

TedDriven.

Premier Events that Inspire and Celebrate the Human Race™



2022

SPONSORSHIP
GUIDE

Wenatchee Marathon 04.16.2022
Leavenworth Marathon 10.01.2022

A MESSAGE FROM THE DIRECTORS

Welcome and thank you for considering this special opportunity to be a part of our growing community of Official Sponsors, Partners, and Providers. At TedDriven, ***we create premier events that inspire and celebrate the human race***. We are passionate about making a difference in the lives of those who come to challenge themselves and those who come to support others. We are passionate about investing in a cancer free tomorrow. And, we are passionate about investing in purpose driven organizations in our community.

The **Wenatchee Marathon** and the **Leavenworth Marathon** have traditionally drawn over three thousand participants each year to North Central Washington. Many bring along their families and friends. These long standing events have helped produce over \$1 million in economic activity annually. Sadly, the ever-persisting global pandemic forced us to cancel or virtualize these important events in both 2020 and 2021. We, like so many of you have been impacted emotionally and financially as our collective attentions have be focused on the health and safety or our participants, spectators, partners and our community.

The good news is there is good news on the horizon. With vaccinations increasing, boosters in progress and access for younger ages, the promise of producing events look bright for 2022. Permits have been filed and we are actively engaged in the preparation for returning live and in person for the Wenatchee and Leavenworth Marathons.

We are excited to once again partner with organizations like yours who support **our** proud history of high quality performance for our participants, our partners and our community. For **2022** we are now offering sponsorship opportunities for both **Wenatchee** and **Leavenworth** (or both) and are actively planning ahead for **2023**. Its a great opportunity to be a sponsor this year and next.

This **2022 Sponsorship Guide** provides a variety of valuable ways to join us no matter the type or size of your organization and at the same time receive the added value of being a part of TedDriven, the events we create, the cause we support, and the communities we serve. There is something for every budget!

We invite you to take a look at this as an opportunity to be an **Official Sponsor, Partner or Provider in 2022** and join us in something special as we continue to *inspire and celebrate the human race!*

Warmly,



Lynda & Colin Brine, Wendy & Ian Crossland

VALUED RELATIONSHIPS

We created our relationship opportunities in three main groups - our **Sponsors**, our **Partners** and our **Providers**. Within each of those groups, we have levels or roles providing many ways to find a good fit for your organization or group.

OUR SPONSORS

Each sponsor level has a limited number of available opportunities, creating more value for the level chosen. Each Sponsor receives a bundle of marketing and event benefits in exchange for the relative sponsorship level price. The same sponsorship structure and spots are available for the Wenatchee Marathon and Leavenworth Marathon. You get to choose the event and the role that best fits your needs.

OUR PARTNERS

Our Partners offer significant value as a result of their involvement with their selected TedDriven event. These Partners provide products or services vital to the event's success.

- **Community Partners** - Non-profit organizations that provide event services in exchange for funding by TedDriven that advances their mission.
- **Sustaining Partners** - organizations that provide products or services without cost to TedDriven.
 - **Energy Partners** - organizations that provide nutritional foods and beverages.
 - **Health & Safety Partners** - organizations that provide health, safety and emergency services.
 - **Production Partners** - Individuals who join our event production team in critical roles.

OUR PROVIDERS

Organizations who provide products and services to TedDriven or our participants and create value by offering a recognized discount.

2022 TEDDRIVEN MARATHON SPONSORS

PRESENTING SPONSOR

MARKETING BENEFITS

- TedDriven Marathons "Presented by Sponsor"
- Included on all marketing, media and print
- Only sponsor on event shirts and apparel
- Joint press release
- Name on FB Event Page
- Your name, logo and link on teddriven.com



Only 1 Available

\$5k

EVENT BENEFITS

- 6 Any-Event Entries
- Name printed on every race number bib
- Name printed on Course Mile Markers
- Name & logo on Event Venue Banners
- Booth space at Event Venue

GOLD MARATHON SPONSOR



Only 3 Available

\$2500

MARKETING BENEFITS

- Fully featured in all marketing & media
- 5 Facebook recognition posts
- 3 boosted featured sponsor FB posts
- 5 Tweets in Twitter feed
- Featured on TedDriven event page

EVENT BENEFITS

- 4 Any-event entries
- Featured on event banners
- 5 shout outs during start/finish/awards
- Booth space during registration & event

SILVER HALF MARATHON SPONSOR



Only 5 Available

\$1000

MARKETING BENEFITS

- Logo included in all marketing & media
- 3 Facebook recognition posts
- 1 boosted featured sponsor FB post
- 3 Tweets in Twitter feed
- Inclusion on TedDriven event page

EVENT BENEFITS

- 2 Any-event entries
- Included on event banners
- 3 shout outs during start/finish/awards
- Booth space during event

BRONZE 10K SPONSOR



Only 10 Available

\$500

MARKETING BENEFITS

- Logo included in all marketing & media
- 1 Facebook recognition post
- 1 FB featured sponsor post
- Tweet in Twitter feed
- Inclusion on TedDriven event page

