

# MK

MK marathon  
WEEKEND

# MARATHON WEEKEND



**SPONSORSHIP  
OPPORTUNITIES 2018**

[www.mkmarathon.com](http://www.mkmarathon.com)



## INTRODUCTION

**First of all...**

**We'd like to say a big thank you for considering the MK Marathon as an event to partner with...**

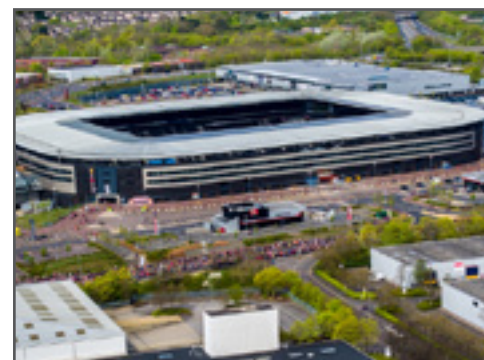
The MK Marathon is consistently ranked in the top 10 UK marathons, an AIMS/IAAF Grade A certified race, British Association of Road Races (BARR) Gold accreditation for outstanding race management and with an amazing stadiumMK finish.

The MK Marathon brand creates an online audience of tens of thousands across our digital footprint and print advertising. We strive to put on one of the best organised marathon events out there – so you'll be safe in the knowledge that your brand will be handled with care.

With numbers easily on track to break 12,000 runners across a range of events, this is an unmissable opportunity to get involved with our fast growing brand.

**Andrew Hully, Race Director**

MARATHON | HALF MARATHON | MARATHON RELAY | SUPERHERO FUN RUN | 5K





## MK MARATHON RACE IN NUMBERS

**2012**

our first event

**36,016**

total number of entries to date

**6x**

typical charity ROI  
when purchasing tickets

**10,000**

entrants in 2017

**94%**

Satisfied or Very Satisfied  
with the event

**11k**

Facebook followers

**4,300**

Twitter followers

**58%**

Male entrants  
(marathon & half marathon)

**41%**

Aged between 35 and 44 years

**32,370**

Mailing list



## GET INVOLVED

Would you like to get involved with the MK Marathon Weekend and partner with us?

Well now is the perfect time to climb aboard - we are actively looking for sponsors & partners for our 2018 & 2019 events. There are opportunities in the following areas:

1. Headline Sponsor
2. Rocket 5K Sponsor
3. Superhero Fun Run Sponsor
4. Marathon Relay Sponsor
5. General Sponsor
6. An official supplier of any of the following:  
Water, sports drinks, cars or vans, finishers T-shirts, nutrition bar, confectionary, entertainment or event crew bags.

## PACKAGE COSTS

### HEADLINE SPONSOR

Marathon & Half Marathon

£30k for 2 years

7000 entries in 2017

### ROCKET 5K SPONSOR

category exclusive

£10k for 2 years

2000 entries in 2017

### SUPERHERO FUN RUN

category exclusive

£10k for 2 years

1200 entries every year

### MARATHON RELAY SPONSOR

category exclusive

£10k for 2 years

125 teams of 4 in 2017

### GENERAL SPONSOR

All events

£5k for 1 year

### OFFICIAL SUPPLIER

Supply of any of the listed items  
to the required quantities

## WHO ARE OUR RUNNERS?

With interest in marathons at an all-time high, this is a great opportunity to keep pace and get in front of what's considered a highly desirable consumer. Our runners:

1. Stick together and have shared values.

- 26% of our runners last year heard about the event because it was recommended to them by a friend.

2. Are primarily aged between 25 and 50.

- A high income group.

3. Are health conscious and highly educated.

- Our runners are a pre-qualified demographic: You're getting interest and commonality, as opposed to having to attract them on your own.

**“Our finishers are a sought-after demographic: They're highly educated, high earners and in most cases they travel and spend on hospitality.”**

4. Travel from across the world to be here.

- Runners from across the United Kingdom and from over 32 foreign countries visited the MK Marathon in 2017.

5. Register early and stay engaged.

- 89% of entries enter more than two months in advance of event.

