


SPONSORSHIP



Get them. Keep them.

DENVER 
COLFAX MARATHON.

PRESENTED BY  **cigna**
healthcare

In a hour...

Trends

Create realistic acquisition strategy

Assets – valuation – sales

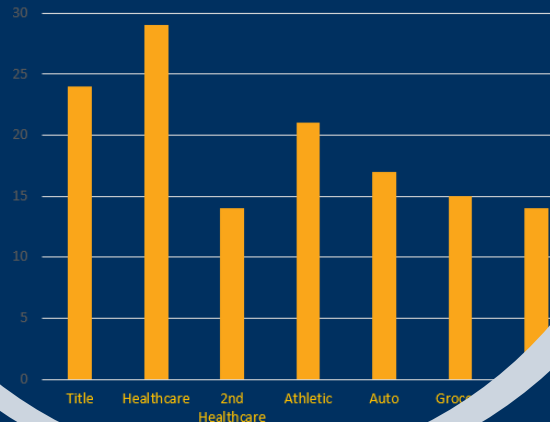
Get efficient

Get them to come back

Great Activations - Over Deliver - Home Runs

Epic Fails





Write 1,2,3,4,5



Trends

Races 5K-30k runners

SELLING

- More Competition - NOT races
- Networking!!
- They want ZOOM – passionless
- Wait until I get \$\$
- Will give budget range 😊
- Industry shift

