

DAIMLER



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# 2021 HOLIDAY HALF SPONSORSHIP DECK

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POWERED BY:



## SPONSORSHIP OPPORTUNITIES:

SPONSORSHIP TYPE:	PRICE:	COMP. ENTRIES	BOOTH SPACE	BRANDING: WEBSITE	BRANDING: RACE SWAG	BRANDING: RACE EMAILS	BRANDING: COMMUNITY EMAILS
<b>TITLE SPONSOR</b> <i>SOLD!</i>							
<del>Title Sponsorship (1 Spot)</del>	<del>\$10,000</del>	<del>12</del>	<del>10X20</del>	<del>X</del>	<del>X</del>	<del>X</del>	<del>X</del>
<b>PREMIUM SPONSOR</b>							
Presenting Sponsor (2 Spots)	\$3,500	10	10X20	X	X	X	
<b>PARTNER SPONSOR</b>							
Booth Sponsor (10 Spots)	\$800	2	10X10	X			
<b>CUSTOM SPONSOR</b>							

Have ideas on how your business can add to the race through marketing or in-kind that isn't listed in our sponsor summary? We can customize with partial payments or complete fee waivers depending on the level of in-kind support and whether it offsets costs we normally experience in our race! Shoot us an email or call and we can come up with custom sponsorship agreements!

2021 Shoe Sponsor:



2021 Beer Sponsor:



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## OUR FOCUS:

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- HOLIDAY FUN RUN
- HEALTH ORIENTED
- COMMUNITY FOCUSED

**SAVE THE DATE:**

12-12-21

**ATTENDANCE:**

3,000 - 4,000

**BRAND EXPOSURE:**

50,000+ ACTIVE MEMBERS

The Daimler Holiday Half is just around the corner and we want YOU to be involved with this popular Northwest winter tradition! This is the largest outdoor running event of the winter in the Northwest and a GREAT time of the year for marketing your business, product, or service. Sponsor spaces are limited and fill each year, so please don't wait until the last minute to contact us to ensure you have a spot. Our sponsors return year after year because of the robust, authentic, and organic interactions they have with participants. Have ideas on how your business can add to the race that isn't listed in our sponsor summary? Shoot us an email or call and we can come up with custom sponsorship agreements!

Note: If it's safe to do so we will open cap attendance to 4,000.

## IN-PERSON BRAND EXPOSURE:

- Average nearly 60% new-to-race participants each year!
- Estimated 3,000-4,000 participants (lower cap this year for safety).
- Large sales opportunity on site before and after the race.
- The largest PNW running event of the winter in the region.

## VIRTUAL + SOCIAL BRAND EXPOSURE:

- Local television and media coverage leading up to the race.
- Event promoted to 44,000 runners via direct email.
- Social Media Posts + Advertising with reach over 50,000 active members.
- Opportunity for your company logo to be featured on finish photos, finish lines, race shirts and/or website and social media.
- Brand exposure leading up to, during and after the race.



# DAIMLER



WE LOOK FORWARD TO WORKING WITH YOU!  
CONTACT OUR TEAM TODAY.

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[www.foottraffic.us/holiday](http://www.foottraffic.us/holiday)

