



27th ANNUAL  
**WEST**

**KEY** HALF MARATHON  
& RUNFEST

01.19.2025 | [keywesthalfmarathon.com](http://keywesthalfmarathon.com)

SPONSORSHIP  
OPPORTUNITIES



**KEY WEST HALF MARATHON & 5K**

SUNDAY, JANUARY 19, 2025 | 7AM HALF START TIME | 7:30AM 5K START TIME

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



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**KEY WEST  
HALF MARATHON & 5K**

SUNDAY, JANUARY 19, 2025  
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](http://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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[keywesthalfmarathon.com](http://keywesthalfmarathon.com)

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

The 2023 Anniversary Medal featured a Vintage VW Bus!





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## The 2024 T-Shirt Design & Medal







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



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**KEY WEST** half marathon & 5k  
The Florida Keys & Key West  
come as you are!  
KEY WEST HALF MARATHON & 5K  
REGISTER TODAY!  
01.15.23

**KEY WEST** half marathon & 5K  
JANUARY 14, 2024  
EARLY BIRD PRICE \$79.99!!!  
FOR THE FIRST 300 REGISTRANTS

[WWW.KEYWESTHALFMARATHON.COM](http://WWW.KEYWESTHALFMARATHON.COM)

**KEY WEST** half marathon & 5k  
The Florida Keys & Key West  
come as you are!

Super Sale  
**BLACK FRIDAY**

\$15 OFF REGISTER TODAY!

2023 HALF MARATHON RACE SHIRT, MEDAL & RACE HAT!

JANUARY 15, 2023 | KEY WEST HALF MARATHON  
[keywesthalfmarathon.com](http://keywesthalfmarathon.com)

USE CODE: 2022BLACKFRIDAY  
ONLY FOR HALF MARATHON RUN OR WALK ENTRY

**KEY WEST** half marathon & 5k  
The Florida Keys & Key West  
come as you are!

JANUARY 15, 2023  
KEY WEST HALF MARATHON

Happy National Dog Day  
REGISTER NOW  
SAVE \$10

USE CODE: THROWYOUABONE

ONLY FOR HALF MARATHON RUN OR WALK ENTRY

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

**KEY WEST** half marathon & 5k  
The Florida Keys & Key West  
come as you are!

MEDAL DESIGN REVEALED!

ROAD TRIPPIN' TO KEY WEST

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

A few examples of our National Ad Campaigns

BEAT THE JAN. 1 PRICE INCREASE

**KEY WEST** half marathon & 5k  
The Florida Keys & Key West  
come as you are!

2023 HALF MARATHON RACE SHIRT, MEDAL & RACE HAT!

REGISTER TODAY!!! [KEYWESTHALFMARATHON.COM](http://KEYWESTHALFMARATHON.COM)





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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.

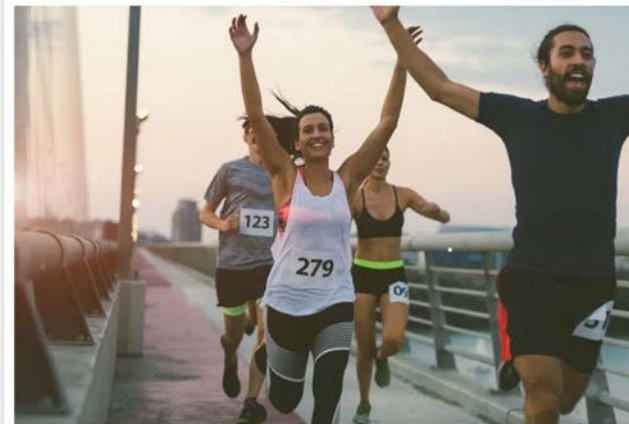


Photo courtesy of vgajic // Getty Images

### **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!*

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2014 MARATHON GUIDE  
**RUNNER'S**  
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**RUNNER'S WORLD** SUBSCRIBE

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## 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 »





# KEY WEST HALF MARATHON & 5K

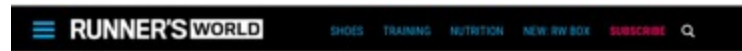
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keywesthalfmarathon.com

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



### Bucket List: 9 Destination Half Marathons



**Key West Half Marathon**  
Where: Key West, Florida  
When: January 19, 2025  
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
  - 4 Daily Exercises Every Navy SEAL (and Every Fit Guy) Should Do

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 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 storied 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 colorful porches. 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.

