



2024 Fort Worth Marathon Sponsorship Packet

History of the Fort Worth Marathon

The Fort Worth Marathon has been integral to the city since its inception in 2006. Originally aimed at promoting fitness and unity locally, it has grown into a cherished event attracting participants from various places. Over time, more races were added to cater to different fitness levels, emphasizing inclusivity.

Each year, the marathon evolves, introducing new elements to enhance the participant experience. This progression mirrors Fort Worth's values of health, wellness, and community involvement. Beyond being just a race, it symbolizes the city's resilience and dedication to healthy living.

Today, the Fort Worth Marathon epitomizes the city's vibrant running culture and close-knit community spirit. It unites athletes, families, volunteers, and supporters, showcasing Fort Worth's commitment to fostering a healthier lifestyle and stronger community bonds.

Benefits of Sponsoring the Fort Worth Marathon:

- **Reach Your Audience:** Engage with health-conscious individuals and outdoor enthusiasts from Fort Worth and beyond.
- **Local Connection:** Strengthen your presence in the Fort Worth community, fostering loyalty and goodwill among residents.
- **Positive Brand Image:** Associate your brand with health, wellness, and community involvement, enhancing consumer perception.
- **Networking Opportunities:** Connect with participants, spectators, volunteers, and sponsors, opening doors for potential partnerships and collaborations.
- **Boost Employee Morale:** Encourage staff participation or volunteering, promoting teamwork and demonstrating support for wellness initiatives.
- **Support Local Initiatives:** Demonstrate commitment to the Fort Worth community, contributing to its vibrancy and well-being.
- **Stand Out:** Differentiate your brand from competitors and create a unique identity in consumers' minds.
- **Tailored Packages:** Choose from various sponsorship options to meet your specific marketing goals and budget.

Sponsorship Levels

Presenting Sponsor - \$20,000

- Exclusive naming rights & Top logo placement at the event
- Logo on T-Shirt & marketing materials
- Logo on finisher medals (must be signed by September 1)
- Logo on participant race bibs & start/finish line (must be signed by October 15)
- Honorary event starter
- Press release announcement
- Social media exposure
- Dedicated tent space at post-race party
- 20 complimentary race entries

Gold Sponsor - \$10,000

- Logo on T-Shirt & marketing materials
- Logo on participant race bibs & start/finish line (must be signed by October 15)
- Social media exposure
- Dedicated tent space at post-race party
- 10 complimentary race entries

Silver Sponsor - \$5,000

- Logo on T-Shirt & marketing materials
- Social media exposure
- Dedicated tent space at post-race party
- 5 complimentary race entries

Bronze Sponsor - \$1,000

- Logo on T-Shirt & marketing materials
- Social media exposure
- Dedicated tent space at post-race party
- 2 complimentary race entries

In-Kind Food & Beverage Sponsor - In-Kind Donation Trade (Minimum \$500 value)

- Logo on participant t-shirts (if donation enough for at least 1,500 participants)
- Logo on marketing materials
- Social media exposure
- Dedicated tent space at post-race party

Additional Sponsor Opportunities - Packet Pickup host, Gear Check, Hydration/Fueling

- Benefits to be negotiated. Contact us!

2024 FORT WORTH MARATHON SPONSORSHIP COMMITMENT FORM

I AM COMMITTED TO _____ SPONSORSHIP LEVEL

**YOUR COMPANY LOGO IS DUE UPON SUBMISSION OF THIS FORM. LOGOS MUST IN IN EITHER .EPS OR .PNG
FORMAT. JPEG**

Name of Sponsor/Company: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Please make checks payable to Fort Worth Marathon

3028 Gardenia Dr.
Fort Worth, Texas 76119

coxracingservices@gmail.com

Payment is included Please invoice me at the address above

Please charge my Mastercard Visa Discover American Express

Name on Card: _____

Card Number: _____ Exp Date: _____ Code: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Signature: _____ Date _____