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# 2024 CITY OF LAREDO MARATHON

SPONSORSHIP OPPORTUNITIES



ABOUT US

# CITY OF LAREDO MARATHON

## NOVEMBER 17, 2024

The City of Laredo is excited to present the 2nd Annual Laredo Marathon. The accomplishments from the first event were amazing and the Parks & Recreation Department only plans for this second edition to be bigger and better.



USATF certified | TX23037LAB



Boston Marathon Qualifier





**SPONSORSHIP  
OPPORTUNITY**



**TITLE SPONSOR**





SERVICE US

# SPONSORSHIP LEVELS

Give your company maximum exposure by partnering with us.



## TITLE SPONSOR

- Listed as Titled Sponsor on the banner
- Company logo on the back of medals
- Prominent company logo (bigger)
- Exhibit booth at the event (packet pickup & finish line)
- Inclusion on the following printed items:
  - Event shirt
  - Event Finish/Start line signage
  - Promotional flyers and poster
  - Awards backdrop
  - Logo on Start/Finish race site fencing
  - Opportunity to provide promotional items or flyers in athlete's packet.
- Opportunity to address athletes at awards ceremonies
  - Presenting awards to top age group finishers
- Company logo and mentions in all media releases
- 5 Free entries to event race
- 8 Race shirts

CONTRIBUTION:

**\$10,000**



**SPONSORSHIP  
OPPORTUNITY**



**GOLD SPONSOR**





SERVICE US

# SPONSORSHIP LEVELS

Give your company maximum exposure by partnering with us.



## GOLD SPONSOR

- Listed as Gold Sponsor on the banner
- Company logo on bibs
- Exhibit booth at the event (packet pickup & finish line)
- Company logo Inclusion on the following printed items:
  - Event shirt
  - Event Finish/Start line signage
  - Promotional flyers and poster
  - Awards and backdrop
  - Logo on Start/Finish race site fencing
  - Opportunity to provide promotional items or flyers in athlete's packet
- Company logo and mentions in all media releases
- 3 Free entries to the event race
- 3 Race shirts



CONTRIBUTION: **\$5,000**



# SPONSORSHIP OPPORTUNITY



# SILVER SPONSOR





SERVICE US

# SPONSORSHIP LEVELS

Give your company maximum exposure by partnering with us.



## SILVER SPONSOR

- Listed as Silver Sponsor on the banner
- Exhibit booth at the event (packet pickup & finish line)
- Company logo Inclusion on the following printed items:
  - Event shirt
  - Finish/Start line signage
  - Promotional flyers and poster
  - Awards backdrop
  - Logo on Start/Finish race site fencing
  - Opportunity to provide promotional items or flyers in athlete's packet
- Company logo and Mentions in all media releases
- 2 Free entries to event race
- 2 Race shirts

CONTRIBUTION:

**\$2,500**



**SPONSORSHIP  
OPPORTUNITY**



**BRONZE SPONSOR**







SERVICE US

# SPONSORSHIP LEVELS

Give your company maximum exposure by partnering with us.



## BRONZE SPONSOR

- Listed as Bronze Sponsor on the banner
- Exhibit booth at the event (packet pickup & finish line)
- Company logo Inclusion on the following printed items:
  - Event shirt
  - Finish/Start line signage
  - Promotional flyers and Poster
  - Awards backdrop
  - Logo on Start/Finish race site fencing
  - Opportunity to provide promotional items or flyers
    - in athlete's packet
- Company logo and mentions in all media releases
- 1 Free entry to event race
- 2 Race shirts

CONTRIBUTION:

**\$1,000**





SERVICE US

# SPONSORSHIP LEVELS

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## IN-KIND DONATIONS

- These sponsors will provide the event with products, prizes, or services. In exchange for sponsor support, you will have presence at the event.

Provide any one or a combination of the following:

- Photo booth
  - Gift cards
  - Water Stations
  - Sports or recovery drinks
  - Energy gels or bars
  - Refueling food (fruit, veggies, bagels, etc.)
  - Specialty finish line treats (ice cream, cupcakes, pizza, egg rolls, etc.)
  - Race day meals for volunteers and staff
  - Raffle merchandise and goodies
  - Prize merchandise, services, and goodies for top finishers
- **SPONSORS WILL RECEIVE:**
- Acknowledgment of your support throughout the event
  - Booth presence at after race & recovery zone
  - Provide inserts or samples for runner's goodie bags

CONTRIBUTION:

**Min. \$500**

# CITY OF LAREDO MARATHON 2024

CONTACT INFO



## PARKS & RECREATION DEPARTMENT

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LAREDO

MARATHON