

RUN



SPONSOR INFORMATION



The Wichita Chisholm Trail Marathon aims to be a premier national sporting event that enhances the culture of Wichita and financially benefits United Way of the Plains.

Why Sponsor

Marathon sponsors receive local and national exposure to the participant demographics outlined and thousands more through our marketing efforts. They open the door for more community involvement opportunities and regional awareness.

Participants and visitors will need hotels, transportation, casual and destination dining, entertainment and shopping.

Marketing and advertising exposure can include:

- Posters, billboards, race packets, registration mailers and other print marketing
- Paid social media and digital advertising
- Press releases and social network shared content
- Thousands of views on the marathon website
- Race-day promotional materials and signage
- Sponsor flyers and samples included in race packets
- Media coverage will offer additional sponsor exposure

The Saturday Expo will be an opportunity to network with regional and national businesses and to engage with customers — often in a very known demographic.



900

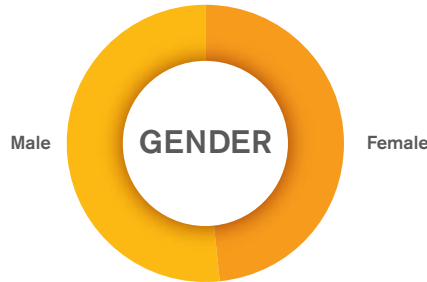
Marathon participants

1,500

Half-marathon participants

4,000

Spectators

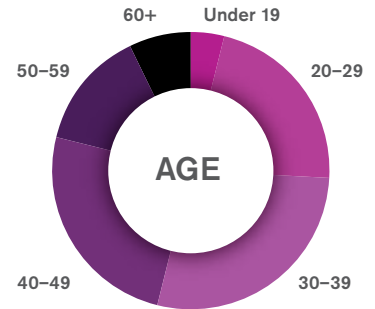


Marathon

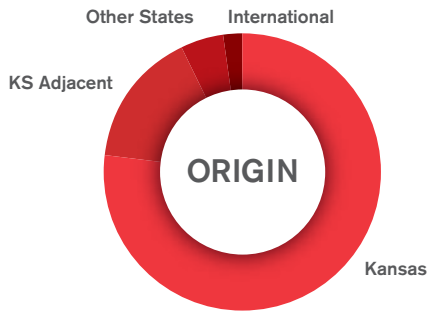
Female	42%
Male	58%

Half-Marathon

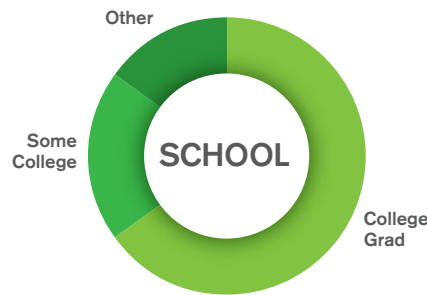
Female	55%
Male	45%



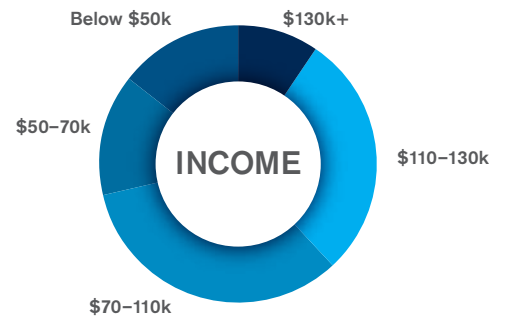
Under 19	4%
20-29	22%
30-39	28%
40-49	25%
50-59	14%
60+	7%



Kansas	77%
KS Adjacent	16%
Other States	5%
International	2%



College Grad	65%
Some College	20%
Other	15%



\$130k+	10%
\$110-130k	30%
\$70-110k	35%
\$50-70k	15%
Below \$50k	15%

EXPECTED DEMOGRAPHICS

Marathon participants are affluent, well-educated, 20 to 49-year-old professionals who are health and technology conscious.





The course runs through the center of Wichita, beginning at the Arkansas River in the Delano neighborhood, continuing east through downtown Wichita on Douglas Street, and turning back toward downtown in east Wichita. The half-marathon course shares the first loop of the marathon and has its own finish on the Douglas Street bridge. Both the marathon and half-marathon are USATF and RRCA certified and the marathon is a Boston Qualifier. The last three miles of each race are a net downhill toward an exciting finish.

Cash prizes, awards, finishing medals, participation kits and VIP packages are available. Additional benefits and amenities are offered courtesy of our partner organizations.

