



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



## KEY WEST HALF MARATHON & RUNFEST

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!!!*

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

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





## The 2026 Race Shirt Design

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 **28th ANNUAL  
KEY WEST**  
HALF MARATHON  
& RUNFEST  
01.17-18.2026 | [keywesthalfmarathon.com](http://keywesthalfmarathon.com)

**KEY WEST  
HALF MARATHON & RUNFEST**

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The 2026 Medal Designs

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

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





# A few examples of our National Ad Campaigns

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keywesthalfmarathon.com

HALF MARATHON • 10K • 8K • 5K | JANUARY 17-18, 2026

**SUMMER SALE!**

\$25 MERCHANDISE CREDIT WITH SIGN UP FOR BIG OR LIL' PECKER CHALLENGES  
USE CODE: MERCH25  
To be picked up race weekend only!

FREE VISOR 5K, 8K, 10K & HALF MARATHON  
USE CODE: 26VISOR

REGISTER TODAY >

keywesthalfmarathon.com

HALF MARATHON • 10K • 8K • 5K | JANUARY 17-18, 2026

**28th ANNUAL KEY WEST HALF MARATHON & RUNFEST**  
01.17-18.2026 | keywesthalfmarathon.com

SAVE BIG BY REGISTERING TODAY - EARLY BIRD PRICING WON'T LAST FOREVER!

REGISTER TODAY >

keywesthalfmarathon.com

**Run Key West**  
JAN. 17-18, 2026  
BIG & LIL' PECKER CHALLENGE  
HALF MARATHON, 10K, 8K & 5K  
15% OFF ANY DISTANCES  
CODE: HMNET15

UNVEILING THE 2026 KEY WEST HALF MARATHON MEDAL & RACE SHIRT!

**BIG PECKER CHALLENGE**  
5K • 10K • HALF MARATHON

HALF 10K 8K 5K

THE WOMEN'S T-SHIRT WILL HAVE A V-NECK DESIGN.

**REGISTER TODAY & SAVE!**  
**\$10 OFF**  
OFF ANY DISTANCE  
USE CODE: 25BIBRAVE10

**2026 RACE SHIRT & MEDALS**  
REGISTER TODAY!!! KEYWESTHALFMARATHON.COM

**28th ANNUAL KEY WEST HALF MARATHON & RUNFEST**  
01.17-18.2026 | keywesthalfmarathon.com

REGISTER NOW & RECEIVE A **FREE VISOR**  
CODE: **FIT2RUN**  
with Big or Lil' Pecker, Half Marathon, 5K, 8K, 10K, Rum Stroll or Beer Mile Registration!

(Visor to be picked up at Registration. White or Teal Available.)  
Expires: 1/16/26

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5K • 10K • HALF MARATHON

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THE WOMEN'S T-SHIRT WILL HAVE A V-NECK DESIGN.

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keywesthalfmarathon.com



USA TODAY  
10BEST

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Key West Half Marathon

KEY WEST, FLORIDA

keywesthalfmarathon.com

10BEST

Most Recent Readers' Choice Awards Results

2025 RACES

No. 8: Best Half Marathon

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.

Photo courtesy of Katty Payne



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keywesthalfmarathon.com

## Runner's World June 2025

Flat and Fast Half Marathons to  
Consider if You're Looking to Set a  
New PR.

[Runners' Stories](#) > [Runner's World](#) > [Story Previews](#)

### Flat and Fast Half Marathons to Consider if You're Looking to Set a New PR

To clock a speedy 13.1, you'll need the perfect course.

BY [MATTHEW HUFF](#) PUBLISHED: JUN 12, 2025 11:59 AM EDT

[SAVE ARTICLE](#)



[LISTEN \(10 MIN\)](#)

#### Key West Half Marathon



Key West Half Marathon & Runfest

**Date:** January 17, 2026

**Location:** Key West, Florida

[REGISTER](#)

Like Texas, Florida also offers an ample buffet of flat half marathons to choose from. Unless you're running up an overpass or over a bridge, it's nearly impossible to find much of an incline in the Sunshine State. Key West's half is easily one of the state's most beautiful, though, which sends runners out and back around the tip of the Floridian archipelago. You'll run along the coastline and through the island's historic main drag in two directions before finishing on the northside of the island.



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keywesthalfmarathon.com

## Runner's World June 2024

Most Scenic Half Marathons in the  
United States and Canada

## Check Out These Most Scenic Half Marathons in the United States and Canada

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



Gianfranco Vici // Getty Images

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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[keywesthalfmarathon.com](https://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.

