



## What Is The F^3 Half Marathon?

Born out of an idea that a half marathon can happen in the cold of January in Chicago, we welcome you to the first and original January Half Marathon in the City of Chicago! 8th Annual F^ing Freezing Frozen (F^3) Lake Half Marathon is upon us. 5 years ago was our first official “race” year and what a huge success it was selling out! Most importantly, this event, now official still had the grass-roots feel that we at F^3 Events feel is so important and core to our philosophy.

This year the race is on Saturday, January 28<sup>th</sup>, 10am at Soldier Field with gear check and post-race events INSIDE the United Club! A great opportunity to sponsors to promote to a captive audience!

## Media/Marketing Coverage

### ***\*Public Relations Efforts***

-Event included in monthly event calendar to monthlies (i.e., Chicago Athlete, Competitor, Chicago Magazine, etc.) and select dailies and weeklies (i.e., Time Out Chicago, Metromix/Red Eye). Stand-alone press release sent to daily and weekly media 30 days out. Also, radio/TV calendar sent out 7-10 days before F^3 Half Marathon. TV assignment desk “media alert” sent 24-48 hours before event!

### ***\*Print/On-Line Campaign***

-Sent out through a number of different medias that directly communicate to the demographic of the F^3 Half Marathon

### ***\*Social Media Campaign***

-Extensive efforts to market the F^3 Half Marathon through multiple Facebook and Twitter accounts (Event locations and various “mavens” in the Chicago running social media community)  
-F^3 Ambassador Campaign to promote on Social Media Channels (mini-bloggers)  
-Running Store Promotion via Fleet Feet Sports’ 7 stores  
-Strong F^3 year round partner promotion

### ***\*Additional F^3 Race Coverage***

-Waterfall Glen Xtreme 10 miler  
-Charity Partnership



**Platinum Level Presenting Sponsor - \$10,000**  
**(Cash/in-kind benefit-combination of both – One Sponsor – taken for 2017 & 2018)**

**Naming of Event – F^3 Lake Half Marathon & 5k presented by....**

### **Media – Pre/Post Race**

#### *-Internet:*

- Company logo & link on event websites
- Company logo & link on partner sites (Running Store etc.)
- Company logo & link on media partner newsletters/online mentions (Chicago Athlete Magazine, Competitor, etc.)

#### *-Social Media*

- Extensive coverage of Company Facebook Page & Twitter handle on all F^3 marketing output
- F^3 Ambassadors to mention company Facebook & Twitter handle on all F^3 related posts

### **Marketing Materials – Pre/Post Race**

- Company logo on premium F^3 Half Marathon Event Tech Shirt
- Company logo on all printed and on-line marketing materials
- Company logo on all ads/publication
- Company logo on all brochures

### **On-Site (Race Day)**

- Banner Placement at all events on-site including:
  - Space for 6 banners start/finish (\*note: sponsor assumes responsibility for all costs associated with production and shipment of banners. Banners must be 3'x8', heavy duty vinyl with grommets-top & bottom)
- Opportunity to put an insert in runners' goody bag
- Booth space on-site and table space at post race party
  - 10'x10' space for branded tent(s)
  - Prominent race site location
- Announcer Mentions
  - Name & special mention in a minimum of twenty-five (25) DJ/Stage announcements

### **Rights To Marks & Logos**

- Company will have rights to event marks & logos for one year past the date of signing, and for each year past the date of signing for the duration of sponsorship



**Gold Level Sponsor - \$5,000**  
**(Cash/in-kind benefit-combination of both – 2 sponsors)**

**Media – Pre/Post Race**

*-Internet:*

- Company logo & link on event websites
- Company logo & link on partner sites
- Company logo & link on media partner newsletters/online mentions (Chicago Athlete Magazine, Competitor, etc.)
- Social media mentions – Sponsor highlights during Facebook and Twitter campaigns
- eBlasts to our database of over 30,000 runners

