

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, 10K & 5K is one of the LARGEST holiday race/wellness events in the region!

The 9th annual Holiday Half, 10K & 5K treats participants are to a scenic and one-of-a-kind race course through North Portland, culminating with a holiday extravaganza at the start and finish venue with heated tents, beer from Deschutes Brewery, hot soup and muffins, costume contests, music, and more!

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 \$80,000 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	Medal, photo, Social media	Race emails (3)	Bib Number	Race Shirt	Foot Traffic Newsletter
Title Sponsor \$8,000 <i>SOLD</i>	12	10x20	logo, image & description	Logo brand on all social marketing: est. 200K person reach. + choose either medal or photo logo option avail.	Logo & offer/message (up to 1 block)	logo/coupon	large logo	Inclusion in 50,000 person newsletter
Presenting Sponsor \$5,000 <i>1 available</i>	6	10x20	logo	NA	Logo & offer/message (up to 1 block)	logo	medium logo	
Photo Sponsor \$1,600 <i>1 available</i>	3	10x10	logo	Logo placed on free photos to all participants*	Logo			
Medal Sponsor \$1,600 <i>1 available</i>	3	10x10	logo	Logo placed on lanyard of 4,000 finisher medals!	Logo			
Booth Sponsor \$800 <i>Only 10 available</i>	1	10x10	logo					
PRODUCT/SERVICE TRADE <i>Contact us!</i>								

Email info@foottraffic.us for inquiries
Visit www.foottraffic.us/holiday for event info.

