



On Sunday, November 5, 2017, several hundred runners will descend upon beautiful Bowling Green for this city's only marathon, the 2017 bg26.2 & half marathon. The race presents a rare opportunity for your company/organization to connect with a very desirable demographic group, and this letter outlines both the "why" and the "how" of becoming a partner with the 2017 bg26.2 & half marathon.

Why To Partner With the bg26.2 & half marathon

By partnering with the 2017 bg26.2 & half marathon, your company/organization can directly reach and appeal to this dynamic group of participants and their above-average incomes. At the same time, your company/organization can support this one-of-a-kind community event and its efforts to 'move together toward a world free of multiple sclerosis,' which is the stated goal of the beneficiary organization, the National Multiple Sclerosis Society. In 2014, the bg26.2 was able to present the National Multiple Sclerosis Society with a check for \$14,000 to assist in research to cure this debilitating disease. We were able contribute \$15,000 in 2015 and 2016.

In its Inaugural running on November 4, 2012, the bg26.2 & half marathon drew well over 200 registrations from over a dozen states. Runners from Spokane, Washington to Fort Meyers, Florida (and all points in between) joined a predominant group drawn mostly from south-central Kentucky and middle Tennessee. This was a truly remarkable showing for a first-time event, especially considering that pre-race advertising and promotion was limited due to one-time delays associated with approval of the race course itself.

We are planning for between 900 and 1000 runners for the 2017 bg26.2 & half marathon. In addition to these runners, we will host the 5th running of the **KIDS ONLY RUN**, an event for elementary school-aged children to encourage and develop running among that constituency; more than 500 children will be expected to participate. We also will be a part of the 3rd running of the local race series called the **bg3** which involves the BG Noon Lions Club Run for Sight 5K, The Med Center Health 10K and the bg26.2. This race series will have its own built-in appeal to businesses, organizations, church groups, etc. With such growth laying before us, the 2017 bg26.2 & half marathon also likely represents the last and best opportunity to 'get in on the ground floor' of what will be a hot commodity event going forward.

In addition to the **bg3** race series, the bg26.2 & half marathon will be participating for the third year with a state-wide race series – **The KY Mad-Halfers** – involving half marathons in Frankfort (The History Half) and Mt. Vernon (Renfro Valley Rock-n-Run Half). This also is the second year that the **bg26.2 half marathon** has been selected as the RRCA Kentucky State Championship Event!



How To Partner With the 2017 bg26.2 & half marathon – a Boston Qualifying Race

The most critical step to partnering with the 2017 bg26.2 & half marathon is to act quickly. We are actively targeting and verifying partners at this time, and will redouble those efforts after the first of the year. Out of necessity, requests for exclusivity within a business category or segment, or within a sponsorship level, are being addressed on a 'first come-first served' basis. Early response also ensures the greatest level of penetration and saturation for your company/organization's brand. By acting now, your company/organization can ensure that your sponsorship of the 2017 bg26.2 & half marathon is publicized - - to potential participants, confirmed participants, hundreds of volunteers, and the community at large - - from the earliest promotion of the event.

The enclosed schedule reflects the available levels of sponsorship, and the corresponding benefits available to your company/organization at each level. We have thoughtfully designed these options to provide genuine value to our partners, and to provide cost-conscious access to partners across the sponsorship spectrum. We also enjoy the ability (and reserve the right) to work closely with prospective partners to design a more tailored sponsorship plan, if none of the scheduled options offers the right fit. We are requesting that all sponsorship funds be paid no later than September 18, 2017; payment at the time of a sponsorship agreement will secure your commitment, allow use of your company/organization's brand, and, if available or applicable, secure exclusivity for your sponsorship. Some of our sponsorship levels may allow your company/organization to supply race participants or volunteers. We believe this presents an opportunity for more thorough integration and development of our partnership. However, we do not literally require your company/organization to provide race participants or volunteers, and your participation at a particular sponsorship level is not contingent thereon.

