

# A boutique event with 1,800 close friends!

Featuring over 2,000 participants and spectators, an picturesque course along the Columbia River bike path, **an indoor start/finish venue**, and the ideal time of the year for brand messaging, the Hop Hop Half, 10K & 5K is one of the most celebrated & respected boutique spring events in Portland.

The 7th annual Hop Hop Half, 10K & 5K starts and finishes at the Kliever Armory on NE 33rd Drive. Participants are treated to a scenic and flat race course along the Marine Drive bike path as well as by the Columbia Edgewater Golf Course on NE 33rd. Participants finish to a Easter-themed extravaganza with brunch, egg coloring, dance competitions with the Easter bunny, and mimosas served in complimentary commemorative champagne flutes.

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.



SATURDAY  
APRIL 20  
2019

## DEMOGRAPHICS & DATA SNAPSHOT

- 2,000 runners & spectators expected
- Average age of participants: 38 years old
- Approximately 75% female & 25% 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

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

## SPONSORSHIP OPTIONS

	Comp entries	Booth space	Race website	Medal, photo, Social media	Race emails (3)	Bib Number	Race Shirt	Foot Traffic Newsletter
<b>Title Sponsor</b> <b>\$5,000</b> 1 available	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
<b>Presenting Sponsor</b> <b>\$2,500</b> 1 available	6	10x20	logo	NA	Logo & offer/message (up to 1 block)	logo	medium logo	
<b>Photo Sponsor</b> <b>\$1,200</b> 1 available	3	10x10	logo	Logo placed on free photos to all participants	Logo	*if no title sponsor		
<b>Medal Sponsor</b> <b>\$1,200</b> 1 available	3	10x10	logo	Logo placed on lanyard of 4,000 finisher medals!	Logo			
<b>Booth Sponsor</b> <b>\$600</b> 10 available	1	10x10	logo					
<b>PRODUCT/SERVICE TRADE</b> Contact us!								

