

# The 2010 Metro Health Grand Rapids Marathon

**26.2 Mile Marathon**  
**13.1 Mile Half-Marathon**  
**Marathon Relay**  
**Kids Marathon**  
**Health & Fitness Expo**

The first Grand Rapids Marathon was held on Halloween in 2004, with an overwhelming response from our local running community in participation, volunteering and spectator support.

Now, in our seventh year, over 5000 total participants will take part in the Marathon, Half-Marathon, and Marathon Relay. In addition, nearly 1500 kids (along with their parents) are expected for our Kids Marathon, held on Saturday of that same weekend.

It's a festival of fun with thousands of goal-oriented, healthy people joining in the celebration.

## **GROWTH!**

The increasing numbers and impact of our event continues. From the 930 runners in 2004, our 2009 numbers for the Marathon, Half-marathon, and Marathon Relay grew to over 3800. Add to this our "events surrounding the event,"—our Kids Marathon, with nearly 900 kids involved, a volunteer corps of over 800, and a Health and Fitness Expo at the David D Hunting YMCA the day before the race—and our participation grows to many thousands.

## **IMPACT**

This event is having a SIGNIFICANT IMPACT in our community and across the nation! Runners recognize us as a top-notch marathon, evidenced by comments on Marathonguide.com, and we serve as one of the top qualifying marathons for the Boston Marathon.

With our mission of improving the health and well-being of our communities, a partnership can be a wonderful fit for your organization. In only six short years,



thousands of runners from age three to age 80+ have participated in our event. Over two-thirds are from Michigan. Nearly half are from the West Michigan region.

### **EXPOSURE**

With this sponsorship, you will be identified with the second largest marathon in Michigan—a major sporting event. Unlike seasonal sports, marathon identification and recognition happens year-round. Every week over seven thousand runners are contacted via our email newsletters, and receive valuable training and as well as information about our sponsors. Runners train year-round. We keep in touch with them year-round. A partnership linking your company with our event will provide continual promotion to an audience of goal-oriented, healthy individuals.

### **RETURN ON INVESTMENT**

The Metro Health Grand Rapids Marathon and related events offer substantial return on investment, including a media plan that returns an estimated \$155,000 of paid and earned media. The media plan includes:

- Participation in our paid print and other advertising
- Impressions to over 7000 weekly email newsletter recipients
- News stories, articles and press releases on TV, Radio, and Print Media
- Live coverage leading up to and on the day of the event

### **RETURN ON MOMENTUM**

As the Metro Health Grand Rapids Marathon and the surrounding events continue to grow, we look forward to developing more partnerships with our community. While this is our seventh year, we're still a young and rapidly growing event. You can still get in near the ground floor!

Nationally, growth in the number of marathon finishers rose by 9.9% from 2008 to 2009. The "market" for our product continues to grow, and all of our sponsors reap the benefits.

Many sponsor opportunities are available, depending upon your desired level of exposure.

We'd like to invite you to join us.

and the adventure continues....

Don Kern, Race Director