

The background of the slide is a photograph of a large white banner hanging from a metal truss structure. The banner features the text "UNIVERSITY OF MICHIGAN HEALTH WEST" in small letters, "Grand Rapids Marathon" in large blue letters, and "START / FINISH" in large grey letters. The scene is set outdoors with trees and a building visible in the background.

# 20<sup>th</sup> Annual University of Michigan Health-West Grand Rapids Marathon

October 14-15, 2023

David D Hunting YMCA  
Downtown Grand Rapids, Michigan

# Event Summary

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

Now, going into our 20<sup>th</sup> year, nearly 5000 total participants will take part in our race weekend, including the Marathon, Half-Marathon, Marathon Relay, 5K and 10K and Kids Marathon

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

# **Our Events**

Sunday events:

**University of Michigan Health-West Marathon 26.2 miles**

**Foster Swift Half Marathon 13.1 miles**

**Pepsi Zero Sugar Marathon Relay**

**Run Thru the Rapids 5K & 10K** (with the YMCA Service Club to support YMCA Camp Manitou-lin)

And Saturday events:

**Health & Fitness Expo**

**Grand Rapids Kids Marathon presented by Family Capital Management**

# Media

## **SOCIAL MEDIA**

Facebook page with over 10,000 likes; over 45,000 engagements, (Sept - Nov) with minimal paid advertising.

Instagram page with over 1,000 followers; over 60,000 impressions, (Sept-Nov).

Twitter page with 1,000 followers, over 80,000 impressions, over 350 mentions (Sept-Nov).

Cross promotion on social media with our other events including Groundhog Day Marathon, Millennium Meadows Marathon, and Last Chance BQ.2 Marathon

## **EMAIL NEWSLETTER**

Nearly 20,000 subscribers to **Marathon News from Grand Rapids email newsletter.**

Published every Thursday, with occasional special editions and every day for the 10-day countdown to race day. Open rate for weekly newsletters is between 22% & 26%

## **TELEVISION**

Local TV coverage in the form of pre-event interviews on WOOD-TV, WZZM, WXMI, WWMT.

Media partner WOOD-TV 8 providing full day-of-event coverage.

# Demographics

## Age

Under 18	2.4%
Ages (18 - 29)	23.6%
Ages (30 - 39)	28.6%
Ages (40 - 49)	23.5%
Ages (50 - 64)	19.0%
Over 65	3.0%
<b>Total</b>	<b>100%</b>

## Gender

Male	48%
Female	52%

## Locations

Michigan	87%
Other States/Countries	13%
Within driving distance	66%
Total outside of West Michigan	34%

# Our Other Events



## **Millennium Meadows Marathon, Half Marathon, 10K**

6<sup>th</sup> Annual

August 27, 2023

<http://millenniummeadowsmarathon.com>

Our BQ.2 course is so beautiful, we wanted to share it with runners of every speed! So, two weeks before the BQ.2, we're holding an event for everybody. With a marathon, a 13.3-mile half marathon (with a certified half marathon split at 13.1) and a 10K race, we'll show off the beautiful Millennium Park to runners from all over the country.

# Our Other Events



## **Last Chance BQ.2 Marathon – Grand Rapids**

September 10, 2023

10<sup>th</sup> Annual

<http://lastchancebqgr.com>

Targeting runners who have a high likelihood of qualifying for the BAA Boston Marathon, this event in its first two years held the distinction of having the fastest average finishing times of any marathon. Annually, this is the #1 Boston Qualifying Marathon in the nation. (Based on percentage of finishers)

# Our Other Events



## **Groundhog Day Marathon**

February 2-3, 2024

12<sup>th</sup> Annual

<http://www.groundhogmarathon.com>

## **Marathon, Half Marathon, “Groundhog Eve” World Championship 1/6 Marathon**

Reminiscent of the movie Groundhog Day, the runners have the opportunity to relive the same day over and over again, running the 4.4-mile course and crossing the finish line six times in order to finish the marathon. It’s a great event to enjoy our Michigan winter. Our mascot, Grand Rapids Gus (much more interesting cousin of the famous Punxsutawney Phil) invites hearty souls with a great sense of humor to join us for this great winter event. Half-marathon option is available on race day, and on the night before we have a moonlight 1/6 marathon with headlamps for those looking for a shorter option or perhaps a warmup for the main event.



# Sponsorship Benefits

## **Affiliation with one of the premier athletic events in West Michigan**

Since 2004, a grassroots, For Runners, By Runners event. Be part of the biggest Grand Rapids Sporting event of the fall season

**Event Weekend Exposure** Visibility on our printed fencing and on the course. Your presence at our Health & Fitness Expo. Your company on the shirt. Your online presence with us goes to our whole mailing list of nearly 20,000 subscribers.

**Year-round Exposure** We're not just a one-weekend event. Our newsletter and social media continue year-round. Many thousands weekly engaged with our social media pages. Because we put on events throughout the year, your message is visible many times though all the seasons.

**Share the Pride in our Greater Grand Rapids Area** Annually we bring people to Grand Rapids from over 40 other states and provinces, where they enjoy our arts, sports, culture, and cuisine. Whether it's the Griffins, the Symphony, Meijer Garden, or our Beer City USA craft beer culture, we're proud to share our West Michigan features.

**Flexibility** Sponsor one or several events. We can customize a package to give you exposure in our events year-round.

**VIP Treatment** We appreciate YOU. At the race, and at our special VIP Preview event about 10 days prior to race weekend we treat you like royalty.

**Discounted or Free Race Entries** It's not just your company, it's your runners. Your team in your team shirts makes the event more fun.

**Contact with the Right People** Nearly 79% of runners have earned a college degree. They're goal-oriented people earning well above the median income. They're strong, fit, and healthy. Your kind of customer or client.

**Charity Support** Your support of our event also supports the YMCA, My Team Triumph, Kent County Parks, Camp Manitou-Lin and many local sports teams who volunteer for our events. Our two biggest fund-raising charities, Team World Vision, Hope Water International, combined to raise over \$650,000 in 2021.

# Sponsorship

## Title Sponsorships

Naming Rights still available for Finish Line Village, Course Timing, Volunteer Corps ....

## Supporting Sponsor

Participation in all event advertising, free entries, VIP treatment...

## Area Sponsorships Available

Newsletter Sponsor  
"Green" Sponsor

Finish Line  
Aid Stations

Post Race Party  
Timing

Volunteers  
Photography

## Product Sponsorships "The official \_\_\_\_\_"

Watch  
Cigar

Phone Company  
Socks

Credit Card  
Building Supply

Recovery Drink  
Automobile

Pace Car  
Airline

Use your imagination!

## Onsite Presence

Expo Booth Single 10x10 \$400 10x20 \$700

Finish Line Village Presence (BYO 10x10 popup tent) \$400

Booth space both Saturday at the Expo and Sunday in the Finish Line Village \$650

Insert in Runner Packet \$200 (no paper allowed!) or \$100 for ad in Virtual Goodie Bag

## We'll work with you to customize a package to YOUR needs

We'll work with you to customize a sponsor package that gets YOUR company the exposure you're looking for. In-kind and cash options are available.