



Lake Placid Marathon

**2010 Sponsorship Opportunities
Marketing Your Business Year Round**

**Lake Placid Marathon
Race Weekend:
June 11-13, 2010**



Why Partner with the 2010 Lake Placid Marathon?

- **Affordable Marketing:**
 - The Lake Placid Marathon can market your business year round for a little as \$1000. See page 3 for full Sponsorship benefits and options.
- **World Class Venue:**
 - Lake Placid is an internationally known sports destination. In 2009, marathon runners from 42 U.S. States and abroad traveled to Lake Placid for Race Weekend.
- **Building Brand Awareness:**
 - Businesses that participated in 2009 experienced impressive levels of commerce during Race Weekend. Athletes, Friends and Families are aware of Sponsor businesses and services through year round www.LakePlacidMarathon.com advertising, online Athlete newsletters, Race Weekend promotional material and Race Day media.
- **Year-Round Marketing:**
 - The Lake Placid Marathon's online presence is viewed by thousands of Athletes and prospective athletes year round. Sponsorship agreements take place from September 1 to August 31 annually for maximum year round exposure.



Lake Placid Marathon Rate Sheet

\$1,000 Sponsorship Level Benefits:

- Company logo and link listed on LPM Website Sponsor Page
- Coupons/literature in Athlete Bags
- Company name announcements on Race Day
- Company logo on Volunteer T-shirts
- Company banner space reserved at Athlete Check-In
- Company banner space at Race Finish
- One (1) Table and two chairs provided at race day Athlete Village

\$ 3,500 Sponsorship Level Benefits

- ALL of the \$2500 Sponsorship plus:
- Company logo/link on LPM home page as a Presenting Sponsor
- Unlimited space in the Olympic Oval Athlete Village
- Company Logo printed on all Official 5th Annual Lake Placid Marathon Athlete Shirts
- Access to Lake Placid Marathon Database
- Complimentary Race Entry for up to twelve (12) Company Employees
- Close year-round access to Race Management

\$2500 Sponsorship Level Benefits

- ALL of the \$1,000 Sponsorship plus:
- Company Logo/link on LPM home page as a Premier Sponsor
- Two (2) 10' x 10' Athlete Village Tents with table and 2 chairs
- Complimentary Race Entry for up to six (6) company employees
- Hourly Company name announcements on Race Day
- Product placement in Athlete Bags
- Unlimited use of Official Lake Placid Marathon logo in YOUR company marketing materials: "Proud sponsor of (LPM Logo)"
- Product Seminar / Sampling at Athlete Village

\$10, 000 Sponsorship Level Benefits

- All of the \$3,500 Sponsorship plus:
- Dominating presence in all Marketing Outlets
- Company logo on Marathon & Half Marathon Finisher Medal
- Special VIP Tent provided for Company & Company guests
- Unlimited use of Fencing and logo placement
- Your company logo on display at the highly photographed Finish Line Timing Tower
- 2009 Lake Placid Marathon presented by (Your Company)
- The satisfaction of adding "Lake Placid Marathon Presenting Sponsor" to your business portfolio
- Title Sponsorship is limited to a single presenting sponsor



How Can I Reserve 2010 Sponsorship?

Now taking Reservations for 2010 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, 2010 (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).