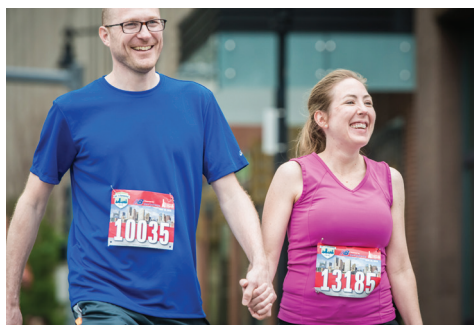




May 22, 23 & 24
Seaport Hotel
Boston



It's
 a historic run through downtown Boston...

Presented by:

new balance



SPONSORSHIP OPPORTUNITIES

It's
a tribute to fallen
1st Responders...

It's
a 3-day celebration

It's
Boston's Run to Remember

**Boston's Run to Remember
Sports and Fitness Expo – Half Marathon – 5 Mile Race
Friday, May 22, Saturday, May 23, and Sunday, May 24
Seaport Hotel
Boston, Massachusetts**

**The 16th annual race is the only Half Marathon
in the heart of the city
The race has sold out with over 12,000 runners
in past years**

**62% – Female
38% – Male
45 States
26 Countries**

15,000+ participants will attend the 2-day Expo

Demographic Information:

Half Marathon runners are a highly desirable demographic as a marketing target audience. Half Marathon runners tend to be influencers among their peers, creating opportunities for them to become important brand ambassadors across multiple industries.

Statistics for Half Marathon Runners

(from Running USA's State of the Sport 2010):

Female Half Marathon Runner

Average Age: 38.6

61.9% are Married

78.7% are College Educated

69.0% earn a household income of \$75,000+

Male Half Marathon Runner

Average Age: 44.8

73.5% are Married

78.8% are College Educated

76.4% earn a household income of \$75,000+

Schedule:

Expo Hours

Friday, May 22: Move In 10am – 2pm

Friday, May 22: Expo Hours 3pm – 7pm (Optional)

Saturday, May 23: Expo Hours 9am – 5pm (Move In: 7am)

Race Hours

Sunday, May 24th

Half Marathon Start: 7am

5 Mile Start: 7am

About The Race:

Boston's Run to Remember is the only 13.1 distance race that takes the runners through the scenic and historic routes of downtown Boston. The race starts and finishes at the Seaport Hotel – a newly rejuvenated and bustling area of the completely reinvigorated South Boston waterfront – and treks through historic neighborhoods like Beacon Hill, Back Bay, along the Charles River past MIT and Harvard, the Boston Garden, and Commonwealth Avenue.

The race has become a staple of the New England race calendar and pays tribute to all 1st Responders killed in the line of duty by celebrating their lives and giving back to the community.

Taking place on Memorial Day weekend annually, honoring the service of 1st Responders, on a course in arguably the most historic city in the nation; this race has become a destination event for many of our participants and offers a one of a kind experience.

Net proceeds of the race benefit local youth and community policing programs sponsored by the Boston Police Runner's Club and the state's law enforcement memorial. The race raises over \$300,000 for more than a dozen local charities, including the Alzheimer's Association, MDA and Sole Train.

About The Expo:

The two-day Health and Fitness Expo takes place at the Seaport Hotel on Friday, May 22 and Saturday, May 23. Participants visit the expo to pick up their race bibs, t-shirts, and participant bags.

Saturday has become a family event day with the inclusion of many kid-focused activities including: Kid's Fun Run; Shriner clowns; story telling; snacks; vintage police vehicles. Each participant of the Kid's Fun Run receives an official bib and a finisher's medal.

Vendors are encouraged to set up interactive displays that highlight their products and services. The expo has become a great opportunity to sell product and interact with our participants.

CASH LEVEL	Presenting Sponsor \$25,000	Gold Badge Sponsor \$10,000	Kids Race Sponsor \$5,000	Law Enforcement Supporter \$5,000	Thin Blue Line Sponsor \$3,000	Patriotic Partner \$2,000	Expo Vendor \$800+	Bag Stuffer \$250
Logo on Race Bibs	X							
Logo on back of race T Shirt	X							
Logo in race printed ads: <i>NE Runner</i>	X							
Logo visibility on printed collateral	X	X						
Announced as sponsor by MC during expo and race	X	X						
Banner/Logo placement at Kids' Run	X	X	X					
Banner/Logo placement at Finish Line	X	X	X	X				
Banner/Logo placement at Start Line	X	X	X	X				
Half-page ad in our race weekend brochure	X	X	X	X				
Logo at Race Entrance (Saturday & Sunday)	X	X	X	X				
Banner/Logo placement at Expo	X	X	X	X	X			
Logo/Link inclusion on website	X	X	X	X	X			
Finish line food/beverage opportunity	X	X		X	X	X		
Logo/Link inclusion on e-newsletters (50,000 recipients)	X	X	X	X	X	X		
Insert inclusion in runners' goodie bags	X	X	X	X	X	X		X
Premiere 10x20 Expo space	X	X	X	X				
10x10 Expo space					X	X	X	

Expo Exhibitor Space (\$800–\$1,250): Exhibiting at Boston's Run to Remember Expo will give you the opportunity to create an interactive and meaningful experience for all the participants. Traffic on Saturday is particularly steady as there is family/kid programming scheduled throughout the day. Exhibiting on the trade show floor is a very effective way to reach our participants. 10x10: \$800–\$850, 10x20: \$900–\$1,250. Pipe and Drape, Table, 2 Chairs – all included! Larger Spaces Available.

About the Neighborhood:

The Seaport District on Boston's Waterfront has become a destination neighborhood over the past several years. The Expo is steps away from exciting new restaurants at Liberty Wharf such as Del Frisco's, Tony C's, and the Flagship location of Legal Sea Foods. It is also conveniently located near world-class museums such as the Institute of Contemporary Art, and Boston Children's Museum. Close proximity to Faneuil Hall Marketplace and the seaport areas new restaurants, museums, shopping, art galleries, and the HarborWalk makes the location an ideal place to experience Boston.

Other Sponsorship Opportunities:

Looking for something more customized? Interested in category exclusivity? Additional Sponsorship opportunities and packages are available. Contact Steve Balfour for more information.



Contact us for more information ExpoManager@BostonsRunToRemember.org



Past 1st Responder Challenge Participants

Boston Fire Department	Massachusetts State Police Department
Boston Police Department	MBTA Transit Police Department
Brookline Fire Department	Middlesex Sheriff's Office
Brookline Police Department	MIT Police Department
Cambridge Fire Department	Nashua Police Department
Cataldo Ambulance	Natick Fire Department
Chelmsford Police Department	New Bedford Police Department
Chelsea Police Department	New York Police Department
Concord Police Department, MA	North Adams Police Department
Customs and Border Protection DHS	Peabody Police Department
Essex County Sheriff's Department	Quincy Police Department
FBI	Salem Police Department, NH
Haverhill Police Department	Somerville Police Department
Laconia Police Department	Springfield Police Department
Lawrence Police Department	United States Army
Londonderry Police Department	Wakefield Police Department
Los Angeles County Sheriff's Department	Westford Police Department
Los Angeles Police Department	Weymouth Police Department
Lynn Police Department	Worcester Police Department
Massachusetts Port Authority Police Department	Yarmouth Police Department

Boston's Run to Remember
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