

DAIMLER TRUCK

North America



SPONSORSHIP DECK



SPONSORSHIP OPPORTUNITIES:

2022 Title Sponsor:

DAIMLER TRUCK
North America

2022 Shoe Sponsor:



SPONSORSHIP TYPE:	PRICE:	COMP. ENTRIES	BOOTH SPACE	LOGO ON WEBSITE	LOGO ON RACE EMAILS	LOGO ON RACE SHIRT	LOGO:50K NEWSLETTER
TITLE SPONSOR							
Title Sponsor (1 Spot)	\$10,000	20+	10X20	X	X	X	X
PLATINUM SPONSOR							
Platinum Sponsors* (2 Spots)	\$5,000	15	10X20	X	X	X	
PREMIUM SPONSOR							
Mile Marker Sponsor Logo on mile markers	\$1,800	4	10X10	X	X		
Finish Line Video Sponsor Logo on finish line videos	\$1,800	4	10X10	X	X		
Party Tent Sponsor 16 ft. logo/banner at the finish tent.	\$1,800	4	10X10	X	X		
PARTNER SPONSOR							
Company Wellness Sponsors** Customizable! Pre-pay employee's 5K entries--get them moving!	\$2-5K	10-50+	10X10	X			
Booth Sponsor (10 Spots)	\$800	1	10X10	X			

*Platinum Sponsors - may pick one of the three Premium sponsor benefits (Mile Marker, Finish Line Video, or Party Tent sponsors) in addition to benefits listed!

**Company Wellness Sponsors - Great way to get folks moving! This sponsorship is based on number of expected employees that will walk, jog, or run the event. 10K or Half upgrades available. Includes an office visit from our certified coach to share our "Go by Foot Program-Couch to 5K or beyond!", discount for employees at any Foot Traffic store and mentions plus meeting location for your staff on event day.

Custom Sponsor: 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 payments or fee waivers depending on the level of in-kind support and whether it offsets costs we normally experience in our race! Email us today.



OUR FOCUS:

- HOLIDAY FUN RUN
- HEALTH ORIENTED
- COMMUNITY FOCUSED

SAVE THE DATE:

12-11-22

ATTENDANCE:

4,000 - 5,000

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!

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.



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

Sean Rivers,

Owner + Event Coordinator

sean@foottraffic.us

Christian Atz,

Manager + Event Coordinator

christian@foottraffic.us

Diane Lechner,

Manager + Coach + Event Coordinator

diane@foottraffic.us

Karina Rivas,

Marketing + Event Coordinator

gobyfoot@foottraffic.us

www.foottraffic.us/holiday