
CITY OF LAREDO MARATHON

SPONSORSHIP OPPORTUNITIES



ABOUT US

CITY OF LAREDO MARATHON

NOVEMBER 5, 2023

The City of Laredo is excited to present this event for the first time. It is an ambitious activity that will bring the community together in a race that will be a qualifier marathon and a personal objective for all participants.



USATF Certification in progress



Qualifier for Boston Marathon in process



**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
- Featured as Titled Sponsor on the website
- Prominent company logo
- Exhibit booth at the event (packet pickup & finish line)
- Inclusion on the following printed items:
 - Event shirt
 - Event Finish/Start line signage on truss
 - Promotional flyers and poster
 - Repeating long on awards and backdrop
 - Start/Finish repeating logo on 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
- 8 Free entries to event races
- 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
- Featured as Gold Sponsor on the website
- Exhibit booth at the event (packet pickup & finish line)
- Company logo Inclusion on the following printed items:
 - Event shirt
 - Event Finish/Start line signage on truss
 - Promotional flyers and poster
 - Repeating long on awards and backdrop
 - Start/Finish repeating logo on race site fencing
 - Opportunity to provide promotional items or flyers in athlete's packet
- Company logo and mentions in all media releases
- 5 Free entries to the event race
- 5 Race shirts



CONTRIBUTION:

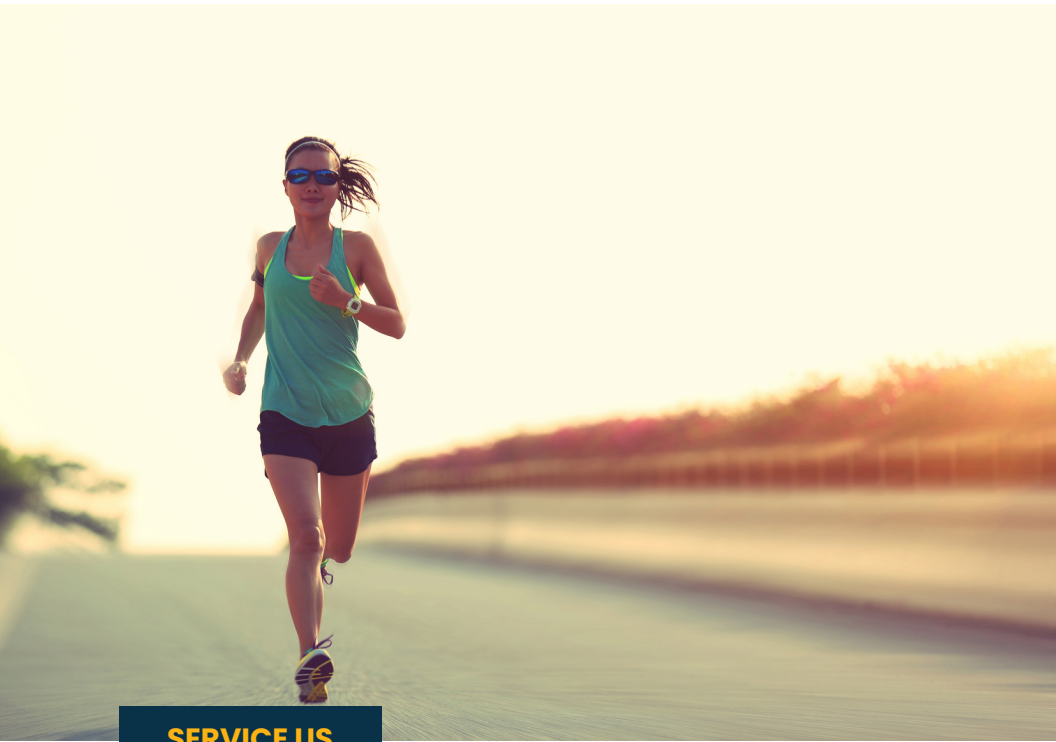
\$5,000

SPONSORSHIP OPPORTUNITY



SILVER SPONSOR





SPONSORSHIP LEVELS

Give your company maximum exposure by partnering with us.



SILVER SPONSOR

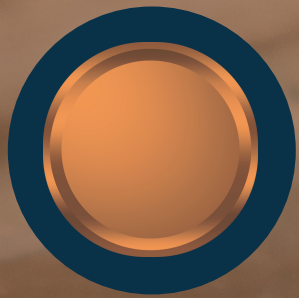
- Listed as Silver Sponsor on the banner
- Featured as Silver Sponsor on the website
- Exhibit booth at the event (packet pickup & finish line)
- Company logo Inclusion on the following printed items:
 - Event shirt
 - Finish/Start line signage on truss
 - Promotional flyers and poster
 - Repeating logo on awards and backdrop
 - Start/Finish repeating logo on 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 event races
- 3 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
- Featured as Bronze Sponsor on the website
- Exhibit booth at the event (packet pickup & finish line)
- Company logo Inclusion on the following printed items:
 - Event shirt
 - Finish/Start line signage on truss
 - Promotional flyers and Poster
 - Repeating long on awards and backdrop
 - Start/Finish repeating logo on 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 races
- 2 Race shirts



CONTRIBUTION:

\$1,000



SERVICE US

SPONSORSHIP LEVELS

Give your company maximum exposure by partnering with us.



IN-KIND DONATIONS

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

Provide any one or combination of the following:

- Photo booth
- Gift cards
- Bottled water, sports or recovery drink
- 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
- Photography/videography services
- Raffle merchandise and goodies
- Prize merchandise, services, and goodies for top finishers
- **SPONSORS YOU WILL RECEIVE:**
 - Acknowledgment of your support online and throughout the event
 - Booth presence at after race & recovery zone
 - Provide inserts or samples for runner's goodie bags
 - Logo/link on the website, emails, and social media channels

CONTRIBUTION:

Min. \$500

CITY OF LAREDO MARATHON 2023

CONTACT INFO



PARKS & RECREATION DEPARTMENT

Cynthia Bryand
Parks & Recreation Department
(956) 729-4613 or
(956) 729- 4600
cebryand@ci.laredo.tx.us

THANK YOU





COMING SOON

**CITY OF LAREDO
MARATHON**

NOVEMBER 5, 2023

**USATF CERTIFICATION IN PROGRESS
BOSTON MARATHON QUALIFIER IN PROCESS**