



## Don't Let the Opportunity Run By

Want to broaden your customer base? **Parks Half Marathon** can help. The majority of race participants reside in Montgomery County, MD, one of the most affluent counties in America, with a median household income of over \$100,000 a year. Demographics show that runners typically represent the upper end of the economic scale, with above-average incomes. To reach this desirable demographic, look no further. Parks Half Marathon is organized and conducted by Montgomery County Road Runners Club (MCRRC), the largest running club in the region and one of the largest in the United States, with over 3,000 active members. MCRRC works closely with sponsors to maximize benefits from all levels of participation, including sales promotions, public relations, and advertising. MCRRC has a proven "track record" of helping our partners boost sales and recognition in our community.

## Join Our Winning Team

MCRRC is proud to announce that the Parks Half Marathon is presented in partnership with the Parks Foundation. The Parks Foundation is a non-profit organization dedicated to preserving Montgomery Counties beautiful park system, much of which you'll be running through during the Parks Half Marathon. Our partners include Maryland National Capital Park and Planning Commission, Montgomery County, MD, Montgomery County Police Department, and Maryland State Department of Transportation.

| <b>The Benefits: You Are The Parks</b>  | <b>Presenting<br/>\$15,000</b> | <b>Gold<br/>\$10,000</b> | <b>Silver<br/>\$5,000</b> | <b>Bronze<br/>\$2,500</b> | <b>Parks Patron<br/>\$1,250</b> | <b>Parks Challenge<br/>\$500</b> | <b>Parks Donor<br/>\$250</b> |
|---|--------------------------------|--------------------------|---------------------------|---------------------------|---------------------------------|----------------------------------|------------------------------|
| Your name/logo is incorporated into the race logo as "Presented By".<br>Appears on all rave print and merchandise | ★                              |                          |                           |                           |                                 |                                  |                              |
| <b>WE HELP YOU SELL</b>   |                                |                          |                           |                           |                                 |                                  |                              |
| To over 2,600 Participants with Exhibit Space at After- Race Festivities on Rock Creek Parkway Bethesda, Maryland | ★                              | ★                        | ★                         | ★                         | ★                               |                                  |                              |
| By Distributing Your Promotional Materials in virtual race bag seen by 2,600 runners                              | ★                              | ★                        | ★                         | ★                         | ★                               | ★                                |                              |
| You receive mailing addresses of over 2,600 participants  | ★                              | ★                        |                           |                           |                                 |                                  |                              |
| <b>WE GIVE YOU VISIBILITY</b>   |                                |                          |                           |                           |                                 |                                  |                              |
| In Pre-Race Announcements & Awards Ceremonies   | ★                              | ★                        | ★                         | ★                         |                                 |                                  |                              |
| On Over 2,600 Race T-Shirts   | ★                              | ★                        | ★                         | ★                         |                                 |                                  |                              |
| On Over 2,600 Race Bibs   | ★                              |                          |                           |                           |                                 |                                  |                              |
| On Over 15,000 Mailed Race Announcement Postcards   | ★                              | ★                        | ★                         | ★                         | ★                               | ★                                | ★                            |
| On Appreciation Page in race website and virtual race bag Over 2,500 Race Packets                                 | ★                              | ★                        | ★                         | ★                         | ★                               | ★                                | ★                            |
| On Banner Displayed At The Finish Line On Race Day  | ★                              | ★                        | ★                         | ★                         | ★                               |                                  |                              |
| To Thousands of Local Runners Who Access mcrrc.org Weekly, and www.parkshalfmarathon.com                          | ★                              | ★                        | ★                         | ★                         |                                 |                                  |                              |
| With Complimentary Race T-Shirts  | ★                              | ★                        | ★                         | ★                         | ★                               | ★                                | ★                            |

For more information about MCRRC Parks Half Marathon and Sponsorship Opportunities, please visit our web page at: <http://www.parkshalfmarathon.com>.

Or send y our question via e-mail to [info@parkshalfmarathon.com](mailto:info@parkshalfmarathon.com)