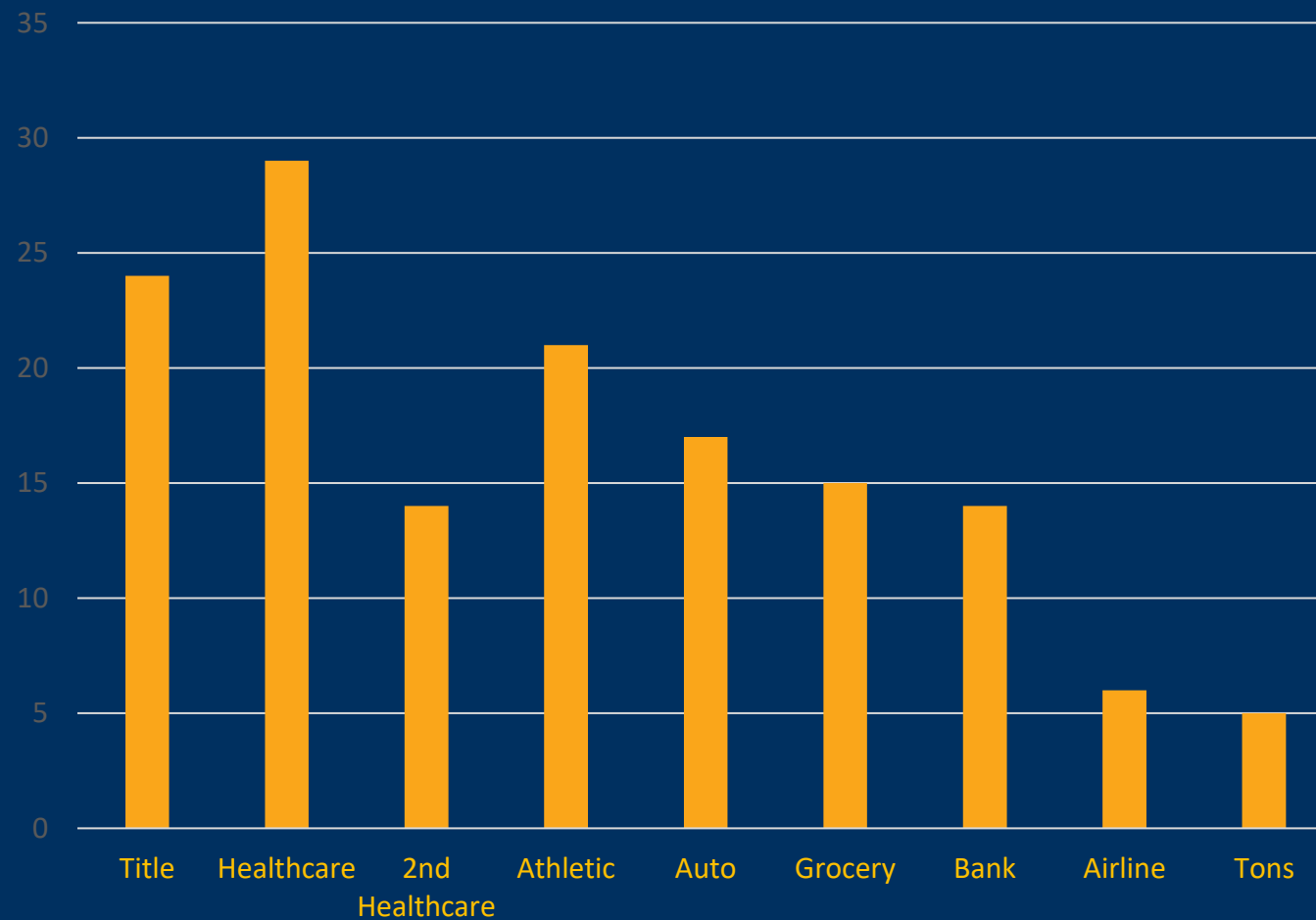
THE DEAL

- ONE Year - cash
- Less activation energy
- In-kind/cash → inkind
- Harder to get more deeply involved
- More → expo booth



Industries that are hot to give CASH

38 races - 10k-30k runners



2016 – same but also
finance, invest, legal,
fitness centers



Trends vary – smaller races

DELMO SPORTS

- 100% - personal relationships
- Title – don't want the hottest trend or to "sell"
- What GOOD are you doing
- No logo soup - 2 big sponsors get it all
- Love the Culture of charity and racing
- No trends on industries

HAL SPORTS

- Sell assets like photos
- Running stores – bib pickup up \$x/bib
- Two types – altruistic, services/co's that want ROI
- Bronze/silver/gold can be ok
- Can bundle races



