



**2025
SPONSORSHIP
OPPORTUNITIES**



HISTORY

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 2025 Race features:

- 5k course (3.1 miles)
- 10k course (6.2 miles)
- Half Marathon course (13.1 miles)
- Over 16 waterfront views across Geist Reservoir
- Family and walker-friendly atmosphere
- Team volunteer opportunities

PARTICIPANT DEMOGRAPHICS

16 Years of Geist Half Marathon Race Series

2,510 participants in 2024

1,405 female (56%)

1,105 male (44%)

30-39 average participant age (27%)

Geist Half Marathon 2024

Presented by | TITLE SPONSOR (1-year term)

\$35,000
contribution

1.3 million
estimated impressions

\$0.03
per impression



Sponsorship agreements must be received by March 14, 2025 to receive all included benefits. Sponsorship agreements received after this deadline may receive lower impressions.

ADVERTISING & PR

- Exclusive title sponsor of 3 race series
- Named as title sponsor in press release(s)
- Mentioned as title sponsor in promotional event advertising
- Prominent logo placement on event website
- Logo inclusion on event promotional banners, postcards, and poster distributed around the community
- Name recognition and mentions on Geist Half Marathon & City of Fishers social media channels (30+ posts)
- Included as a co-host of official Facebook event
- Name recognition in participant registration confirmation/event detail emails (2,000 impressions)
- Recognition in 20 marketing emails, including in race operator marketing emails (700,000 estimated total impressions)
- Opportunity to include promotional item in race participants' bag
- Opportunity for custom co-marketing package with additional deliverables based on sponsor interest

EVENT PRESENCE

- Logo inclusion on event signage, mile markers, start/finish line banner, etc.
- Logo on race t-shirts
- Logo on merchandise, medals, race bibs, finisher certificates, participant photos
- Opportunity to have prominent activation space at the event
- Stage recognition at Start/Finish line and during race day activities
- 25 complimentary race entries

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)

\$100,000

\$33,333/year over a 3-year term)

3.9 million

estimated impressions

\$0.03

per impression



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ADVERTISING & PR

- Exclusive title sponsor for 3 race series
- Named as title sponsor in press release(s)
- Mentioned as title sponsor in promotional event advertising
- Prominent logo placement on event website
- Logo inclusion on event promotional banners, postcards, and poster distributed around the community
- Name recognition and mentions on Geist Half Marathon & City of Fishers social media channels (30+ posts)
- Included as a co-host of official Facebook event
- Name recognition in participant registration confirmation/event detail emails (2,000 impressions)
- Recognition in 20 marketing emails, including in race operator marketing emails (700,000 estimated total impressions)
- Opportunity to include promotional item in race participants' bag
- Opportunity for custom co-marketing package with additional deliverables based on sponsor interest

EVENT PRESENCE

- Logo inclusion on event signage, mile markers, start/finish line banner, etc.
- Logo on race t-shirts
- Logo on participant finisher photos
- Opportunity to have prominent activation space at the event
- Stage recognition at Start/Finish line and during race day activities
- 25 complimentary race entries

LICENSING RIGHTS

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

Geist Half Marathon 2025

MEDICAL SPONSOR

\$22,500

\$7,500/year over 3 years

700,000

estimated impressions

\$0.03

per impression



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MARKETING & PR DELIVERABLES

- Exclusive medical sponsor for 3 race series
- Named as Official Medical Provider in press release
- Prominent logo placement on event website
- Logo inclusion on event yard signs, postcards, and poster distributed around the community
- Name recognition and mentions on Geist Half Marathon & City of Fishers social media channels (15 posts)
- Included as a co-host of official Facebook event
- Recognition in 12 marketing emails, including in select race operator marketing emails (230,000 estimated total impressions)
- Opportunity to include promotional item in race participants' bag

EVENT PRESENCE

- Logo inclusion on onsite signage in your sponsored area, as well as additional items designated by your sponsorship category
- Logo on race t-shirts
- Logo on participant finisher photos
- Opportunity to have prominent activation space at the event
- Stage recognition at Start/Finish line and during race day activities
- 10 complimentary race entries

LICENSING RIGHTS

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

Geist Half Marathon 2025

GOLD LEVEL SPONSOR

\$5,500
contribution

200,000
estimated impressions

\$0.03
per impression



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SPONSORSHIP AREAS

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

MARKETING & PR DELIVERABLES

- Named as sponsor in press release
- Logo placement on event website
- Logo inclusion on event postcard and poster distributed around the community
- Name recognition and mentions on Geist Half Marathon & City of Fishers social media channels (5 posts)
- Included as a co-host of official Facebook event
- Recognition in 9 marketing emails to race participants and/or the City's marketing list (50,000 estimated total impressions)
- Opportunity to include promotional item in race participants' bag

EVENT PRESENCE

- Logo inclusion on onsite signage in your sponsored area and additional items designated by your sponsorship category
- Logo on race t-shirts
- Opportunity to have prominent activation space at the event
- Stage recognition at Start/Finish line and during race day activities
- 7 complimentary race entries

LICENSING RIGHTS

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

Geist Half Marathon 2025

SILVER LEVEL SPONSOR

\$3,500
contribution

155,000
estimated impressions

\$0.02
per impression



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SPONSORSHIP AREAS

- Timing
- Official Outfitter
- Age Group Awards
- Signage
- Beer Garden

MARKETING & PR DELIVERABLES

- Logo placement on event website
- Logo inclusion on event poster distributed around the community
- Name recognition and mentions on Geist Half Marathon & City of Fishers social media channels (3 posts)
- Included as a co-host of official Facebook event
- Recognition in 6 marketing emails to race participants and/or the City's marketing list (25,000 estimated total impressions)
- Opportunity to include promotional item in race participants' bag

EVENT PRESENCE

- Logo inclusion on onsite signage in your sponsored area and additional items designated by your sponsorship category
- Logo on race t-shirts
- Opportunity to have activation space at post-race party
- Recognition during race announcements at start/finish line
- 5 complimentary race entries

LICENSING RIGHTS

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

Geist Half Marathon 2025

BRONZE LEVEL SPONSOR

\$2,000
contribution

115,000
estimated impressions

\$0.02
per impression

MARKETING & PR DELIVERABLES

- Logo placement on event website
- Name recognition and mention on Geist Half Marathon social media channels (1 post)
- Recognition in 1 marketing email to race participants and/or the City's marketing list (3,000 estimated total impressions)
- Opportunity to include promotional item in race participants' bag

EVENT PRESENCE

- Logo inclusion on onsite signage
- 3 complimentary race entries

LICENSING RIGHTS

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



Sponsorship agreements must be received by March 14, 2025 to receive all included benefits. Sponsorship agreements received after this deadline may receive lower impressions.

Geist Half Marathon 2025

FRIENDS OF GEIST HALF MARATHON SPONSOR

\$500
contribution

13,000
estimated impressions

\$0.04
per impression

MARKETING & PR DELIVERABLES:

- Name recognition on interior Geist Half Marathon website page
- Recognition in 1 marketing email to race participants and/or the City's marketing list (3,000 estimated total impressions)
- Opportunity to include promotional item in race participants' bag

EVENT PRESENCE

- Logo on signage at water station if staffed with your volunteers

LICENSING RIGHTS

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



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