





# 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.

**SOLD OUT**



# 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.

**SOLD OUT**





# 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 **July 31, 2024** 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 **July 31, 2024** to receive all deliverables listed above. If secured after this date, deliverables will be altered to accommodate marketing deadlines.

