



Lake Placid Marathon

**2008 Sponsorship Opportunities
Marketing Your Business Year Round**

**Lake Placid Marathon
Race Weekend:
June 13-15, 2008**



Why Partner with the 2008 Lake Placid Marathon?

- **Affordable Marketing:**
 - The Lake Placid Marathon can market your business year round for a little as \$150. See page 3 for full Sponsorship benefits and options.
- **World Class Venue:**
 - Lake Placid is an internationally known sports destination. In 2007 marathon runners from 35 U.S. States, Canada and Europe traveled to Lake Placid for Race Weekend. Based on the event's success, the Lake Placid Visitor's Bureau has placed the Lake Placid Marathon on its June event calendar through the year 2015.
- **Building Brand Awareness:**
 - Businesses that participated in 2007 experienced impressive levels of commerce during Race Weekend. Athletes and Athlete Families are aware of Sponsor businesses and services through year round www.LakePlacidMarathon.com advertising, numerous online Athlete newsletters, Race Weekend promotional material and Race Day and post race media.
- **Year-Round Marketing:**
 - Although our annual Race Weekend takes place each June, the Lake Placid Marathon's online presence is viewed by thousands of Athletes and prospective athletes year round. Sponsorship agreements take place from January 1 to December 31 annually for maximum year round exposure.
- **Special Partnerships:**
 - The Lake Placid Marathon has a special partnership with the Ford Ironman USA Lake Placid triathlon. Our site, www.LakePlacidMarathon.com is the only marathon featured on the Ironman USA web site; www.IronmanUSA.com experiences millions of views per year which drives significant traffic to us. Other partnerships include the National Leukemia and Lymphoma Society's www.TeamInTraining.org and www.MarathonGuide.com.



Lake Placid Marathon Rate Sheet

Business Sponsor = \$150

- -Listed on Event Web Site Sponsor page
- -Coupons/literature in Athlete Bags
- -Business name announcements on Race Day
- -Company Logo on Volunteer T-Shirts

Supporting Sponsor = \$250

- -All of the Business Sponsorship plus:
- -Company web link on Event Web site
- -Company banner space provided at Athlete Check-In
- -Table and two chairs provided at race day Athlete Village if desired

Presenting Level Sponsor = \$500

- -All of the Supporting Sponsorship plus:
- -Company Logo/link on Event Web site main page
- -Company banner space provided at Race Finish
- - 10 x 10 Tent provided at Race day Athlete Village if desired

Premier Level Sponsor = \$ 3,500

- -All of the Presenting Sponsorship plus:
- -Company Logo printed on official Athlete Shirts
- -Complimentary Race Entry for up to 12 Company Employees
- -Opportunity for Company to have Logo on Half Marathon finisher medal

Title Sponsor = \$10, 000

- -All of the Premier Sponsorship plus:
- -Domination of all Marketing Outlets: Event Web site, Athlete Check-In area, Athlete Village, Event Media, and Printed soft-good and hard good products.
- -Unlimited Logo Fencing space available in Olympic Oval
- -Exclusive/non-compete product agreement if applicable
- -Special VIP Tent provided for Company & Company guests
- - Opportunity for Company to have Logo on Marathon finisher medal
- -Lake Placid Marathon presented by "Your Company".



How Can I Reserve 2008 Sponsorship?

Now taking Reservations for 2008 Sponsorship!

Follow these three easy steps:

- 1) Choose the level of Sponsorship that fits your budget and marketing needs.
- 2) E-mail your Reservation in a simple email to Brad@LakePlacidMarathon.com.
- 3) Our staff will then contact you to discuss details.

*Invoices for Sponsorship fees are sent out on January 1, 2008 (30 day net).

Specific Questions?

- Contact Brad Konkler, Co-Race Director at: Brad@LakePlacidMarathon.com

The Lake Placid Marathon is presented by
Inspiration Sports, LLC
1936 Saranac Avenue, Suite 2-257
Lake Placid, New York 12946

(Sorry, we are unable to honor alcohol or tobacco product sponsorship requests).