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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keywesthalfmarathon.com

# 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**  
Honors: Fun, 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 suggest the 3,000+-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 Burhans, 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.

**Volunteer 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 Burhans. 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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keywesthalfmarathon.com

# Competitor | Jan 2017

## Running & Racing Guide 2017



PHOTO COURTESY SAN FRANCISCO HALF MARATHON



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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

## CHARITY DONATIONS HISTORY

- 1998-2011: Key West High School Track Program – Main Charity
- 2012: Southernmost Coconut Castaways, Key West Track Program, College of the Florida Keys Swim Program, A Positive Step: Key West Sunrise Rotary **Total: \$4,800**
- 2013: Key West Sunrise Rotary, Florida Keys Community College, Navy League, Fab 50: **Total: \$4,500**
- 2014: Key West Sunrise Rotary, college of the Florida Keys Swim Program, A Positive Step and VFC-111: **Total: \$9,850**
- Key West Sunrise Rotary. Key West Police Athletic League, Southernmost Coconut Castaways, College of the Florida Keys, Zonta Club of Key West, Key West High School Track, Womenkind: **Total: \$14,350**
- 2016: Key West High School Culinary Program, Key West Sunrise Rotary, Southernmost Coconut Castaways, Zonta Club of Key West, HOB Weight Club, College of the Florida Keys Swim Program, A Positive Step, USCG Ingram Museum **Total: \$15,245**
- 2017: HOB School, Key West Sunrise Rotary, Coast Guard Ball Committee, Southernmost Coconut Castaways, Zonta Club of Key West, Key West High School Avid, One World Canvas, Sigsbee Charter School, Key West High School Girls Basketball, Key West High School Track, Key West Booster Club, Key West High School Conchettes, College of the Florida Keys: **Total: \$20,791.00**
- 2018: Key West Sunrise Rotary, Key West High School Athletics, One World Canvas, Coast Guard Ball Committee, Southernmost Coconut Castaways **Total: \$21,060**
- 2019: Key West Sunrise Rotary, Samuel's House, Coast Guard Ball Committee, One World Canvas, Southernmost Coconut Castaways, Conch Republic Navy, College of the Florida Keys, Zonta Club of Key West, Sigsbee Charter School, Monroe County Animal Farm, Key West High School Track: **Total: \$19,105**
- 2020: Key West Sunrise Rotary, Key West High School Girls Lacrosse, Key West High School Boys Lacrosse, One World Canvas, College of the Florida Keys Swim Program, Coast Guard Ball Committee; Sister Season Fund **Total: \$22,775**
- 2021: Covid Year: Sister Season Fund, Key West Sunrise Rotary and College of the Florida Keys: **Total: \$5,040**
- 2022: Key West Sunrise Rotary, Southernmost Coconut Castaways, Reef Relief, Florida Keys SPCA, Habitat for Humanity, Coast Guard Ball Committee, EWE Spirit to Sister Season Fund: **Total: \$29,750**
- 2023: Key West Sunrise Rotary, College of the Florida Keys, Reef Relief, Southernmost Coconut Castaways, Zonta Club of Key West, Habitat for Humanity, NLUS Sea Cadets, EWE Spirit to Sister Season Fund: **Total: \$33,700**
- 2024: Key West Sunrise Rotary, College of the Florida Keys, Southernmost Coconut Castaways, Zonta Club of Key West, Scouts Troop 573, Keys to be the Change, Coast Guard Ball Committee: **Total: \$22,500**
- **To Date: Over \$300,000 Donated to Charities.**





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Key West Sunrise Rotary Club  
PO Box 2354  
Key West, FL 33045



19 March 2023

Dear City of Key West:

I'm writing as writing as Treasurer of the Key West Sunrise Rotary Club and as long-time Volunteer Coordinator for the KW Half-Marathon and 5K races. I've run or worked in all of these races.