Expo Information

Saturday, November 4, 2017 – National Corvette Museum (exit 28 I-65) 5:00pm – 8:00pm
Tables and chairs are furnished. All vendors need to be setup by 4:45pm. Complimentary pasta dinner included.

In closing, I am also including a listing of the members of our Steering Committee who have given and will continue to give countless hours to the planning and production of this event. Please contact any of those listed below to discuss your company/organization's sponsorship of the 2017 bg26.2 & half marathon, or if you require any additional information.

Now, off to the races!!

Sincerely,



Lilly Riherd
Race Director, bg26.2 & half marathon
270-791-2346

2017 bg26.2 Steering Committee

Lilly Riherd - Race Director
Ryan Reed - Co-Race Director
Jennifer Burgett – Co-Race Director / Registration Coordinator
Doug Frint – Cyclist Volunteer Coordinator
Ryan Dearbone – Sponsorship Coordinator
Lucy Eversman – Social Media Coordinator
Cort Basham & Janice Lockwood – Children's Event Coordinator
Harlan Holmes – IT Specialist / Training Coach
Matt Idlett – Volunteer & Water Station Coordinator
David Haynes - Volunteer Committee
Katie Moore – Volunteer Committee
Nikki Duff – Volunteer Committee
Candace Richardson – Volunteer Committee
Kevin Lockwood – Course Monitor

SIGNATURE SPONSOR (\$10,000)

- Company logo on all marketing materials and email newsletters
- Company name mentioned in all press releases
- Company logo on finishers shirts and volunteer beanies
- Company logo on race bibs
- Company logo on mile marker sign
- Company logo on runners bags
- Opportunity to include company items in runners bags
- Logo and link directly to your website homepage from <http://bg262.com> homepage
- Company logo on banners at start/finish line
- Opportunity to setup vendor display at pasta party (SkyDome @ National Corvette Museum) and day of race
- 10 Free Race Entries

PREMIER SPONSOR (\$2,500)

- Company logo on all marketing materials and email newsletters
- Company logo on finishers shirts and volunteer beanies
- Company logo on race bibs
- Company logo on mile marker sign
- Company logo on runners bags
- Opportunity to include company items in runners bags
- Opportunity to setup vendor display at pasta party (SkyDome @ National Corvette Museum) and day of race
- 2 Free Race Entries

EXECUTIVE SPONSOR (\$1,000)

- Company logo on all marketing materials and email newsletters
- Company logo on finishers shirts
- Company logo on runners bags
- Company logo on mile marker sign
- Opportunity to include company items in runners bags

SUPPORTING SPONSOR (\$500)

- Company logo on email newsletters
- Company logo on finishers shirts
- Company logo on runners bags
- Company logo on mile marker sign

COURSE SPONSOR (\$250)

- Company logo on finishers shirts
- Company logo on water station sign/banner

EXPO/PASTA DINNER – DAY OF RACE EXHIBIT – Saturday & Sunday (\$400)

EXPO/PASTA DINNER EXHIBIT - Saturday, Nov. 4 (\$250)

DAY OF RACE EXHIBIT - Sunday, Nov. 5 (\$200)

Company Name _____

Contact Person _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

- ____ SIGNATURE SPONSOR (\$10,000)
- ____ PREMIER SPONSOR (\$2500)
- ____ EXECUTIVE SPONSOR (\$1000)
- ____ SUPPORTING SPONSOR (\$500)
- ____ COURSE SPONSOR (\$250)
- ____ IN-KIND DONATION (contact Lilly if interested)
- ____ EXHIBIT Both Saturday & Sunday (\$400)
- ____ EXHIBIT – Saturday (\$250)
- ____ EXHIBIT – Sunday (\$200)

Please return to:

bg26.2 & half marathon

PO BOX 2652

Bowling Green, KY 42102

270.791.2346

Make checks payable to: **bg26.2 & half marathon**