Develop Realistic Sponsor Strategy

Big or Small

\$\$\$ Goal

Assets & Valuation

In-Kind

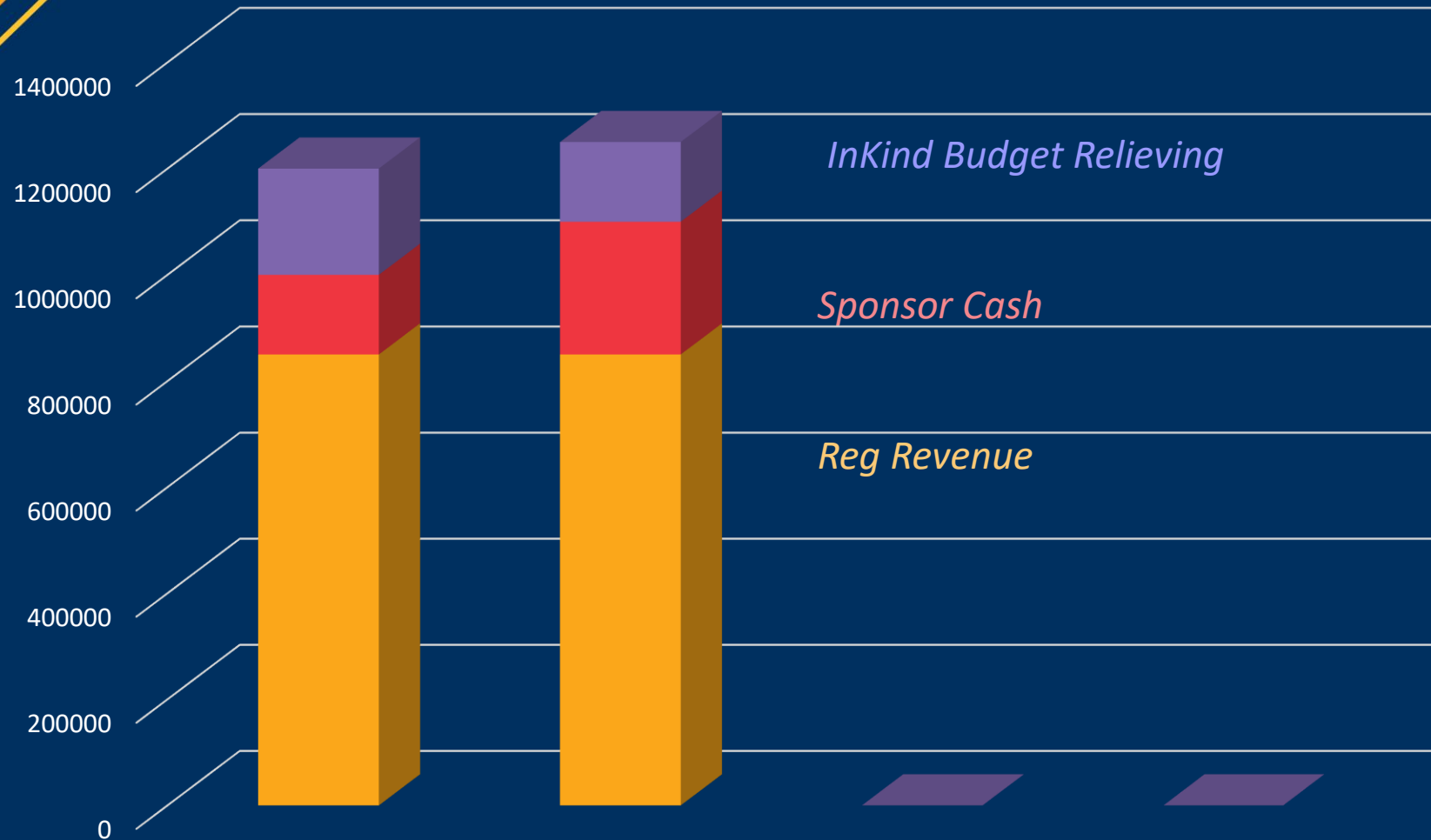
Don't do it

Who sells

Getting leads



Sponsorship Goal – Cash & Inkind



Cash 15-25% of budget

Inkind 15-20%

Fluff is 0%

What Assets Can I Sell For Cash

No logo soup – sell assets so they come back

BRANDING

- Title
- Volunteers
- Refreshment Zone
- Relay
- Runner Photos
- Runner Tracking/Results
- Festival
- Expo assets
- ?Each distance race
- Bib pick up
- Staff clothing

BRANDING

- Ambassadors
- Awards Evening
- Kick off Race – 5K
- Photo opps
- Training tips
- Shuttles
- Gear Check
- Oversized Booths
- Paying for inkind – Arrow on Trash Cans

CHARITY/WELLNESS

- Charity Partners
- Hydration Stations
- Sustainability
- Youth Program
- Medical tips
- Medical tents
- Volunteers

Valuation & exclusivity

How to value your assets

- Professional
- Art – SOUNDS great, high demand
- Photos - Quantify the reach
- Compare to their billboard campaign