EVENT BENEFITS

- 1 Any-event entry
- Included on event banners
- 2 shout outs during start/finish/awards

COMMUNITY SPONSOR



Only 25 Available

\$100

- Name included in target marketing
- Name included in grouped Facebook recognition post
- Name Inclusion on TedDriven event page

BENEFIT SPONSOR



ABRAMSON CANCER CENTER

We, along with many others in our event community have been impacted by cancer. Each year we choose to make a significant investment in Penn Medicine's leading edge cancer research and treatment programs at the Abramson Cancer Center. Over the last 12 years, we have invested over \$175,000 to help them in their quest to find answers and end cancer. ***Our Participants, Sponsors, Partners and Providers all play a key role in making this investment possible.***

2022 TEDDRIVEN MARATHON PARTNERSHIPS

COMMUNITY PARTNERS

REGISTRATION



You help us win with:

1 Team of 10+

- Staffs registration desk the evening before and morning of event
- Checks in registered participants
- Registers day of participants
- Answers FAQ and course information

We help your non profit win with:

\$500

SETUP



You help us win with:

1 Team of 10+

- Sets up tents, tables and banners as directed
- Unloads and places venue props as directed
- Sets up awards stage as directed

We help your non profit win with:

\$500

AID STATIONS



You help us win with:

8 Teams of 10+

- Participates in Event Eve check in/ briefing and supply pick up at Event Ctr.
- Sets up aid stations at course location - Serves event participants with water, sport drink, gels and aid.
- Tears down, cleans up and delivers remaining supplies to Event Center.

We help your non profit win with:

\$600

COURSE MARSHALS



You help us win with:

1 Team of 10+

- Receives briefing from Race Director
- Is in course position during set times and in communication with Race Director
- Guides participants to stay on course, safe from hazards, and is observant of unsportsmanlike behaviors.

We help your non profit win with:

\$600

FOOD COURT



You help us win with:

1 Team of 10+

- Sets of food tent
- Prepares food items
- Serves participants post event
- Cleans up and loads unused items to supply truck.

We help your non profit win with:

\$500

FINISH LINE



You help us win with:




1 Team of 10+

- Greets finishers with medals and congratulations.
- Staffs finish line hydration table
- Helps announce finishers over PA system and assist Race Director with awards

We help your non profit win with:

\$500

2022 TEDDRIVEN MARATHON PARTNERSHIPS (cont.)

SUSTAINING PARTNERS		
ENERGY PARTNERS	HEALTH & SAFETY PARTNERS	PRODUCTION PARTNERS
		
<p>You help us win by providing:</p> <ul style="list-style-type: none"> • WATER JUGS & CUPS • ELECTROLYTE DRINK • ENERGY GEL PACKS • SNACK BARS • BREAD PRODUCTS • COOKIES • COFFEE SERVICE 	<p>You help us win by providing:</p> <ul style="list-style-type: none"> • AMBULANCE ON CALL • EMT'S • NURSES • FIRE TRUCK 	<p>You help us win by providing:</p> <ul style="list-style-type: none"> • MARATHON SWEEP • MARKER RETRIEVAL • FOUND APPAREL • FINAL TEARDOWN • RUNNER
<p>MARKETING BENEFITS</p> <ul style="list-style-type: none"> • Logo included in marketing & Media • 1 Facebook recognition post • 1 Facebook featured post • Tweet in Twitter feed • Inclusion on TedDriven Event Page 	<p>MARKETING BENEFITS</p> <ul style="list-style-type: none"> • Logo included in marketing & Media • 1 Facebook recognition post • 1 Facebook featured post • Tweet in Twitter feed • Inclusion on TedDriven Event Page 	<p>MARKETING BENEFITS</p> <ul style="list-style-type: none"> • 1 Facebook thank you recognition post • Inclusion on TedDriven Event Page
<p>EVENT BENEFITS</p> <ul style="list-style-type: none"> • 1 Any-event Entry • 2 Shout outs during start/finish/awards 	<p>EVENT BENEFITS</p> <ul style="list-style-type: none"> • 1 Any-event Entry • 2 Shout outs during start/finish/awards 	<p>EVENT BENEFITS</p> <ul style="list-style-type: none"> • Be an official member of the production team

2022 TEDDRIVEN MARATHON PROVIDERS

TedDriven MARATHON OFFICIAL PROVIDERS

EVENT LOGISTICS



You help us win by providing:

- PORTA POTTIES
- TRAFFIC CONTROL
- BUS TRANSPORT
- EVENT LIGHTING
- CHIP TIMING
- PHOTOGRAPHY
- MESSAGE THERAPY

BRANDED MERCHANDISE



You help us win by providing:

- AWARDS
- EVENT GRAPHIC DESIGN
- MEDALS
- SHIRTS

MEDIA



You help us win by providing:

- SOCIAL MARKETING
- PRESS RELEASES & ARTICLES
- RADIO ADVERTISING
- PRINT ADVERTISING

HOSPITALITY



You help us win by providing:

- RESTAURANTS
- LODGING
- FOOD & CATERING