

Amazing venue & huge festive party!

Featuring over 4,800 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 10th 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 at the gorgeous, LEED certified Daimler Trucks North America Headquarters. Beer from Deschutes Brewery, hot soup, costume contests, music, product sampling and demonstration options, and more are available!

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

- 4,800 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. Logo on all 6,000 free race photos as part of title sponsor on race logo.	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 6,000 free photos to all participants	Logo			
Medal Sponsor \$1,600 <i>1 available</i>	3	10x10	logo	Logo placed on lanyard of 4,200 finisher medals!	Logo			
Booth Sponsor \$800 <i>Only 9 more 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.