Should I offer exclusivity

- Big guys
- It's their top ask
- Category isn't popular
- Make it specific

| Item Description | Quantity | Unit Price | Total Value |
|---|----------------|------------------|-------------|
| Dedicated scaffolding signage (less visible positioning) | 60"x10" | Per Banner | \$3,886 |
| Dedicated finish line chute signage | 58"x10" | Per Banner | \$3,886 |
| Dedicated start line chute signage | 58"x10" | Per Banner | \$3,886 |
| Dedicated signage on inside fencing within Beer Garden | 60"x10" | Per Banner | \$3,886 |
| Dedicated free-standing signage within Sponsor Village | TBD | Per Sign | \$3,886 |
| Tagged event signage (presenting only) | TBD | Per Banner | \$3,886 |
| Logo on mile markers (presenting only) | Logo Inclusion | All Mile Markers | \$17,962 |
| Dedicated signage at relay exchange zones | TBD | Per Station | \$17,962 |
| Branded corporate village | TBD | One Sponsor | \$3,886 |
| Branded stage at finish line | TBD | Per Stage | \$3,886 |
| Dedicated Refreshment Zone signage | TBD | Per Station | \$17,962 |
| Tagged event signage at Health & Fitness Expo (presenting only) | TBD | Per Banner | \$3,886 |
| Sponsor dedicated signage at Health & Fitness Expo (on mock start line) | TBD | Per Banner | \$3,886 |
| Branded registration/check in area at expo | TBD | Per Area | \$3,886 |
| Company executive invited as official starter of race | N/A | Per Opportunity | \$3,886 |
| Sponsor participation in award ceremony | N/A | Per Opportunity | \$3,886 |
| Exhibit space/sampling on race day in Sponsor Village | 10'x10' | Per Exhibit | \$3,886 |
| Vehicle display near Sponsor Village on race day | N/A | Per Vehicle | \$3,886 |
| Sponsor branding on event pace cars | Logo or wrap | Per Vehicle | \$3,886 |
| Offer/coupon/promo item in racer's goodie bag | Logo Inclusion | Per Item | \$17,962 |
| Logo presence on race goodie bag (presenting only) | Logo Inclusion | All Goodie Bags | \$17,962 |
| Prominent logo presence on race t-shirts | Logo Inclusion | All T-Shirts | \$3,886 |
| Prominent logo presence on volunteer t-shirts | Logo Inclusion | All T-Shirts | \$3,886 |
| Logo presence on race bibs (Sunday events) | Logo Inclusion | All Bibs | \$3,886 |
| Offer/coupon on race bibs (Sunday events) | TBD | Per Offer | \$3,886 |
| Logo presence on race bibs (S&K) | Logo Inclusion | All Bibs | \$3,886 |
| Offer/coupon on race bibs (S&K) | TBD | Per Offer | \$3,886 |
| Official timing sponsor (includes all signage) | N/A | Per Sponsorship | \$3,886 |

In-Kind Budget Relieving

Prioritize

LOW HANGING FRUIT

- Refreshment food
- Beer
- Water
- Medical supplies
- Rental trucks
- Staff clothing
- Legal work
- Hotel nights
- Social media trade
- *Same as 2016 w/o social*

REALLY HARD

- Police
- Where you are a big client
 - Fencing
 - Portapotties
 - Waste
 - Rentals
 - Signs
- Permits

Who to Avoid

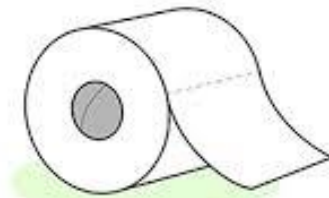
Pot

Controversial issues/groups

Anything your title asks you to avoid

- Unhealthy food (McD's)
- CBD in the early days

Political campaigns/candidates



This is right.
(good)



This is wrong.
(bad)

Where to get leads

AI – ChatGPT – Ask Doug

Outside Sales – They should come with leads

Research/Narrow

Business Journal/news

Who is sponsoring the sports, festivals

Networking

Board, Colleague

Sponsors, Chamber, City events

Be Specific in Your Ask



Who will sell?

- Internal only
- External
 - Have Leads? Exclusive?
 - Retainer/commission –
 - % varies - New, renew, inkind budget relieving
 - Remove hard costs
 - 1 shot at a company
 - Join meetings
 - Pre-approve
 - *No emailing proposals*
- Combine Internal/external
 - More feet on the street
 - Need - rules and talking
 - **SEE ME AFTER CLASS**



2 Steps to hook your sponsors



Barbed hooks are illegal in the US

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The First Date

- Bring your A Game – *you have competition*
- Passion – *30 second video*
- Goals - *Community vs Branding*
- Budget range? - You'll provide options
- Dangle
- Next step – we meet in person
- *Don't bring a proposal*



The second date...