Apparently, the City intends to cancel the Half-Marathon event for the next two years due to construction on South Roosevelt Boulevard. *Please, do not cancel the event!* It is not necessary. We can work-around the construction, or we can avoid it entirely. In the early years, the course was on North Roosevelt Boulevard, and we can do that again. There have been many adjustments made to the design of the course over the many years. Construction is not a problem. It can be accommodated, easily.

This half-marathon is a "destination event", currently drawing over 4,000 runners from all over the world (and their friends/families). It is an institution for the City. We have had Olympic runners, authors, celebrities and other Race Directors participate. We have been written-up and recommended numerous times by the *Runners' World* magazine, and their staff members (editor Amby Burfoot, Bart Yasso) have spoken at the pasta dinner pre-race get-together!

The City benefits greatly from this event. And the Key West Sunrise Rotary Club benefits also, by providing volunteers for the 3-day affair over the MLK holiday weekend. In exchange for our member-involvement, the owners/directors of the race compensate us ... and those funds are re-channeled to the community (scholarships, non-profits, local military support, etc). Over the last 10 years we have received:

Year:	Compensation:	Additional:
2012	\$ 1,500	\$ 500 golf tourney sponsorship
2013	\$ 3,000	
2014	\$ 8,000	
2015	\$ 10,000	\$ 300 golf tourney sponsorship
2016	\$ 12,000	
2017	\$ 12,000	
2018	\$ 12,000	
2019	\$ 12,000	
2020	\$ 12,000	\$ 2,150 golf auction item
2021	\$ 1,500 (virtual, COVID)	
2022	\$ 15,000	
2023	\$ 20,000	
	\$119,000	

Another 53 charities received donations! In the eleven years prior to KW Sunrise Rotary being the primary volunteer coordinator (and beneficiary), the Key West High School track team was generously supported by the Key West Half-Marathon.

Our partnership with the Half-Marathon has been instrumental in allowing us to provide all manner of support to the community! It's baked-in to our annual budget. We love doing it! It's "good news" all around. Please don't shut this down for two years. We can work-around the construction, or avoid it altogether.

Jim Smith  
Treasurer, Key West Sunrise Rotary Club  
Home: 25 Allamanda Terrace, Key West, FL 33045  
Email: [jim@varsityrealtor.com](mailto:jim@varsityrealtor.com)  
Cell: 305-304-2433





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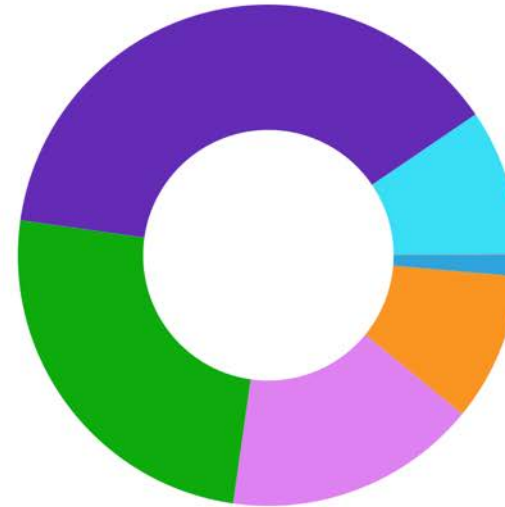
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## DEMOGRAPHICS

Age Groups



AGE GROUP	COUNT	PERCENTAGE
Under 18	54	1.35%
Ages (18 - 29)	384	9.57%
Ages (30 - 39)	655	16.33%
Ages (40 - 49)	1,002	24.98%
Ages (50 - 64)	1,535	38.27%
Over 65	380	9.47%
No Age	1	0.02%
<b>Total</b>	<b>4,011</b>	<b>100%</b>