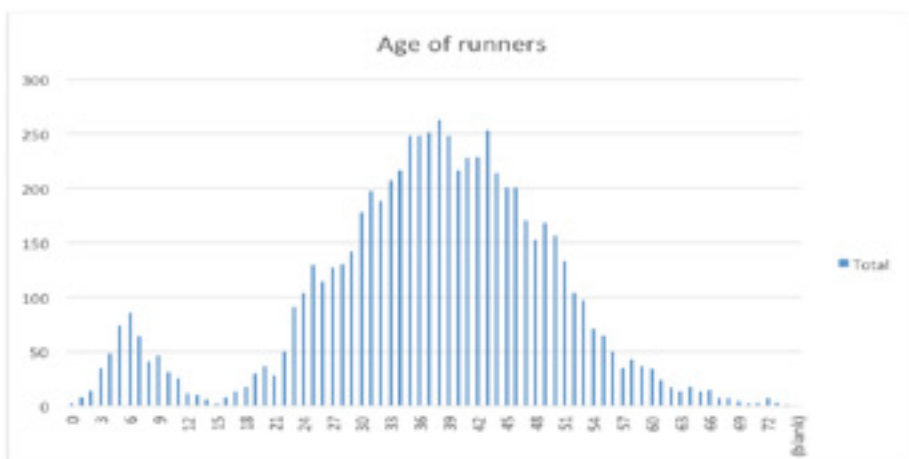
6. Are deliberate planners and achieve their goals.

- 22% ran for a specific charitable cause in 2017.

7. Promote our brand

- 6,000 finishers T-shirts given out and over 10,000 medals.

**Are united by one passion!**



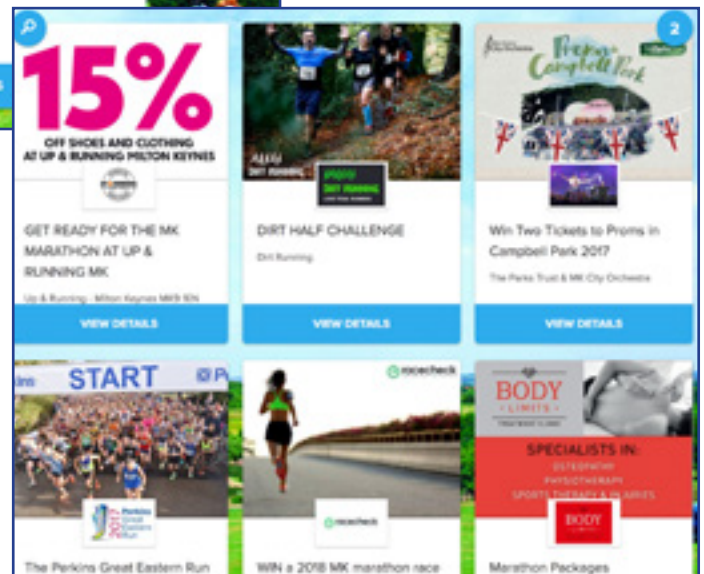
## THE DETAILS

Included, but not restricted to:

- Branding on finisher t-shirts for headline and relay sponsor
- Branding on running numbers
- Offer in Virtual Goody Bag which goes to all entrants
- Email – logo will appear on the footer of all mass email correspondence
- Branding on website and on sponsors page
- Social media – regular promotion of your products via our SM channels
- Bespoke medal ribbon with your logo
- You can brand the start & finish areas with flags & banners
- PR – inclusion in all articles requested by newspapers, magazines etc
- Online banners & other display options
- Present the awards
- On-site – retail space in the event village, various branding, mobile sampling
- Complimentary places
- Partners & Sponsors are also required to promote the events on our behalf



# VIRTUAL GOODY BAG



## Delivering measurable results for sponsors.

We allow our sponsors to connect to our event attendees through a modern version of a classic tool - the goody bag.

You have complete control over the content you share with your audience as you create (and edit) your own content.

The Virtual Goody Bag platform tracks every visit, view, and engagement for each individual and compiles a detailed report for every sponsor placement. The report provides you with measurable ROI.

You should invest in our event because of the quality of our audience to which you can efficiently promote your products and services. When you share your bag via scheduled email invitations from the platform you generate predictable, proven results.

Promote access via social media, website, QR codes and more! Entrants will get an email informing them when the Virtual Goody Bag is open, that it is about to close and when it closes.

The Virtual Goody Bag will stay open for 60 days spanning the MK Marathon event.



## CONTACT

To discuss becoming a sponsor or supplier then please get in touch.

Andrew Hully  
Race Director  
MK Marathon  
07714-764284  
[run@miltonkeynesmarathon.co.uk](mailto:run@miltonkeynesmarathon.co.uk)

MK:TWO Business Centre  
1 Barton Road  
BLETCHLEY  
MK2 3HU



For more information, please visit our website:  
[www.mkmarathon.com](http://www.mkmarathon.com)