



SPONSORSHIP
OPPORTUNITIES



KEY WEST HALF MARATHON & 5K

SUNDAY, JANUARY 14, 2024 | 7AM HALF START TIME | 7:30AM 5K START TIME

keywesthalfmarathon.com



KEY WEST HALF MARATHON & 5K

SUNDAY, JANUARY 14, 2024

7AM HALF START TIME | 7:15AM 5K START TIME

*COMPETITOR'S "BUCKET LIST: 13 MUST-DO
HALF MARATHONS IN THE U.S. "!!!*

*RUNNER'S WORLD BUCKET LIST: 10
DESTINATION HALF MARATHONS!!!*

keywesthalfmarathon.com



Our event is focused on Community,
Charity, Friendship, Health and Fitness!





This event was made possible with the support of the Florida Keys & Key West Tourist Development Council, Half Shell Raw Bar and local businesses.



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The scenic course, volunteers and fans provided inspiration and encouragement at the beginning and throughout the athletes' journey!





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**The Key West Half Marathon would like to thank the Monroe County
Tourist Development Council, City of Key West, and the many
participating sponsors!**



**Thanks to more than 400
volunteers who donated
their time and energy to
make our event
successful!**





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The 2023 Anniversary Medal featured a Vintage VW Bus!





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keywesthalfmarathon.com

We throw a party Key West Style at the Finish Line!!



26th ANNUAL KEY WEST KEY RUN FEST

01.14.2024 | keywesthalfmarathon.com

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A few examples of our National Ad Campaigns





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USA Today | April 2023

KEY WEST HALF MARATHON VOTED 10 BEST HALF-MARATHONS ACROSS THE NATION FOR 2023 IN USA TODAY!!!



— When you buy through a link on our site, 10Best may earn a commission. Our editors operate independently of affiliate relationships.

The half-marathon is the fastest-growing race distance in the U.S., with some 2 million runners now participating annually. USA TODAY 10Best editors and a panel of expert runners compiled a list of their top events, then readers voted for their favorites – and the results are in. Here are the 10 best half-marathons in the United States for 2023.

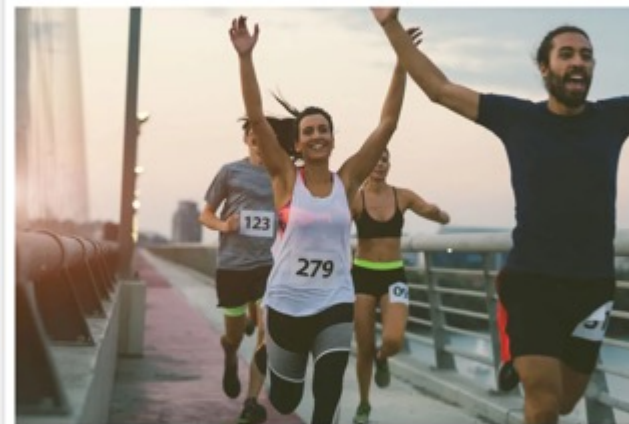


Photo courtesy of vgaic // Getty Images

No. 10: Key West Half Marathon - Key West, Florida

Taking place in January, the Key West Half Marathon makes a perfect winter escape for runners seeking refuge from freezing weather. The unique racecourse runs along the ocean and through historic neighborhoods, highlighting the tropical beauty and charming architecture of Key West. The race ends in a big beach party.



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keywesthalfmarathon.com

Runnersworld.com | Feb 2014

The Key West Half Marathon secured the top spot in the article, *The Year's Best Half Marathons!*

80% OFF!
2014 MARATHON GUIDE
RUNNER'S
NEW YEAR
NEW YOU!
SUBSCRIBE

RUNNER'S WORLD SUBSCRIBE

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Races & Places > Races Photos

The Year's Best Half Marathons

Key West Half-Marathon

The half marathon may be the perfect destination race. Running 13.1 miles is a travel-worthy goal that earns you a medal to wear proudly. But it doesn't wreck you like a marathon can, so you'll have energy to enjoy your post-race brunch and a little sightseeing. We debriefed race directors and veteran participants to come up with these 13 prime destinations. Happy travels! # Text by A.C. Shilton

Key West, Florida - January 18, 2015

Key West may be known more for marathon drinking sessions than for running, but the town's half marathon is trying to change all that—or at least combine the two. Starting in Old Town Key West, you'll pass Mallory Square, the Hemingway Home, and the famous Green Parrot Bar before embarking on a mostly coastal trek around the island (above). The event is especially known for its devoted—and spirited—volunteers, many of whom return yearly to support the 3,000-person race.

1 2 3 4 5 6 7 8 9 10 ... 13 »



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keywesthalfmarathon.com

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

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[TRAINING](#)
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Bucket List: 9 Destination Half Marathons

By [RW](#)

Key West Half Marathon

Where: Key West, Florida

When: January 15, 2017

Approximate Number of Finishers: 4,000

Register: [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).

ALIVIO TODO EN UNO DE LOS SINTOMAS DE RESFRIADOS DE TYLENOL. LA MARCA N.º 1 RECOMENDADA POR DOCTORES PARA EL ALIVIO DEL DOLOR.