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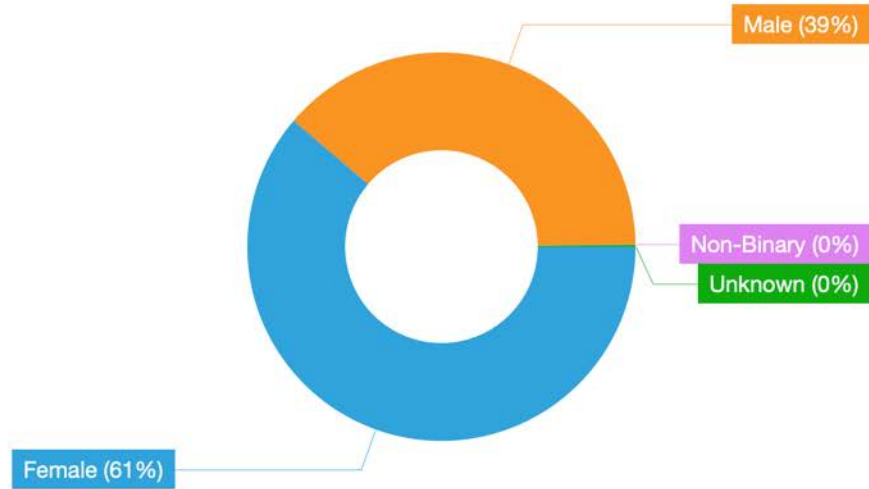
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## DEMOGRAPHICS

Gender Breakdown



GENDER	COUNT	PERCENTAGE
Males	1,548	38.59%
Females	2,456	61.23%
Non-Binary	1	0.02%
Unknown	6	0.15%
<b>Total</b>	<b>4,011</b>	<b>100%</b>





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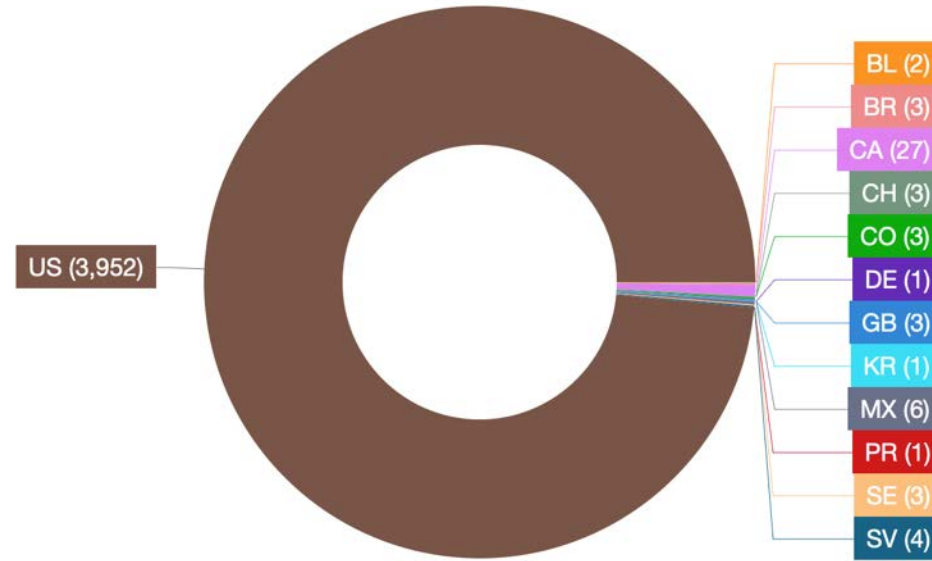
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DESTINATION HALF MARATHONS!!!

