



2026 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 2026 Race features:

- 5k course (3.1 miles)
- 10k course (6.2 miles)
- Half Marathon course (13.1 miles)
- NEW 1-mile course
- Over 16 waterfront views across Geist Reservoir
- Family and walker-friendly atmosphere
- Team volunteer opportunities

PARTICIPANT DEMOGRAPHICS

17 Years of Geist Half Marathon Race Series

2,484 participants in 2025

54% female

46% male

21-40 average participant age (49%)

Geist Half Marathon 2026

Presented by | TITLE SPONSOR (1-year term)

\$35,000
contribution

ADVERTISING & PR

- Industry exclusive title sponsor of 4 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
- Recognition in 20 marketing emails, including in race operator marketing emails
- Opportunity to include promotional item in digital race participant packet
- 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)



Sponsorship agreements must be received by March 13, 2026 to receive all included benefits. Sponsorship agreements received after this deadline may receive lower impressions.

Geist Half Marathon 2026-29

Presented by | TITLE SPONSOR (3-year term)

\$100,000

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

ADVERTISING & PR

- Industry exclusive title sponsor of 4 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
- Recognition in 20 marketing emails, including in race operator marketing emails
- Opportunity to include promotional item in digital race participant packet
- 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 per year

LICENSING RIGHTS

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

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Geist Half Marathon 2026

MEDICAL SPONSOR

\$22,500

\$7,500/year over 3 years

MARKETING & PR DELIVERABLES

- Exclusive medical sponsor of 4 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
- Opportunity to include logo on race operator marketing emails
- Opportunity to include logo on participants' bag

SOLD OUT

- 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 2026

GOLD LEVEL SPONSOR

\$5,500
contribution

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)
- Recognition in 9 marketing emails to race participants and/or the City's marketing list
- Opportunity to include promotional item in race participants' digital 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

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Geist Half Marathon 2026

SILVER LEVEL SPONSOR

\$3,500
contribution

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
- Opportunity to include promotional item in race participants' digital 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

Sponsorship agreements must be received by March 13, 2026 to receive all included benefits.
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Geist Half Marathon 2026

BRONZE LEVEL SPONSOR

\$2,000
contribution

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
- Opportunity to include promotional item in race participants' digital bag

EVENT PRESENCE

- Logo inclusion on onsite signage
- 3 complimentary race entries

FRIENDS OF GEIST HALF MARATHON SPONSOR

\$500
contribution

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
- Opportunity to include promotional item in race participants' digital bag

EVENT PRESENCE

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

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