



Advertising & Media Coverage

	Est. Value
LIVE RADIO 2.5 hours of exclusive, live coverage of Race Day on WJRW 1340 AM.	\$2,500
Citadel Broadcasting 200 "Marathon Minutes" during all times of the day during 16 weeks on 16 Citadel Broadcasting stations in Grand Rapids, Muskegon and Lansing markets. Title sponsor mention every time, plus one "Major Sponsor" sponsorship of each Marathon Minute.	\$65,000
PROGRAM 24 page insert in <i>Outdoor Athlete</i> Race program with over 50,000 circulation statewide	\$20,000
MAGAZINE ADVERTISING Full- and half-page ads in <i>Outdoor Athlete, Michigan Runner, Competitor Magazine, Chicago Athlete</i>	\$23,000
TRANSIT ADVERTISING Unique co-branded opportunity across Pepsi trucks in West Michigan. 10 Pepsi Trucks had full back coverage of marathon ads.	\$5,000
DIRECT 20,000+ information cards distributed throughout the Midwest	\$1,500
WEB SITE ADVERTISING Over 500,000 page views by over 67,000 visitors to grandrapidsmarathon.com during 2009	\$15,000
EMAIL NEWSLETTER 7,000+ subscribers to regular Race Director email newsletter . 50+ newsletters sent out in 2009. Inclusion in weekly Michigan Runner e-newsletter .	\$7,500
RETAIL PARTNERSHIPS Continuous visibility in all local Gazelle Sports stores. Also at Running Circles, Bagel Beanery, Sundance Grill, Omelet Shop, and Beltline Bar restaurants. Brochures in every running store in Midwest	\$3,000
EXPO AND TRADE SHOWS Participation at marathon & race expos throughout Michigan, with combined exposure to over 50,000 people	\$2,500
NEWSPAPER Five feature articles leading up to marathon in Grand Rapids Press. Front page coverage following the event.	\$5,000
TELEVISION/RADIO Local TV coverage in the form of pre-event interviews on WOOD-TV, WZZM, WXMI, WWMT. Day of event coverage on all the local stations.	\$5,000
TOTAL (EST)	\$155,000

Growth

- 2004** 930 registered runners
- 2005** 1300 registered runners (40% growth)
- 2006** 1700 registered runners (31% growth)
- 2007** 2800 registered runners (65% growth) PLUS Kids marathon added nearly 500 kids
- 2008** 3325 registered runners (19% growth) PLUS Kids marathon of approx. 1000
- 2009** 3866 registered runners (16% growth) PLUS Kids marathon of approx. 850

Charitable Impact

2004 \$10,000 contributed to charities in our first year!

2009 Charity runners raised over \$82,000+ to support over 20 different charities. The Metro Health Grand Rapids Marathon contributed over \$15,000 to charities, including direct contributions and payments to non-profit groups who supported aid stations and other volunteer posts. Our estimated total charitable impact is over \$100,000! MORE THAN TEN TIMES OUR FIRST YEAR!

Proposed Sponsorship

Let's get together and put together the right package for YOU!