**Marketing Materials – Pre/Post Race**

- Company logo on premium F^3 Half Marathon Event Tech Shirt
- Company logo on all printed and on-line marketing materials
- Company logo on all ads/publication
- Company logo on all brochures

**On-Site (Race Day)**

- Banner Placement at all events on-site including:
  - Space for 4 banners start/finish (\*note: sponsor assumes responsibility for all costs associated with production and shipment of banners. Banners must be 3'x8', heavy duty vinyl with grommets-top & bottom)
- Opportunity to put an insert in runners' goody bag
- Booth space on-site and table space at post race party
  - 10'x10' space for branded tent(s)
  - Prominent race site location
- Announcer Mentions
  - Name & special mention in a minimum of fifteen (15) DJ/Stage announcements

**Rights To Marks & Logos:**

- Company will have rights to event marks & logos for one year past the date of signing, and for each year past the date of signing for the duration of sponsorship



**Silver Level Sponsor - \$2,000**  
**(Cash/in-kind benefit-combination of both – 4 sponsors)**

**Media – Pre/Post Race**

*-Internet:*

- Company logo & link on event websites
- Company logo & link on media partner newsletters/online mentions (Chicago Athlete Magazine, Competitor, etc.)

**Marketing Materials – Pre/Post Race**

- Company logo on premium F^3 Half Marathon Event Tech Shirt
- Company logo on all printed and on-line marketing materials
- Company logo on all ads/publication
- Company logo on all brochures
- eBlast to our database of 30,000+ Chicagoland runners

**On-Site (Race Day)**

- Banner Placement at all events on-site including:
  - Space for 2 banners start/finish (\*note: sponsor assumes responsibility for all costs associated with production and shipment of banners. Banners must be 3'x8', heavy duty vinyl with grommets-top & bottom)
- Opportunity to put an insert in runners' goody bag
- Booth space on-site and table space at post race party
  - 10'x10' space for branded tent(s)
  - Prominent race site location
- Announcer Mentions
  - Name & special mention in a minimum of five (5) DJ/Stage announcements

**Rights To Marks & Logos:**

- Company will have rights to event marks & logos for one year past the date of signing, and for each year past the date of signing for the duration of sponsorship



**Bronze Level Sponsor - \$500-1000  
(Cash/in-kind benefit-combination of both)**

**Media – Pre/Post Race**

*-Internet:*

- Company logo & link on event websites
- Company logo & link on media partner newsletters/online mentions (Chicago Athlete Magazine, Competitor, etc.)

**Marketing Materials – Pre/Post Race**

- Company logo on all printed and on-line marketing materials
- Company logo on all ads/publication
- Company logo on all brochures

**On-Site (Race Day)**

- Banner Placement at all events on-site including:
  - Space for 1 banners start/finish (\*note: sponsor assumes responsibility for all costs associated with production and shipment of banners. Banners must be 3'x8', heavy duty vinyl with grommets-top & bottom)
- Opportunity to put an insert in runners' goody bag
- Announcer Mentions
  - Name & special mention in a minimum of two (2) DJ/Stage announcements

**Rights To Marks & Logos:**

- Company will have rights to event marks & logos for one year past the date of signing, and for each year past the date of signing for the duration of sponsorship



### Demographics:

#### Age :

18-20: 0.6%  
21-29: 23.8%  
30-39: 37.8%  
40-49: 25.8%  
50-59: 9.7%  
60+: 2.3%

#### Gender:

Female: 59.5%  
Male: 40.5%

#### Ethnicity:

84.9% White  
6.3% Hispanic  
2.4% African American  
6% Asian  
0.3% American Indian

#### Household Income:

\$0-24,999: 5.4%  
\$25,000-\$49,000: 12.5%  
\$50,000-\$74,999: 17.3%  
\$75,000-\$99,999: 18.3%  
\$100,000-\$124,000: 15.4%  
\$125,000-\$149,999: 8%  
\$150,000-\$174,999: 6.4%  
\$175,000-\$199,999: 3.5%  
\$200,000+: 13.1%

### **CONTACT INFORMATION:**

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