

SPONSORSHIP OPPORTUNITIES





KEY WEST HALF MARATHON & RUNFEST

SATURDAY, JAN. 17, 2026 | 5K - 6:30 AM - 10K - 7:30 AM | **SUNDAY, JAN. 18, 2026** | 6:30 AM HALF MARATHON & 8K

keywesthalfmarathon.com





JANUARY 17-18, 2026 5K - 6:30AM - 10K - 7:30AM | HALF - 8K - 6:30AM

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

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

keywesthalfmarathon.com









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keywesthalfmarathon.com

New Events for 2025



BIG PECKER CHALLENGE!
RUN THE 5K, 10K, HALF
MARATHON AND GET A SPECIAL
BIG PECKER MEDAL!

LIL' PECKER CHALLENGE!
RUN THE 5K, 8K, 10K AND GET A
SPECIAL LIL' PECKER HAT!





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The 2025 T-Shirt Design







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The 2025 Medal Design



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











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keywesthalfmarathon.com

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









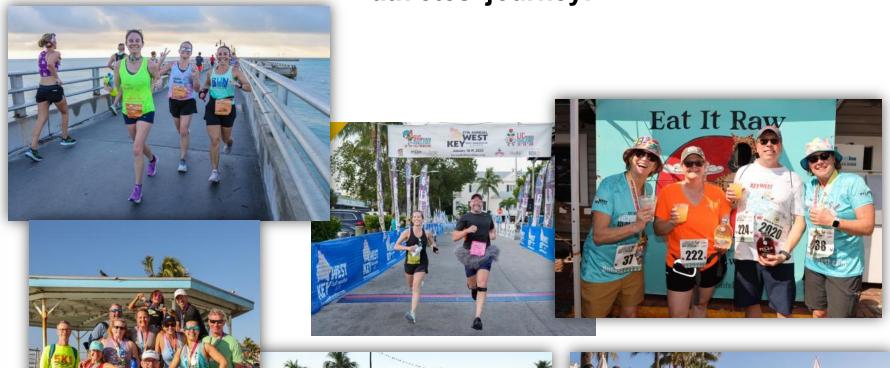
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The scenic course, volunteers and fans provided inspiration and encouragement at the beginning and throughout the athletes' journey!









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









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keywesthalfmarathon.com

A few examples of our National Ad Campaigns



NEW BIG PECKER CHALLENGE

Run all three races and earn 4 separate medals. 5K, 10K, Half Marathon & "Big Pecker" MEDAL! (Extra Large Rooster Medal)

REGISTER TODAY

keywesthalfmarathon.com















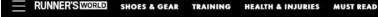
















If taking in nature's natural wonders helps you get through the miles, then these races are for you.

BY MATTHEW HUFF PUBLISHED: JUN 17, 2024

Key West Half Marathon



Key West, Florida

Date: January 19, 2025 Location: Key West, Florida

REGISTER HERE

At the very southern tip of Florida lie the Florida Keys, a chain of islands that stretch out into the Caribbean Sea. The last in the string is Key West, a tiny four-mile-long island with water stretching out on all sides. The Key West Half is an out-and-back course that traces three sides of the island and provides runners with sunrise views from across the Atlantic. Celebrate with some key lime pie!





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Runner's World **June 2024**

Most Scenic Half Marathons in the **United States and Canada**



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keywesthalfmarathon.com

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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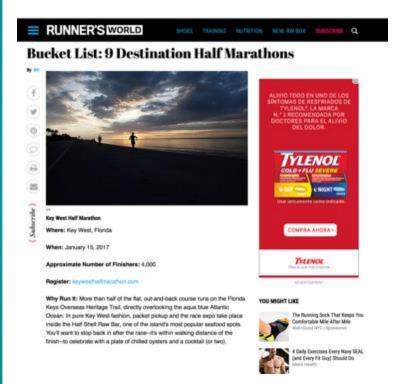
The Key West Half Marathon® and Hemingway 5K Sunset Run and Paddleboard

Race® both make Active.com's Top 11 list of Destination Races to Turn into a Vacation!

Ranked #3 in

Runner's World Bucket List: 10

Designation Half Marathons!





The Rest Malifestines as the Weild

Key West Half Marathon





Photo by Jessen Drokes

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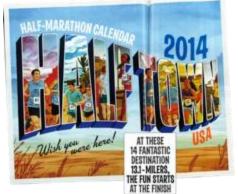
Runner's World - Feb 2014

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 halfmarathon 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."









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keywesthalfmarathon.com

Competitor | Jan 2017 Running & Racing Guide 2017





HALF MARATHON West, Fig.

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MARATHON

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SAN FRANCISCO HALF MARATHON

Pet. 5, See Francisco Getfolipol.com

ORLEANS HALF MARATHON

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The post-race party at City Park is sure to do New

Orleans provid, and you can arroy all the french Quarter has to offer before and after your nan-

Pub. S. Nice Orleans

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ALAMO 13.1 March 18. San Antonio, Youse Alamo131 com

the mody-co ray when the maintain an fixed at the Alarma is San Antonio. This papalite half rewards on starts and final has at the historic flower site, and remain all further a roote that offers some it has best collected lower in the city. After the role, the best will be flowing at the Alarma to collectuate of the flowing at the Alarma to collectuate.

