



**WEST**  
**KEY** half marathon  
& 5k  
[keywesthalfmarathon.com](http://keywesthalfmarathon.com)



**20<sup>TH</sup> ANNUAL KEY WEST HALF MARATHON & 5K**

**KEYWESTHALFMARATHON.COM**

# **Title Sponsor: \$50,000**



- Naming Rights. Title Sponsor name and logo will be integrated into the Event Branding (Two-year commitment required)
- Product Exclusivity. No other company in the same industry category will be permitted to sponsor the Event
- Title Sponsor will receive “top billing” in all Advertising and Promotion and on all Event Materials. (See Attached Marketing Recap)
- Logo featured on Race Bags given to 5,000 participants. Opportunity to include company materials and/or a gift item in Bags
- Company Sponsor Logo displayed on Home Page [keywesthalfmarathon.com](http://keywesthalfmarathon.com) with link to sponsor web site
- Company Sponsor Logo featured & will appear on Finish Line Banner
- Company Sponsor Logo featured on Key West Half Marathon Facebook page for six months prior to the Event
- Company Sponsor Logo featured on 5,000 Custom Race Bibs
- Opportunity for a Company Representative to appear at the Guest Speaker Presentation on Saturday night before the Event and during Awards Ceremony
- One 20' x 10' display tent at Registration and the Awards Party
- Company Complimentary Registration for the Key West Half Marathon

## ***Presenting Sponsor: \$25,000***

- Product Exclusive. No other company in the same industry
- Presenting Sponsor will receive “top billing” in all advertising and promotion. (Note: Title Sponsorship will have a more prominent position than the Presenting Sponsor)
- Presenting Sponsor’s Name on Race Shirts As Presenting Sponsor with Logo
- Company Name/Logo will appear on Sponsor Page of [keywesthalfmarathon.com](http://keywesthalfmarathon.com) with link to sponsor web site
- Company Logo on Key West Half Marathon Facebook page for 3 months prior to Event
- Logo inclusion in up to 10 E-blasts to 55,000 per blast
- A Virtual Race Bag Offer/Ad to all the Participants
- Company Logo on 5,000 Race Bags. Opportunity to include your company materials in Race Bags
- Complimentary Entry for Two in the Key West Half Marathon

## ***5K Run Presenting Sponsor: \$10,000***

- Product Exclusive. No other company in the same industry
- Presenting Sponsor will receive “top billing” in all advertising and promotion. Note: Title Sponsorship will have a more prominent position than the 5K Sponsor. See Attached Marketing/Advertising Re-cap of our 2017 Event
- 5K Presenting Sponsor’s name on Race Shirts As Presenting Sponsor with Logo
- Company Name/Logo will appear on Sponsor Page of [keywesthalfmarathon.com](http://keywesthalfmarathon.com) with link to your web site
- Company Logo on Key West Half Marathon Facebook page for 1 month prior to Event
- Logo inclusion in up to 5 E-blasts to 55,000 per blast
- A Virtual Race Bag Offer/Ad to all the Participants
- Company Logo on 5,000 Race Bags. Opportunity to include your Company Materials in Race Bags
- Complimentary Entry for Two in the Key West Half Marathon

## **Health Expo Presenting Sponsor: \$5,000**

- Presenting Expo will receive “top billing” in all advertising and promotion. (Note: Title Sponsorship will have a more prominent position than the Expo Sponsor. See Attached Marketing/Advertising Re-cap of our 2017 Event)
- Company Name/Logo will appear on Sponsor Page of [keywesthalfmarathon.com](http://keywesthalfmarathon.com) with link to your web site
- Company Logo on Volunteer Shirts (500)
- Company Logo on Key West Half Marathon Facebook page for 6 months prior to Event
- Logo inclusion in up to 5 E-blasts to 55,000 per blast
- A Virtual Race Bag Offer/Ad to all the Participants
- Company Logo on 5,000 Race Bags. Opportunity to include your Company Materials in Race Bags
- Complimentary Entry for Two in the Key West Half Marathon

## ***Business Sponsor: \$1,000***

- Company Name/Logo will appear on Sponsor Page of [keywesthalfmarathon.com](http://keywesthalfmarathon.com) with link to your web site
- Company Logo on Volunteer Shirts (500)
- Company Logo on Key West Half Marathon Facebook page for 1 month prior to event
- Logo inclusion in up to 3 E-blasts to 55,000 per blast
- A Virtual Race Bag Offer/Ad to all the Participants
- Company Logo on 5,000 Race Bags. Opportunity to include your Company Materials in Race Bags
- Full Color Logo placement on race day Sponsor “Thank You” Signage produced by Event
- Public Address mention during Pre-Race, Post-Race and Awards Ceremony

# Event Collateral

## Runner Shirts



## Event Advertising

## Web Banner Ad

KEY WEST HALF MARATHON & 5K

20th Annual **WEST KEY** half marathon & 5k

The Florida Keys **Key West** Close to Perfect - Far From Normal

**SAVE \$10**  
CODE: RW10  
HALF MARATHON & WALK

01-14-2018

MARKER

Great new Surprises for our 20th Anniversary!!!