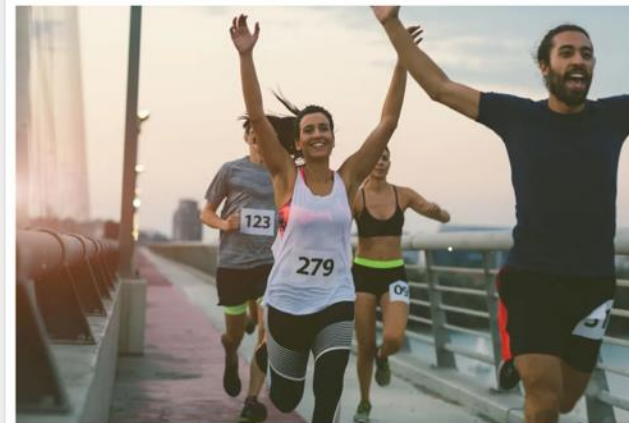


Photo courtesy of vga/jic // Getty Images

### 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

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

**Runner's World** SHOPS TRAINING NUTRITION NEW: RW BOX SUBSCRIBE

### Bucket List: 9 Destination Half Marathons

By [Author]

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

The Best Half Marathons in the World

### Key West Half Marathon

United States (Florida)

Key West is right at the end of the Florida Keys, a breathtaking outcrop. 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 down the connecting highway, which takes about three hours. Without a doubt the best winter half marathons in the USA, Key West has a stocked banner 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 encompasses 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 race, head over 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)



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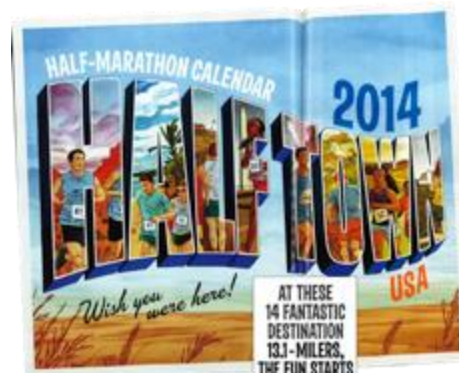
# Runner's World - Feb 2014

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**  
Homes for: Margaretville  
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 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 Barham, 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 Barham. 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 “Root Beer Barrel,” a root-beer schnapps shot dropped into a beer. [info.keywesthalfmarathon.com](http://info.keywesthalfmarathon.com)





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keywesthalfmarathon.com

## Competitor | Jan 2017 Running & Racing Guide 2017





# KEY WEST HALF MARATHON & RUNFEST

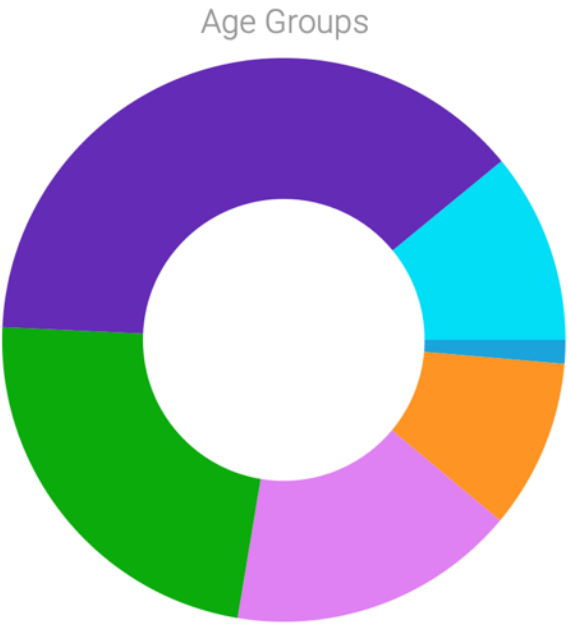
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keywesthalfmarathon.com

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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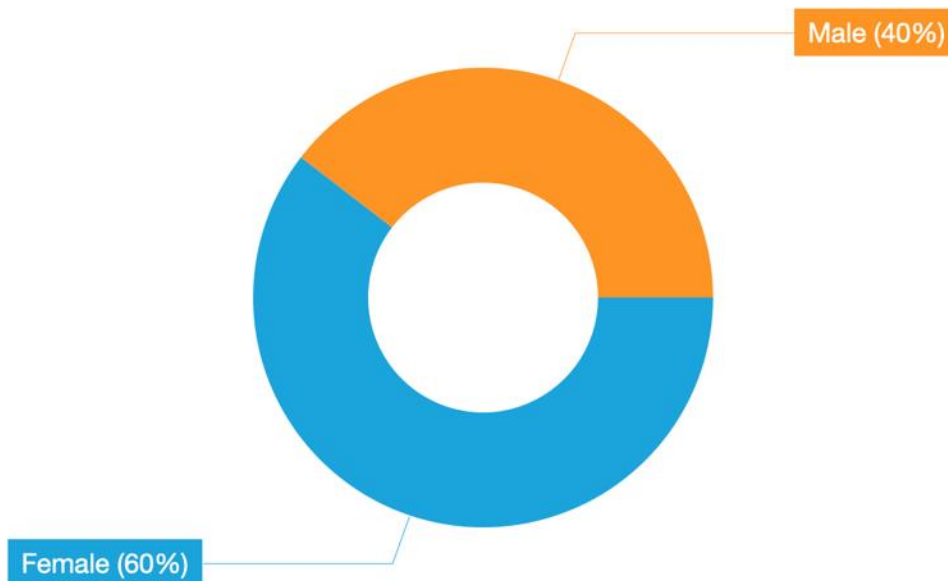
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GENDER	COUNT	PERCENTAGE
Males	1,841	39.55%
Females	2,814	60.45%
<b>Total</b>	<b>4,655</b>	<b>100%</b>