In person

Review their goals

Proposal

- Passion
- they will email it internally
- 2-3 options in budget

Which aligns the best?

- We'll tweak it once you give thumbs up

Close – Their timeline, Your Deadline

Get them hooked



Get organized

One database/spreadsheet w action dates

| Exclusivity | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------------------|------------|--------------------------------------|-------------|------------------------|------|---------|---------------|------------|--------------|------------|----------------------------------|-----------------------|----------------------|------------------|--------------------|----------------|--------------------|----------------------------|-------------------------|--------------------------|-------------------|----------------------------|--------------------------|------------------------|---------------------------------------|--------------------|------------------------------|-----------------|
| Overview | | | | | | | On-Site | | | | | | | | | | | | | Online/Digital Marketing | | | | | | | | |
| Sponsor | Commitment | Asset Ownership | Exclusivity | Exclusivity Category | Term | Years | Booth at Expo | Booth Size | Tent at Park | Tent Space | Executive to speak at race start | Hold finish line tape | Logo on race apparel | Race Apparel | Start/Finish Truss | Relay Exchange | Start/Finish Chute | Logo Special Asset Signage | Special Asset | Event day Announcement | Announcement Freq | Logo Special Asset Webpage | Webpage | Logo on website footer | Opp for content in Monthly Newsletter | Number of articles | Opp for social media content | Number of posts |
| The Denver Post | In-kind | | Yes | Print media | 1 | | Yes | 10x10 | Yes | 10x10 | No | No | No | | Yes | Yes | Yes | No | | Yes | High | No | | Yes | Yes | 4 | Yes | |
| Associate Sponsor | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chevron | Cash | Volunteers | | | 1 | | Yes | 10x10 | Yes | 10x10 | No | No | Yes | Volunteer Shirts | Yes | Yes | Yes | Yes | Volunteer's signage | Yes | High | Yes | Volunteer's | Yes | Yes | 2 | Yes | |
| Common Spirit | Cash | Runner photos | | | 1 | | Yes | 10x10 | Yes | 10x10 | No | No | No | | Yes | Yes | Yes | Yes | Runner Photos | Yes | High | Yes | Runner Photos | Yes | Yes | 3 | Yes | |
| Walker & Dunlop | Cash | Charity Partners, Awards Celebration | Yes | Commercial Real Estate | 2 | 2024-25 | Yes | 10x20 | Yes | 10x20 | Yes | No | Yes | Sat & Sun bibs | Yes | Yes | Yes | Yes | Charity Partner signage | Yes | High | Yes | Charity Partners Program | Yes | Yes | 4 | Yes | |
| Supporting Sponsors | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Terumo BCT | Cash | Hydration Stations | | | 1 | | Yes | 10x10 | Yes | 10x10 | No | No | No | | No | Yes | Yes | Yes | Hydration Stations | Yes | High | Yes | Course maps | No | Yes | 3 | Yes | |
| Contributing Sponsors | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Boyer's Coffee | In-kind | Spectator Food Zone | Yes | Coffee | 1 | | Yes | 10x10 | Yes | Custom | No | No | No | | Yes | Yes | Yes | Yes | Coffee Zone | Yes | Medium | No | | No | Yes | 1 | Yes | |
| Constellation Brands/SGWS | In-kind | Wine | | | 1 | | Yes | 10x10 | Yes | Custom | No | No | Yes | Sun pull tab | Yes | Yes | Yes | Yes | Wine | Yes | Medium | No | | No | Yes | 3 | Yes | |

Don't Make Life Hard

Proposal



Agreement



Activation Plan



3 docs only, morph
All optional ideas in these

Activation plan for each Sponsor

Sponsor Name

2023 Sponsorship Activation Plan
May 19-21

Colfax Marathon Activation Contact:

