



HYPOTH $\frac{1}{2}$

HYPOTHERMIC $\frac{1}{2}$ MARATHON

**JANUARY
TO
MARCH**



SPONSORSHIP OPPORTUNITIES

Expose your brand to Hypothermic Half's solid network of active participants by sponsoring the event and celebratory spirit it delivers to our communities across Canada.

The event has become a tradition in more than 18 cities across Canada.

Partner with us today!



hypothermichalf.com



BENEFITS

- Prestige of Event
- Awareness
- Exclusive Categories
- Audience Loyalty
- Media Coverage
- Established Track Record
- Logo/Brand Recognition
- Community Investment
- Achieving Your Objectives
- Health, Lifestyle and Fitness Sector
- Employee Wellness, Team Building and Engagement

HISTORY

- Over 5,000 participants
- Events across Canada and Rochester, MN



FEATURES

Opportunity to reach your customer and demographic through:

- **Activation**
Promote company/products in association with the Hypothermic brand
- **Special Events**
Provide prizes or promotional items at events
- **Exposure**
Over 5,000 participants, plus spectators and Running Room customers, will see your company name, products, and services.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Branded Products
- Media Features
- Banners
- Keepsake

TITLE & PRESENTING SPONSORSHIP

Opportunities available, please contact:

Liz Caine

lcaine@runningroom.com

MARKETING

- **Website** - Hypothermic Half is listed as a featured race on Running Room's website, has a prominent location on Running Room's homepage throughout November–March, and has banner ads running throughout runningroom.com. The Running Room website has **3.5 million visits/year**.
- **Emails** - We send 7–10 emails advertising Hypothermic Half to our **database of over 130,000**.
- **Magazine** - Full page ads for Hypothermic Half will appear in the September/October, November/December and Jan/Feb issues of the *Running Room Magazine*, which is distributed to **100,000 customers**
- **Training Programs**- Running Room has Training Programs focused specifically on the Hypothermic Half

SOCIAL MEDIA EXPOSURE

Posts on Hypothermic Half and Running Room's Facebook pages begin in May with the launch of registration. Beginning with 1–2 posts a month for the start of registration with steady increase each month until the weeks leading up to the event, with 5-10 posts created each week.

- **Running Room Facebook:** 113,000+ followers
- **Running Room Twitter:** 27,600+ followers
- **Running Room Instagram:** 14,000+ followers
- **Hypothermic Half Facebook:** 3,000+ followers

John Stanton, founder of Running Room, promotes the event on his own social media pages creating further interest.

SPONSOR RECOGNITION LEVELS

RECOGNITION TYPE	GOLD	SILVER	BRONZE
Business Category Exclusivity	✓		
MARKETING MATERIAL			
Brochures	✓	✓	
Posters	✓	✓	✓
MEDIA			
Print	✓	✓	✓
Social Media	✓	✓	✓
Website	✓	✓	✓

INTEGRATED MARKETING & COMMUNICATIONS PROGRAM

PROMOTION

ADVERTISING

INCENTIVES

MEDIA RELATIONS

SOCIAL MEDIA

BUILD AWARENESS,
PARTNERSHIPS &
RELATIONSHIPS

REGISTRATION &
PARTICIPATION

COMMUNITY &
VOLUNTEERS

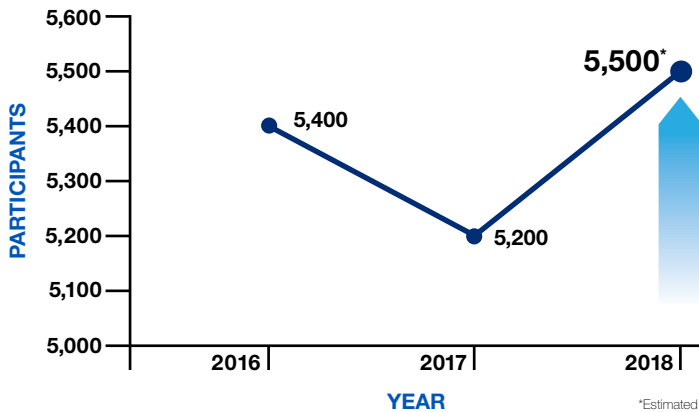
SPONSORS &
EXHIBITORS



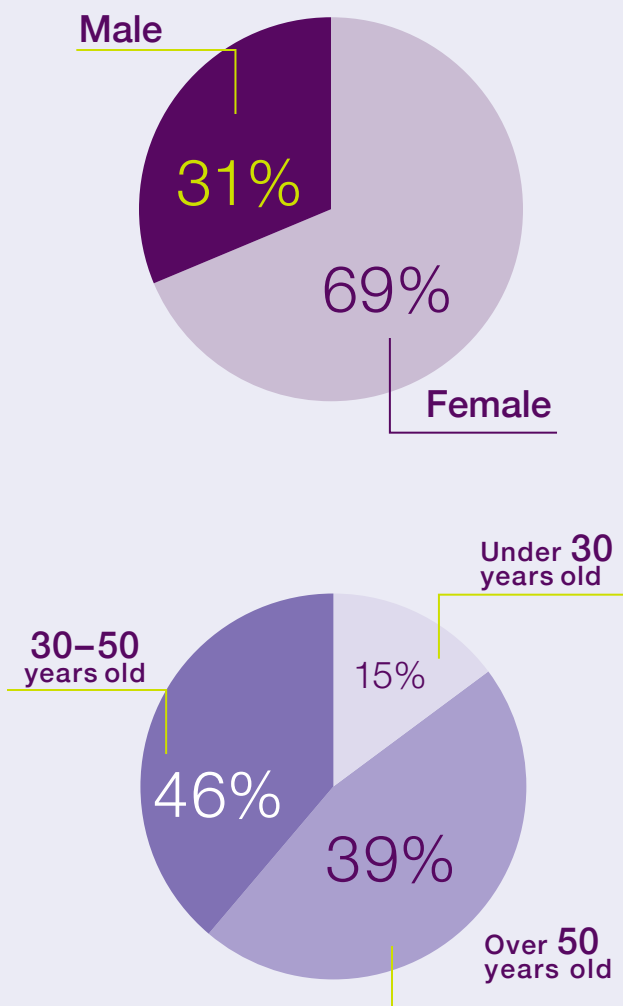
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REGISTRATION



DEMOGRAPHICS



VALUE OF SPONSORSHIP

Prestige of Association with the Event

- Attracts national and international participants
- Business exposure

Awareness

- Puts brand in the public eye

Exclusivity

- Category exclusivity within the same industry (depending on level of sponsorship)

Audience Interest/Loyalty

- Participants and sponsors return year after year
- Media Coverage Potential
- Local, regional, and national coverage

Title Sponsorship - \$15,000/year

Established Track Record

2019 will be the 18th annual event
Logo/Brand Recognition

- Long-term sponsorship relationship builds recognition

Community Investment

- Volunteers drawn from the community
- Brand recognition reaches non-participatory groups



For more info, please contact:
Event Director: Liz Caine
lcaine@runningroom.com

Total Attendance: **Approximately 7,000**
(including spectators)



hypothermichalf.com