

# Amazing venue & huge festive party!

Featuring over 4,500 participants and spectators, an indoor sponsor/participant area, and the ideal time of the year for brand messaging, the Holiday Half & 5K is one of the LARGEST holiday race/wellness events in the region!

The 7th annual Holiday Half & 5K starts and finishes at the beautiful Adidas America Campus. Participants are treated to a scenic and one-of-a-kind race course through North Portland and a holiday extravaganza at the finish both inside the gorgeously decorated Adidas gym and outside in a heated tent in the courtyard. Beer from Deschutes Brewery, hot soup and muffins, costume contests, music, and more await our enthusiastic participants!

Sponsors and partners return year after year after experiencing lasting connections and relationships with the large and influential participant base that features a prime marketing demographic. On average, according to *Running in the USA* surveys, 73% of runners reporting list a household income of more than \$75,000 and 78% are college educated.



## DEMOGRAPHICS & DATA SNAPSHOT

- 4,500 runners & spectators expected
- Average age of participants: 38 years old
- Approximately 65% female & 35% male
- OR 75%, WA 18%, Other states: 7-10%
- 6-8 pre/post-race emails sent
- Average of 75% open rate!
- Customized sponsor messages available

## SPONSORSHIP OPTIONS

	Comp entries	Booth space	Race website	Photo or Medal logo	Race emails (3)	Bib Number	Race Shirt	Foot Traffic Newsletter
<b>Title Sponsor</b> <b>\$8,000</b> 1 available	12	10x20	logo, image & description	Logo placed on free photos to all participants	Logo & offer/message (up to 1 block)	logo/coupon	large logo	Inclusion in 50,000 person newsletter
<b>Presenting Sponsor</b> <b>\$5,000</b> SOLD	6	10x20	logo	NA	Logo & offer/message (up to 1 block)	logo	medium logo	
<b>Photo Sponsor</b> <b>\$1,600</b> 1 available	3	10x10	logo	Logo placed on free photos to all participants*	Logo	*if no title sponsor		
<b>Medal Sponsor</b> <b>\$1,600</b> 1 available	3	10x10	logo	Logo placed on lanyard of 4,000 finisher medals!	Logo			
<b>Booth Sponsor</b> <b>\$800</b> 10 available	1	10x10	logo					
<b>PRODUCT/SERVICE TRADE</b> Contact us!								

Email [info@foottraffic.us](mailto:info@foottraffic.us) for inquiries  
Visit [www.foottraffic.us/holiday](http://www.foottraffic.us/holiday) for event info.