20th Annual **WEST KEY** half marathon & 5k

**\$79.00**  
CODE: LASTCHANCE

20th Annual Key West Half Marathon & 5K  
SUNDAY, JAN. 14, 2018  
keywesthalfmarathon.com

20th Annual **WEST KEY** half marathon & 5k

SUNDAY, JAN. 14, 2018

The Florida Keys **Key West** Close to Perfect - Far From Normal

1 OF 14 BEST DESTINATION HALF MARATHON'S RUNNER'S WORLD FEB. 2014

**SAVE \$10**  
CODE: RUNUSA  
HALF MARATHON & WALK

KEYWESTHALFMARATHON.COM

**\$15 OFF**  
ON THE HALF MARATHON  
CODE: LA15  
ON ACTIVE.COM

20th Annual **WEST KEY** half marathon & 5k

"BUCKET LIST" BEST HALF MARATHONS RUNNER'S WORLD APRIL 2015

1 OF 14 BEST DESTINATION HALF MARATHON'S RUNNER'S WORLD FEB. 2014

20th Annual Key West Half Marathon & 5K  
SUNDAY, JAN. 14, 2018

Great new Surprises for our 20th Anniversary!!!

keywesthalfmarathon.com

# Event Collateral



Ranked #3 in  
[Runner's World Bucket List: 10 Designation Half Marathons!](#)

The Key West Half Marathon® and Hemingway 5K Sunset Run and Paddleboard Race® both make Active.com's Top 11 list of Destination Races to Turn into a Vacation!



**Runner's World** SHOES TRAINING NUTRITION NEW RW BOX SUBSCRIBE

## Bucket List: 9 Destination Half Marathons

Key West Half Marathon

Where: Key West, Florida

When: January 15, 2017

Approximate Number of Finishers: 4,000

Register: [keywesthalfmarathon.com](http://keywesthalfmarathon.com)

**Why Run It:** More than half of the flat, out-and-back course runs on the Florida Keys Overseas Heritage Trail, directly overlooking the aqua blue Atlantic Ocean. In pure Key West fashion, packet pickup and the race expo take place inside the Half Shell Raw Bar, one of the island's most popular seafood spots. You'll want to stop back in after the race—it's within walking distance of the finish—to celebrate with a plate of chilled oysters and a cocktail (or two).

**YOU MIGHT LIKE**

- The Running Sock That Keeps You Comfortable Mile After Mile (with Good NYC) Sponsored
- 4 Daily Exercises Every Navy SEAL (and Every Fit Guy) Should Do (with Health)

The Best Half Marathons in the World

### Key West Half Marathon

United States (Florida)

Photo by Jerome Zivkovic

Key West is right at the end of the Florida Keys, a breathtaking archipelago. It may be part of the tropical savannah zone, but - since the race is held in the middle of winter - the temperature should be perfect for you too. If you can't get a flight to Key West International Airport, fly to Miami International Airport and drive down the connecting highway, which takes about three hours. Without a doubt the best winter half marathons in the USA, Key West has a beautiful harbor and a charming old town area where the race starts and finishes. The island upon which Key West is located is so small that you will see practically half of its circumference while going out at the aqua blue sea as you run. In some years, the half marathon circumnavigates the entire island. You will pass white sandy beaches, leafy palm trees, and exotic parks. The course is pancake flat, making it easy on your feet. After the race, head out to the Half Shell Raw Bar - one of the island's most popular seafood spots - and celebrate with oysters and a cocktail.

January | Early morning | Out and Back | Flat | Hot  
 Easy | [www.keywesthalfmarathon.com](http://www.keywesthalfmarathon.com)

**KEYWESTHALFMARATHON.COM**

# 20th Annual Key West Half Marathon Sponsorship Opportunities for 2018



**Sponsorship Overview 1.14.2018**

**Contact Information:**

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