



**SPONSOR  
INFORMATION**



Full 26.2 mile "Nature's Marathon" and also the "8390 Rod Portage." Racers will begin their run up the historic Echo Trail. After a partial dirt road run, past the lake scenes and slight detour through historic Winton, the race will finish in downtown Ely. This race is a qualifier for the Boston Marathon as well. Peak color season will be underway in Northern Minnesota so all can enjoy the beautiful scenery and cooler temperatures.

## PORTAGE & RELAY DIVISION

YOUR NAME HERE??

### OPTION 1:

**Half Marathon:** Racers will run the same course as the half-marathon, must be able to finish within 7 hours.

### OPTION 2:

**Full Marathon:** Racers will run the same course as the full marathon, must be able to finish within 8 hours. This event is in the Guinness Book of World Records!

### OPTION 3:

**Full & Half Marathon Relay:** Racers will run the same course as the full marathon but distance will be divided up into no more than 6 sections per team.



## KID'S MARATHON ROOT BEER RUN

**Kid's Marathon Root Beer Run:** Kids are challenged to run a total of 25 miles between now and race day, September 21. This could include running a mile a day, or a week, or even half a mile...the sky's the limit! On race day, they will run the final 1.2 miles of the actual Ely Marathon route, along with the marathon runners. They will finish at the Official Finish Line, receive a Ely Marathon finishers shirt, medal, goodie bag, Dorothy Molter Root Beer, and prizes for the top finishers!

Thank you to Dorothy Molter Museum for sponsoring this race! They are supplying the volunteers, root beer, and classroom party for the winning team.

YOUR NAME HERE??

**FUN AT THE FINISH LINE!**

The marathon's finish line is at Ely's centrally located Whiteside Park. There is plenty of room to host events and activities to keep people busy while they wait for their favorite finisher. We are looking for a group or organization that wants to take advantage of a well placed crowd.

Contact us with your ideas!

# 13.1

Ely, Minnesota

Highland Bank

## HIGHLAND BANK HALF MARATHON

**Highland Bank Half Marathon:** this race takes place on the full marathon route, highlighting views of the Shagawa Lake, Miner's Lake, historic Winton and ending in downtown Ely.



Thank you to Highland Bank for sponsoring this race! Visit any of their locations in Blaine, Ely and Woodbury and tell them your appreciation for supporting healthy active events in the north woods.



**Northern Lights 5K Color & Glow Run:** If you need a warmup run for Saturday's marathon, or if this is your start to training for next year's marathon, look no further than the 5K Glow Run. Runners of all ages take part in this electrifying, lit up race.

Friday, Sept. 20 @ 7:00pm  
Starting in Whiteside Park

Thank you to Northern Lights Clubhouse for sponsoring this race!



Northern Lights Clubhouse

A couple races listed on the left are still available for "PLATINUM SPONSORSHIP." Naming rights are given to these sponsors for 3 consecutive years.

A custom logo can be created for you incorporating your name and logo into a branded theme for that race.

**Want to help promote good health, want to get your product name out there, want to encourage kids to get outside? All these could be answered by sponsoring one of the available races or events. Contact us today to reserve it for your business or organization!**

# TOP 10 Benefits of Sponsoring Local Community Events:

- 1. BRAND VISIBILITY** - the bigger the event, the more press and social media mentions you get before, during, and after the event day.
- 2. TARGETED MARKETING** - Whether you're involved with a local charity drive or craft fair, the right event attracts highly interested customers. Sponsored events often cater to niche audiences or member organization.
- 3. CONSUMER PERCEPTION** - Customers form positive opinions when your business is tied to high-profile events. Customers will assume your business is reliable and reputable if you can sponsor other organizations.
- 4. EFFICIENT LEAD GENERATION** - Think about the amount of time you normally spend hunting for 10 qualified leads. How about 20, 50, or 100? Not only do events bring you a host of compatible customers, but they also show the human side of your business.
- 5. SALES GOALS** - Along with leads, consumer events allow you to rack up sales on the spot. If sales are your top priority, choose an event with high foot traffic and few direct competitors. Putting a deal coupon in the race bags will inspire them to visit your location.
- 6. COMMUNITY GOODWILL** - Strengthening your business image is one of the most valuable benefits of every sponsorship. Customers love brands that care about spreading positive messages and helping the community. Community involvement also sets you apart from larger brands. People have more incentive to support your business if you're invested in the local community.

- 7. CONTENT STRATEGY** - Event sponsorships provide fresh material to expand your content strategy. By connecting with the event holder on social media, you can find relevant audiences to target.
- 8. AUDIENCE INSIGHTS** - Event sponsorship is a beneficial learning experience for new and veteran business owners. After all, a roomful of great minds is better than any one. You get a firsthand look at how other businesses differentiate themselves and attract customers.
- 9. BUSINESS RELATIONSHIPS** - Are you in the market for new partnerships or supplier relationships? Events are great places to find non-competing businesses you can collaborate with in the future.
- 10. RETURN ON INVESTMENT** - Whether you plan to sell or not, events are about starting quality relationships. The goal is to leave with a list of leads to follow up on afterward.



*\*Just like any other transaction, sponsorship roles can be negotiable.*

*The benefits of event sponsorship are endless if you put in the effort to forge connections. Take advantage of every resource the event holder offers to help businesses, especially as a new participant.*

## DEADLINE FOR SPONSORSHIP: JUNE 1, 2024

### TO SIGN-UP CONTACT:

Wendy Lindsay  
run@elymarathon.com  
218-206-4702

or mail funds to:  
Ely Marathon  
229 East Sheridan St.  
Ely, MN 55731



	RACE NAME EXCLUSIVITY FOR 3 YEARS	LOGO ON ALL MARKETING MATERIALS	LOGO & LINK ON WEBSITE	LOGO ON ALL RACE/VOLUNTEER T-SHIRTS	LOGO ON FINISH LINE BANNER	SPONSOR SPECIFIC E-MAIL BLAST	SPONSOR BRANDED MERCHANDISE	INSERT IN RACE BAGS	INCLUDED RACE ENTRIES		
<b>PREMIUM</b>	X	X	X	X	X	X	X	X	12	\$15,000	
<b>GOLD</b>		X	X	X	X	X	X	X	6	\$10,000	
<b>SILVER</b>		NAME ONLY	X	X	X	X		X	2	\$5,000	
<b>BRONZE</b>		NAME ONLY	LOGO ONLY	X	X	X		X		\$2,000	
<b>LODGING</b>			X	NAME ONLY	X			X		\$400	
<b>RETAIL/DINING</b>				NAME ONLY	X			X		\$250	
<b>CONTRIBUTING</b>		<i>(BENEFITS ARE BASED ON DONATION VALUE, CONTACT STONE SOUP FOR ARRANGEMENTS)</i>									IN-KIND