

TedDriven.

Premier Events that Inspire and Celebrate the Human Race™



2024

SPONSORSHIP
GUIDE

Wenatchee Marathon 04.20.2024
Leavenworth Marathon 10.05.2024

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, cancer survivorship and in the purpose-driven organizations of our community.

The **Wenatchee Marathon** and the **Leavenworth Marathon Events** draw thousands athletes along with their family and friends to North Central Washington. For us as race directors, it is special and humbling to see the familiar faces of our long time athletes as well as so many joining us for the first time.

2024 looks to be both special and memorable as we celebrate 20 years running! - here are some highlights:

- It's our 20th! Look for special celebrations and promotions all year long for TedDriven and our events!
- Wenatchee was re-certified in 2023 by USATF for both the Marathon & Half Marathon Courses which continues its status as a fast course qualifier for the Boston Marathon and other top tier events around the country.
- Leavenworth was re-certified by USATF in 2022 which continues its status as a fast course qualifier for the Boston Marathon and other top tier events around the country.
- Wenatchee continues its offering of 10k and 5k options creating great options for athletes of all goals and abilities. In addition we will be adding options for rucking and challenges for first responders, making our events fun and relevant to new audiences. And we are growing our corporate challenges and have added group pricing.

We are excited to partner with organizations like yours who align with our purpose and support **our** continued commitment to our athletes, supporters and community. This **2024 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.

We invite you to take a look at this as an opportunity to be an **Official Sponsor, Partner or Provider in 2024** and join us in our continuing quest to *inspire and celebrate the human race!* If you are ready to partner or simply want more information, call or text us at 509 670 4020 or email us at director@teddriven.com.

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 Event 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.

2024 TEDDRIVEN MARATHON EVENT 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



1 Available for
Leavenworth
\$5k

EVENT BENEFITS

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

GOLD SPONSOR



Only 3 Available

\$2,500

MARKETING BENEFITS

- Fully featured in all marketing & media
- 5 Social Media recognition posts
- 3 boosted Social Media posts
- Featured on TedDriven event page

EVENT BENEFITS

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

SILVER SPONSOR



Only 5 Available

\$1,000

MARKETING BENEFITS

- Logo included in all marketing & media
- 3 Social Media recognition posts
- 1 boosted social media post
- Inclusion on TedDriven event page

EVENT BENEFITS

- 2 Any-event entries
- Included on event banners
- Announced during start/finish/awards
- Booth space during event

BRONZE SPONSOR



Only 10 Available

\$500

MARKETING BENEFITS

- Logo included in all marketing & media
- 2 Social Media recognition posts
- Inclusion on TedDriven event page

EVENT BENEFITS

- 1 Any-event entry
- Included on event banners
- Announced during start/finish/awards

COMMUNITY SPONSOR



Only 25 Available

\$250

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

BENEFIT SPONSOR



COLUMBIA UNIVERSITY
HERBERT IRVING COMPREHENSIVE
CANCER CENTER

We, along with many others in our event community have been impacted by cancer. Each year as proceeds allow, we choose to make a significant investment in Columbia University's leading edge cancer research and treatment programs at the Herbert Irving Comprehensive Cancer Center. Over the last 15 years, we have invested over \$185,000 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.***

2024 TEDDRIVEN EVENT PARTNERS

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

2024 TEDDRIVEN EVENT PARTNERSHIPS (cont.)

SUSTAINING PARTNERS

ENERGY PARTNERS



You help us win by providing:

- WATER JUGS & CUPS
- ELECTROLYTE DRINK
- ENERGY GEL PACKS
- SNACK BARS
- BREAD PRODUCTS
- COOKIES
- COFFEE SERVICE

HEALTH & SAFETY PARTNERS



You help us win by providing:

- AMBULANCE ON CALL
- EMT'S
- NURSES
- FIRE TRUCK

PRODUCTION PARTNERS



You help us win by providing:

- MARATHON SWEEP
- MARKER RETRIEVAL
- FOUND APPAREL
- FINAL TEARDOWN
- RUNNER

MARKETING BENEFITS

- Logo included in marketing & Media
- 1 Social Media recognition post
- Inclusion on TedDriven Event Page

EVENT BENEFITS

- 1 Any-event Entry
- 2 Shout outs during start/finish/awards

MARKETING BENEFITS

- Logo included in marketing & Media
- 1 Social Media recognition post
- Inclusion on TedDriven Event Page

EVENT BENEFITS

- 1 Any-event Entry
- 2 Shout outs during start/finish/awards

MARKETING BENEFITS

- 1 Social Media recognition post
- Inclusion on TedDriven Event Page

EVENT BENEFITS

- Be an official member of the production team

2024 TEDDRIVEN EVENT 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