Gender Breakdown





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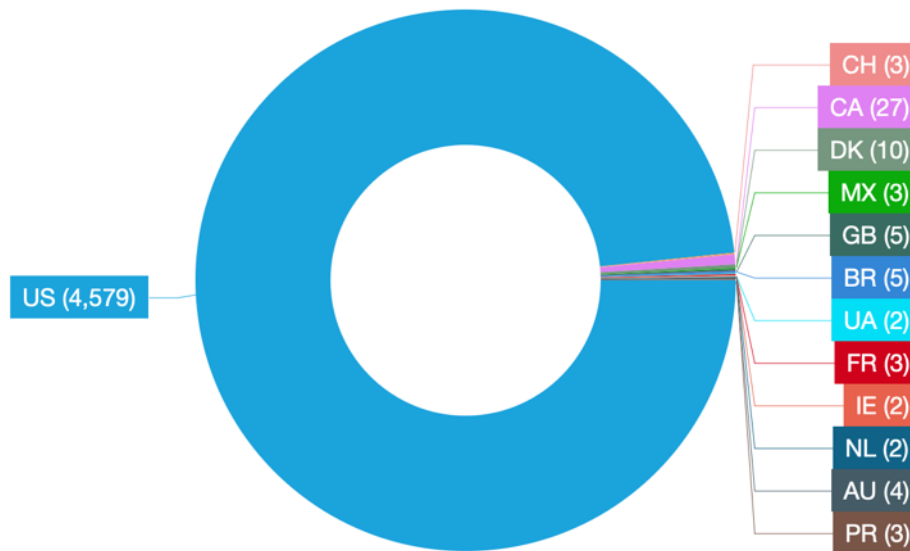
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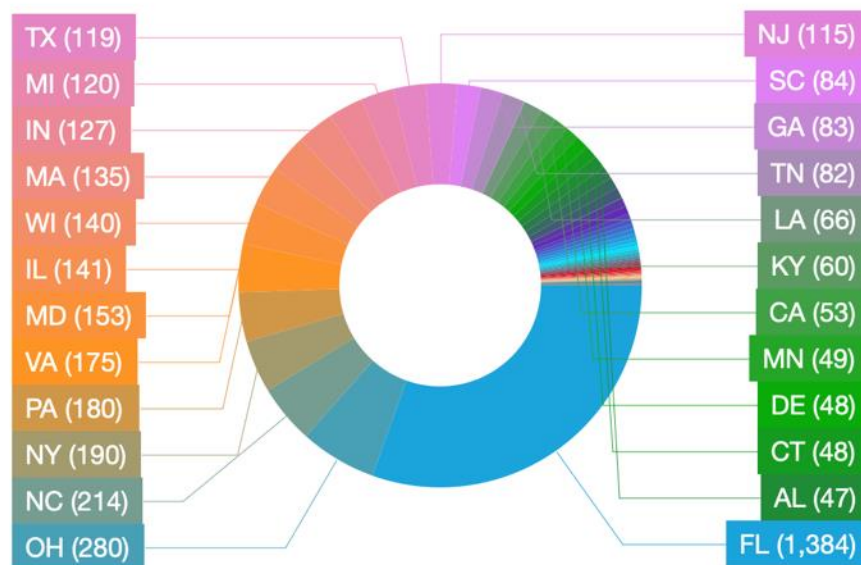
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Country of Registration



State of Registration





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## **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 [keywesthalfmarathon.com](http://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
- 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 [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 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 [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 months prior to event.
- Logo inclusion in up to 10 E-blasts to 105,000
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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
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## KEY WEST HALF MARATHON & RUNFEST

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

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

- Host Hotel Sponsor logo displayed on Home Page of [keywesthalfmarathon.com](http://keywesthalfmarathon.com) and 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
- 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
- Opportunity to include your company materials in Race Bags
- Host Hotel Sponsor logo added to Key West Half Marathon & 5K Social Media campaign starting throughout the year – 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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## **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
- 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



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

# 28th Annual Key West Half Marathon Sponsorship Opportunities for 2026



## Sponsorship Overview:

### Contact Information:

**Barb Wright/Event Founder**

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Ph. 305-240-0727

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