Melissa Bissett, Director of Sponsorships and Special Projects
melissa@runcolfax.org • (720) 218-4191

| SPONSOR BENEFIT | NOTES / SPECS | DEADLINE/STATUS |
|--|---|---|
| Advance Marketing/Communications | | |
| Newsletter Content: | | |
| Editorial content to be featured in two (2) newsletters (Examples on page 2) | Should appear informative or beneficial to runners. Approximately 100 words. | Newsletter send dates: 4/4 and 5/2, content required 3/31 and 4/28 respectively |
| Social Media: | | |
| Content for CM social media outlets (Examples on page 2) | Should appear informative or beneficial to runners. Send blurbs/posts along with desired run dates (we cannot guarantee exact run dates). | Monday, March 20 (We will schedule posts as soon as we receive) |
| Virtual Race Bag: | | |
| Offer for Virtual Race Bag (must be an offer, not just an "ad") | All offers sent to runners the week before the race. Offer should be in PDF format. | Friday, April 28 |

All encompassing


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How to Keep Them...

Get Creative
Get Them Passionate

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How to Keep Them...

Homerun Activations

ASK FIRST – What is important to them?

- Mazda – interact with the car
- Healthcare co - Human Kindness – personal touch
- Kept KP for 10 years – gov't audience



How to Keep Them...

Free & Easy

HELP THEM OUT!!!

- Write articles/posts
- Reg credit options
- Organize their activation

Keep them excited - Newsletter

Say Yes to REI



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How to Keep Them...

Integrate into their marketing

- PR
- TV anchors
- *Volunteer reg shot up*



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How to Keep Them...

Under Promise and Over Deliver

WHY-

- Renewal
- Re-excite a fizzler

YES -

- For big \$\$
 - Be careful – Don't set a precedent

EASY

- Reg credits
- Social media/contest that benefits you

DON'T

- Give extra asset



How to Build Up Hype
and Excitement
for an Event

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How to Keep Them...

Comprehensive Event Summary

PURPOSE – Renewal

Never email – “we are bringing gifts”

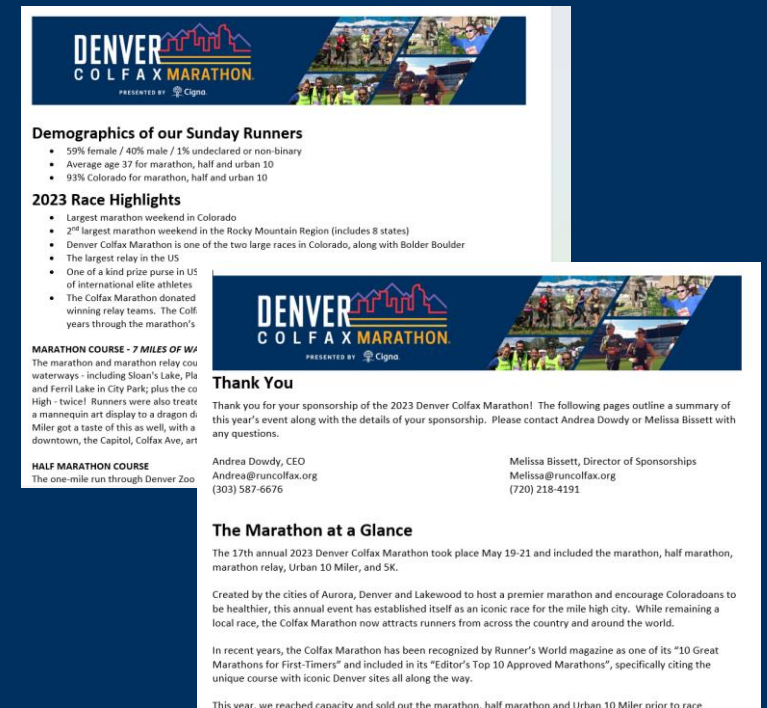
Hit while they are hot

Highlights, Mktg stats,...