MERGER ISLAND HALF MARATHON Much 16 Mercer Island, Week. Merceristanshuff.com

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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 od 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: \$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.



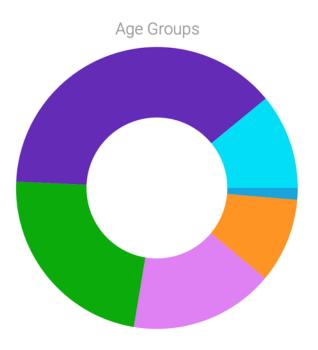
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keywesthalfmarathon.com

AGE GROUP	COUNT	PERCENTAGE
Under 18	63	1.35%
Ages (18 - 29)	452	9.71%
Ages (30 - 39)	771	16.56%
Ages (40 - 49)	1,075	23.09%
Ages (50 - 64)	1,785	38.35%
Over 65	509	10.93%
Total	4,655	100%





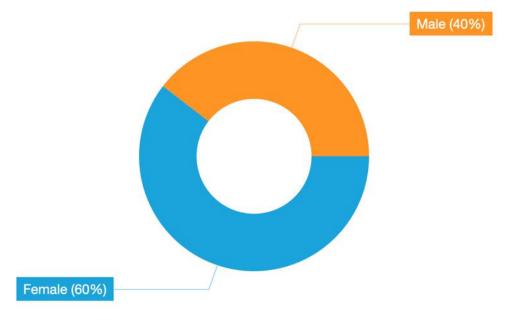
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Gender Breakdown



 GENDER
 COUNT
 PERCENTAGE

 Males
 1,841
 39.55%

 Females
 2,814
 60.45%

 Total
 4,655
 100%

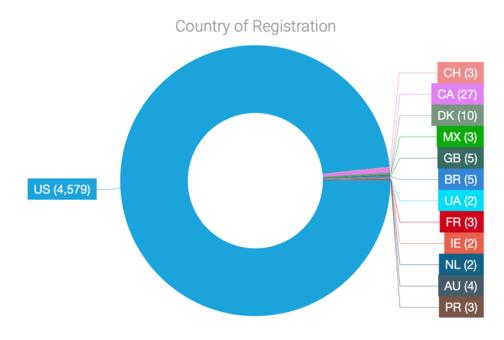


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State of Registration





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keywesthalfmarathon.com

Title Sponsor - \$75,000

- Naming Rights. Title Sponsor name and logo will be integrated into the Event Branding
- 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
- Opportunity to include company materials and/or a gift item in Bags
- Company Sponsor logo displayed on Home Page of <u>keywesthalfmarathon.com</u> 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
- 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
- 15 Complimentary race entries for the Key West Half Marathon or Runfest



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keywesthalfmarathon.com

Presenting Sponsor: \$50,000

- 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.
- Company Sponsor logo displayed on Home Page of <u>keywesthalfmarathon.com</u> 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 10 E-blasts to 105,000
- A Virtual Race Bag Offer/Ad to all the participants
- 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
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Big Pecker Presenting Sponsor: \$15,000

- 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.
- Big Pecker Presenting Sponsor's name on Hat As Presenting Sponsor with Logo
- Company Sponsor logo displayed on Home Page of <u>keywesthalfmarathon.com</u> 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 10 E-blasts to 105,000
- 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 Runfest



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keywesthalfmarathon.com



Lil' Pecker 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.
- Lil' Pecker Presenting Sponsor's name on Hat As Presenting Sponsor with Logo
- Company Sponsor logo displayed on Home Page of <u>keywesthalfmarathon.com</u> 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 5 E-blasts to 105,000
- 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 Runfest



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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 <u>keywesthalfmarathon.com</u> 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 5 E-blasts to 105,000 per blast
- 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 Runfest



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keywesthalfmarathon.com

Host Hotel Sponsor: \$2,500

- Host Hotel Sponsor logo displayed on Home Page of <u>keywesthalfmarathon.com</u> and runsignup.com event page with link to sponsor website
- Host Hotel will receive top billing on Travel and Hotel pages both on <u>keywesthalfmarathon.com</u> and runsignup.com
- Company Logo on Key West Half Marathon Facebook page for 3 months prior to event.
- Logo inclusion in up 20 E-blasts to 105,000
- Opportunity to include your company materials in Race Bags
- Host Hotel Sponsor logo added to Key West Half Marathon & 5K Social Media campaign starting April 2025 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 Runfest



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keywesthalfmarathon.com

Business Sponsor: \$1,000

- Company Sponsor logo displayed on Home Page of <u>keywesthalfmarathon.com</u> 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
- 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



28th Annual Key West Half Marathon Sponsorship Opportunities for 2026







KEY WESTHALF MARATHON & RUNFEST

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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