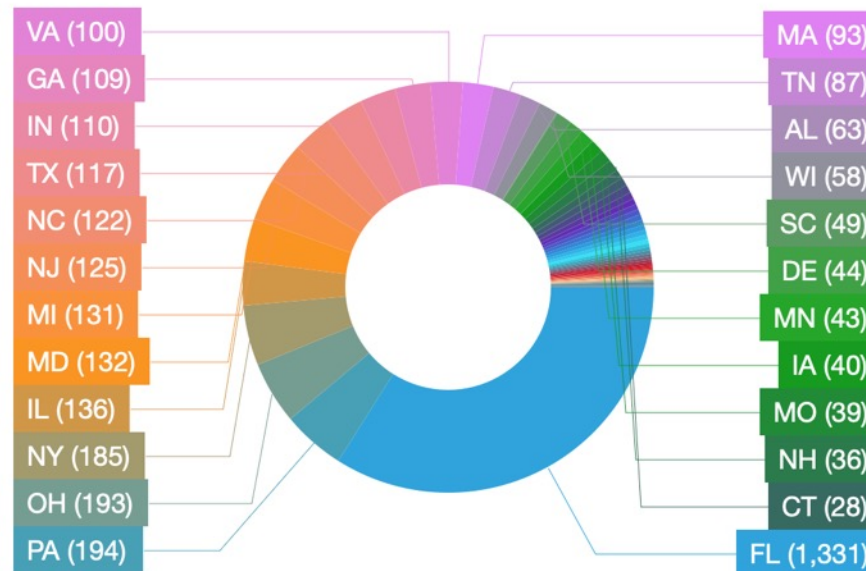
[keywesthalfmarathon.com](http://keywesthalfmarathon.com)

## DEMOGRAPHICS

Country of Registration



State of Registration







## KEY WEST HALF MARATHON & 5K

SUNDAY, JANUARY 19, 2025  
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

## **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](http://keywesthalfmarathon.com) and [runsignup.com](http://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





## KEY WEST HALF MARATHON & 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](http://keywesthalfmarathon.com) and [runsignup.com](http://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





## KEY WEST HALF MARATHON & 5K

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

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DESTINATION HALF MARATHONS!!!*

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](http://keywesthalfmarathon.com) and [runsignup.com](http://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





## KEY WEST HALF MARATHON & 5K

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

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DESTINATION HALF MARATHONS!!!*

keywesthalfmarathon.com

## **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](http://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





## KEY WEST HALF MARATHON & 5K

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DESTINATION HALF MARATHONS!!!*

keywesthalfmarathon.com

## **Host Hotel Sponsor : \$2,500**

- Host Hotel Sponsor logo displayed on Home Page of [keywesthalfmarathon.com](http://keywesthalfmarathon.com) and [runsignup.com](http://runsignup.com) event page with link to sponsor website
- Host Hotel will receive top billing on Travel and Hotel pages both on [keywesthalfmarathon.com](http://keywesthalfmarathon.com) and [runsignup.com](http://runsignup.com)
- Company Logo on Key West Half Marathon Facebook page for 3 months prior to event.
- Logo inclusion in up to 20 E-blasts to 105,000
- Company Logo on 4,500 Race Bags. Opportunity to include your company materials in Race Bags
- Host Hotel Sponsor logo added to Key West Half Marathon & 5K Social Media campaign starting October 20 thru race weekend – ad spend \$30,000
- Sponsor Digital Ad or Sponsor logo social media graphic to be shared on Key West Half Marathon social media platforms
- 4 Complimentary race entries for the Key West Half Marathon or 5K





## KEY WEST HALF MARATHON & 5K

SUNDAY, JANUARY 19, 2025

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DESTINATION HALF MARATHONS!!!*

keywesthalfmarathon.com

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

- Company Sponsor logo displayed on Home Page of [keywesthalfmarathon.com](http://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





# 27th Annual Key West Half Marathon Sponsorship Opportunities for 2025



## KEY WEST HALF MARATHON & 5K

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DESTINATION HALF MARATHONS!!!*

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

## Sponsorship Overview:

### Contact Information:

**Barb Wright/Event Founder**

P.O. Box 1681 Key West, FL 33041

Ph. 305-240-0727

[bwpromo3@bellsouth.net](mailto:bwpromo3@bellsouth.net)