COMPRÁ AHORA

TYLENOL

Resfrío y dolor

YOU MIGHT LIKE

The Running Sock That Keeps You Comfortable Mile After Mile
Wish + Good NYC | Sponsored

4 Daily Exercises Every Navy SEAL (and Every Fit Guy) Should Do
Mentally Healthy

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!



The Best Half Marathons in the World

Key West Half Marathon United States (Florida)



Photo by Jonathan Zivkovic

Key West is right at the end of the Florida Keys, a breathtaking archipelago. It may be part of the tropical paradise zone, but - since the run is held in the middle of winter - the temperature should be perfect for you run. 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 stunning history 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 coral reefs. The course is possible flat, making it easy on your feet. After the run, 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](#)

The Key West Half Marathon® Ranks #7 in the New Book, The Best Half Marathons in the World, by Steve Kesh!



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Runner's World - Feb 2014

The author of the article, *At These 14 Fantastic Destination 13.1-Milers, The Fun Starts At The Finish Line*, debriefed race directors and veteran participants to come up with 14 prime destination races. The **Key West Half Marathon** once again secured the **top spot**!

“Key West may be known more for marathon drinking sessions than for running, but the town’s half-marathon is trying to change all that—or at least combine the two.”

“But what’s really cool is that you get to circumnavigate the island. It’s a whole tour.”

“There were 20 kegs of beer at last year’s postrace party at the Half Shell Raw Bar, and participants rave about the unique-to-Key West foods served, like chocolate-dipped Key lime pie on a stick.”



2014 HALF-MARATHON CALENDAR



January 18, 2015
**KEY WEST
HALF-MARATHON**
Bonuses from Margaritaville!
Key West, Florida

Key West may be known more for marathon drinking sessions than for running, but the town's half-marathon is trying to change all that—or at least combine the two. Starting in Old Town Key West, you'll pass Mallory Square, the Hemingway Home, and the famous Green Parrot Bar before embarking on a mostly coastal trek around the island.

(above), The event is especially known for its devoted—and spirited—volunteers, many of whom return yearly to support the 5,000-person race. “Snowbirds and retired military come down for this,” says race director Barbara Wright. “The water stops are great; a lot of the volunteers even dress up,” says Susan Burham, 55, of Fort Myers, Florida, who has done the race eight times. “But what’s really cool is that you get to circumnavigate the island. It’s a whole tour.” There were 20 kegs

of beer at last year’s postrace party at the Half Shell Raw Bar, and participants rave about the unique-to-Key West foods served, like chocolate-dipped Key lime pie on a stick.
Veteran Racer’s Tip “Plan to stay in Key West a few days, but don’t come too many days before since you may be tempted to party too much,” says Burham. Also note: Race weekend is on Martin Luther King Weekend, so hotels generally fill up fast.
Don’t Leave Key West Without Starting your postrace party with a margarita at Sloppy Joe’s, one of Key West’s most famous bars—it’s on the National Register of Historic Places. Finish the night like a local at the Green Parrot with a “Roast Beer Barrel,” a root-beer schnapps shot dropped into a beer. info.keywesthalfmarathon.com





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Competitor | Jan 2017

Running & Racing Guide 2017





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Runner Shirts – Half Marathon & 5K





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Charitable Partners



In addition:

College of the Florida Keys Swim Programs, Reef Relief, Florida Keys SPCA,
Southernmost Coconut Castaways and More!



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keywesthalfmarathon.com

26th Annual Key West Half Marathon Sponsorship Opportunities for 2024



Sponsorship Overview:

Contact Information:

Barb Wright/Event Founder

P.O. Box 1681 Key West, FL 33041

Ph. 305-240-0727

bwpromo3@bellsouth.net



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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
- Logo featured on Race Bags given to 4,500 participants. Opportunity to include company materials and/or a gift item in Bags
- Company Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- 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 4,500 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
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms
- 20 Complimentary race entries for the Key West Half Marathon or 5K



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keywesthalfmarathon.com

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 Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- Company Logo on Key West Half Marathon Facebook page for 6 months prior to event
- Logo inclusion in up to 10 E-blasts to 105,000
- A Virtual Race Bag Offer/Ad to all the participants
- Company Logo on 4,500 Race Bags. Opportunity to include your company materials in Race Bags
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms
- 15 Complimentary race entries for the Key West Half Marathon or 5K



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keywesthalfmarathon.com

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.
- 5K Presenting Sponsor's name on Race Shirts As Presenting Sponsor with Logo
- Company Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- Company Logo on Key West Half Marathon Facebook page for 3 months prior to event.
- Logo inclusion in up to 5 E-blasts to 105,000
- Company Logo on 4,500 Race Bags. Opportunity to include your company materials in Race Bags
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms
- 10 Complimentary race entries for the Key West Half Marathon or 5K



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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.
- Company Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- Company Logo on Key West Half Marathon Facebook page for 6 months prior to event.
- Logo inclusion in up to 5 E-blasts to 105,000 per blast
- Company Logo on 4,500 Race Bags. Opportunity to include your company materials in Race Bags
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms
- 3 Complimentary race entries for the Key West Half Marathon or 5K



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Business Sponsor: \$1,000

- Company Sponsor logo displayed on Home Page of keywesthalfmarathon.com and runsignup.com event page with link to sponsor website
- Company Logo on Key West Half Marathon Facebook page for 3 month prior to event
- Logo inclusion in up 3 E-blasts to 105,000 per blast
- Company logo on 4,500 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
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms