



2018 Cleveland Half Marathon & 5k Race Sponsorship Packet

Terra Running Co.

Who we are...

Terra Running Company is a running specialty store in Cleveland, TN, serving as the hub of running in the area. The store is involved with the local running clubs, supports nonprofits who share the same mission, and offers free events to help introduce people to activity in many ways.

Owners Brittany and David Durkin also own and manage an event timing business that has helped many local races provide excellent race experiences for runners. They have worked with first-time race directors on everything from attaining permits and insurance, to advertising their race. Terra Running Company has also put on a number of their own successful events, including the Tall Betsy 6k in October and the Thanksgiving Day 5k.



Brittany and David are committed to the success of the running community in Cleveland. Terra Running Company is excited to host another successful Cleveland Half Marathon & 5k in 2018!

Race Information

The 2018 Cleveland Half Marathon & 5k will take place
Saturday, May 12, 2018.

Runners will experience some of the great areas of town that make Cleveland unique, including the downtown business district, Lee University, the Cleveland Greenway, and the historic district.



The Finish Festival will include live music, vendors, photos in front a custom backdrop, a live radio broadcast, and much more fun!

The Cleveland Half Marathon and 5k is a professionally chip-timed race using Chronotrack RFID disposable chips.

We expect 600 finishers 200 volunteers, and many more spectators at this year's event!

**Won't you join us in celebrating our great town, running,
and being active?**

2017 Race Facts

- In 2017, the race SOLD OUT 8 days before race day with 425 runners in the Half Marathon and 5k!
- The community was abuzz with excitement about the first Cleveland Half Marathon running through their streets!

Here are some facts about the registered participants:

- 62% female, 38% male
- 52% from Cleveland
- 90% from Tennessee
- 12 states represented
- Average age: 39 years old



Check out some of the great press from the 2017 event:

[Cleveland Half Marathon set](#); Cleveland Daily Banner, March 18, 2017

[Cleveland Half Marathon Huge Success](#); Cleveland Daily Banner, May 14, 2017

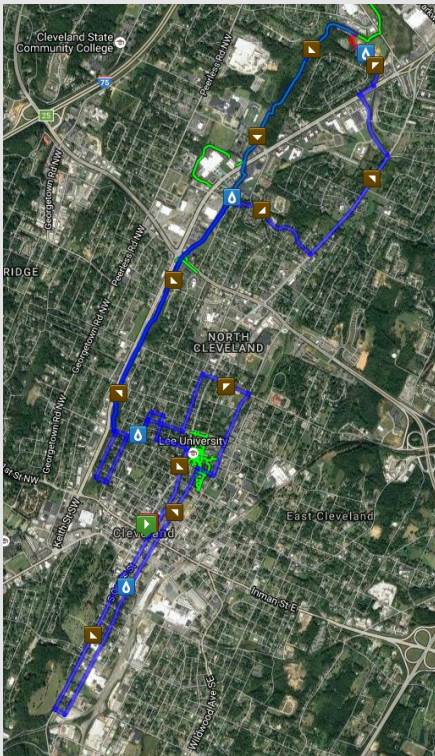
[Cleveland Half Marathon Road Closures Announced](#); Cleveland Daily Banner, May 6, 2017

[Mix 104.1 Live Remote Broadcast](#), May 13, 2017

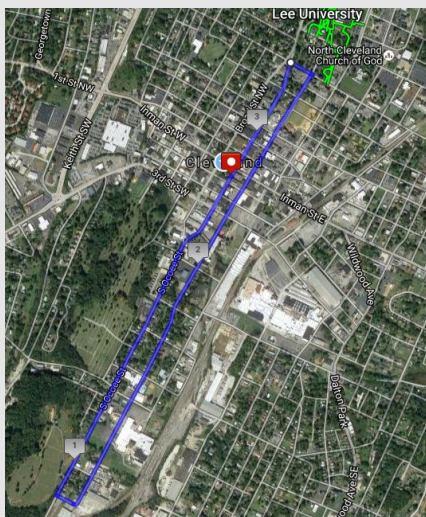
[Mix 104.1 Live Remote Interview](#), May 13, 2017

[Photo Gallery](#) with free downloads courtesy of CPQ Pics

Courses



Half Marathon runners run 13.1 beautiful miles through some of the great areas of town that make Cleveland unique, including the downtown business district, Lee University, the Cleveland Greenway, and the historic district.



5k runners get a taste of a big race, using the same start and finish line as the half marathon. The 5k will wind through the downtown business district in Cleveland.

Benefits of Sponsorship

We can't do this race without your support! Terra Running Company wants to work with you to help you get the best exposure and benefits from being involved in the Cleveland Half Marathon and 5k.



The Cleveland Half Marathon and 5k is Cleveland's hometown race! The City of Cleveland and local businesses have learned of the importance of events that show off our great town and invite visitors from all over to come enjoy our amenities!

Terra Running Co. has a stellar record of professional race timing and management in the Cleveland and North Georgia area. As the hub of the running community in the area, Terra Running Co. will be spreading the word to runners all over!



Benefits of Sponsorship



Health is in! Let your customers, employees, and the community know that your business cares about being active! Promoting a healthy activity like running and walking will be perceived in the community as positive and strengthen your brand!

Whether you're interested in furnishing an aid station on the course, having a themed cheer zone, making sure all of the participants see your literature, or something else, we are here to work with you! Contact us for information about all of the various ways we can work with your business to help you get the most exposure possible out of your sponsorship.



Sponsorship Opportunities

\$5,000: The 5k Title Sponsor (1 available) will have naming rights for the 5k. Company name will be included in the name of the 5k on all Cleveland Half Marathon posters, banners, announcements, promotional information, race shirts, medals, etc. Make it the Cleveland Half Marathon and [insert YOUR name] 5k!

\$2,500 Gold Sponsors will have their name and company logo attached to the After Party in downtown Cleveland and have the opportunity to hang signage around the After Party, in addition to the benefits below.



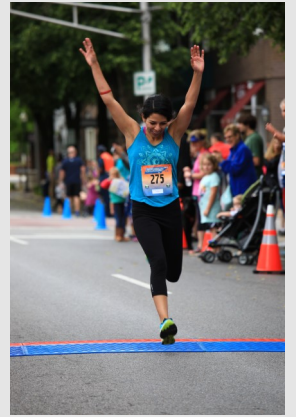
- ◇ Logo on Volunteer T-shirts (150)
- ◇ Logo on Posters (50 prints)
- ◇ Logo on Sponsor Banners (2 sites)
- ◇ Tent set up at After Party to sell or give away items
- ◇ Company named in Public Announcements at Start/Finish
- ◇ Inclusion in Pre- and Post-Event Media Releases
- ◇ Prominent logo inclusion on ClevelandHalf.com with link to your website
- ◇ Mass Email Mentions to Runners and Volunteers
- ◇ 2 free race entries



Sponsorship Opportunities

\$1,000: Silver Sponsors will have the opportunity to have their name and logo on one of 13 mile signs and have the opportunity to place signage and a themed cheer zone along the assigned mile in addition to the benefits below:

- ◇Company name on Volunteer T-shirt (150)
- ◇Company name on Posters (50 prints)
- ◇Company named in Public Announcements at Start/Finish and After Party
- ◇Inclusion in Pre- and Post-Event Media Releases
- ◇Company name inclusion on ClevelandHalf.com with link to your website
- ◇Mass Email Mentions to Runners and Volunteers



\$500: Mile Marker Sponsors will have the opportunity to have their name and logo on one of 13 mile signs and have the opportunity to place signage and a themed cheer zone along the assigned mile.

\$150: Runner Race Packet Insert sponsors have the opportunity to put a flyer with information about their organization or business in the 500 race packets made for runners. Flyers must be turned in to Terra Running Company by May 1.

Sponsorship Opportunities

In Kind donations are accepted as race sponsorship in the form of donated good or a discount that directly offsets race costs. Items could potentially include:

Prerace

- ◇ Media Exposure (billboards, radio, print ads, etc.)
- ◇ Printing/copying
- ◇ Finisher medals and prizes
- ◇ Age group awards
- ◇ Race shirts (participants and volunteers)
- ◇ Participant goody bags

Race day

- ◇ Sound system
- ◇ Signage
- ◇ Cups, food, water

IN KIND: Water Station Sponsor: (4 available) Provide 10-15 volunteers for 1 of 4 aid stations along the race course. Provide 1 snack or drink to the participants. Promote your water station with signage, posters, dress up, etc!





Contact

To discuss how Terra Running Company can work with you to make the Cleveland Half Marathon and 5k a success, please contact us at:

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