Sponsor specific photos - activations

Majors – their assets/benefits

When they circulate it internally it should sell the renewal



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Demographics of our Sunday Runners

- 59% female / 40% male / 1% undeclared or non-binary
- Average age 37 for marathon, half and urban 10
- 93% Colorado for marathon, half and urban 10

2023 Race Highlights

- Largest marathon weekend in Colorado
- 2nd largest marathon weekend in the Rocky Mountain Region (includes 8 states)
- Denver Colfax Marathon is one of the two large races in Colorado, along with Boulder Boulder
- The largest relay in the US
- One of a kind prize purse in US of international elite athletes
- The Colfax Marathon donated winning relay teams. The Colfax years through the marathon's

MARATHON COURSE - 7 MILES OF WATERWAYS
The marathon and marathon relay course waterways - including Sloan's Lake, Platte and Fossil Lake in City Park; plus the Colorado High - twice! Runners were also treated to a mannequin art display to a dragon di. Miller got a taste of this as well, with a downtown, the Capitol, Colfax Ave, art

HALF MARATHON COURSE
The one-mile run through Denver Zoo

Thank You

Thank you for your sponsorship of the 2023 Denver Colfax Marathon! The following pages outline a summary of this year's event along with the details of your sponsorship. Please contact Andrea Dowdy or Melissa Bissett with any questions.

Andrea Dowdy, CEO
Andrea@runcofax.org
(303) 587-6676

Melissa Bissett, Director of Sponsorships
Melissa@runcofax.org
(720) 218-4191

The Marathon at a Glance

The 17th annual 2023 Denver Colfax Marathon took place May 19-21 and included the marathon, half marathon, marathon relay, Urban 10 Miler, and 5K.

Created by the cities of Aurora, Denver and Lakewood to host a premier marathon and encourage Coloradans to be healthier, this annual event has established itself as an iconic race for the mile high city. While remaining a local race, the Colfax Marathon now attracts runners from across the country and around the world.

In recent years, the Colfax Marathon has been recognized by Runner's World magazine as one of its "10 Great Marathons for First-Timers" and included in its "Editor's Top 10 Approved Marathons", specifically citing the unique course with iconic Denver sites all along the way.

This year, we reached capacity and sold out the marathon, half marathon and Urban 10 Miler prior to race

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Epic Fails

Do NOT

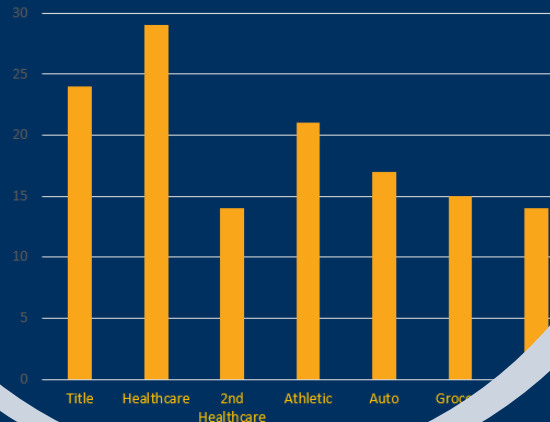
- Pester Sell
- Forced Favor Sell
- Pitch a 2 year deal - w/o asking if they can do 2 years
- Sell a dumb asset
- Sell a contest/promo that won't work – QR codes on poster
- Sell activation that is too much work for Ops
- Live on Zoom – impersonal - you will lose Y2 due to budget cut
- Email canned proposals blind – you blew your one shot
 - B/S/G can work for small...
- Stop being creative



Try Harder

- Passion/fun/friendship
- Be WAY MORE creative
 - Preschool as a sponsor for 6 years
 - Add Africa
- Take top 8 sponsors to lunch pre-race
- Brainstorm in person mid-year – extend w/in company
- Strike while it's hot - event summary that sells
- Can't get a 2 year deal – get a thumbs up
- Be willing to start small and prove your worth





Did you write down 5
Did you write 5 things?