RACE OVERVIEW



EXPO Saturday March 23, 2019

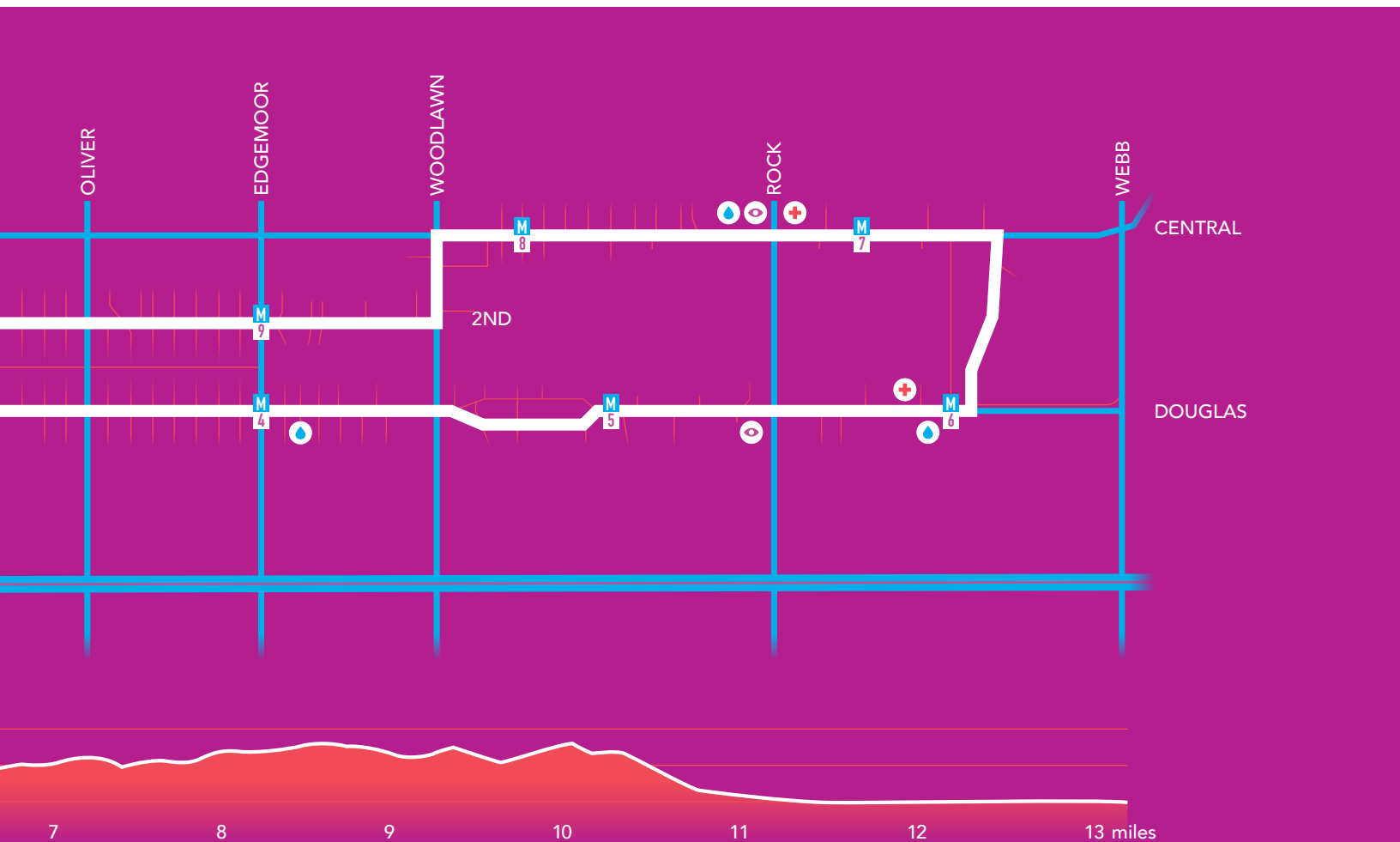
9 a.m.–5 p.m.

RACE Sunday March 24, 2019

7:30 a.m. start

Unique Features:

- One of the nation's fastest marathons, with 12 turns for the marathon and 6 for the half
- Extremely flat course, with 2 long inclines of about 75 vertical feet each
- Looped course showcases start and finish and highlights full marathon for second loop
- Many areas for spectators to watch the race and visit retail locations
- Scenic neighborhoods and abundant parking for participants and spectators





About Wichita

Award-winning dining, thriving art and music scenes, and unique shopping opportunities attract visitors and engage the community. Wichita is the largest city in Kansas, with almost 650,000 metro-area residents. Included in the many attractions and destinations are more than 1,000 restaurants, 33 museums, 22 art galleries, 35 golf courses, 22 live theaters, 3 universities, 17 festivals, 8 shopping districts, 8 local breweries, the 7th-largest zoo in the U.S., more than 23 food trucks and more than 100 miles of bicycle paths.

The Chisholm Trail

In 1864, J.R. Mead established a trading post at this site near the Arkansas River. The next year, he sent Jesse Chisholm southwest with goods to trade with local Indians for buffalo hides. By the 1870s, the Chisholm Trail pioneered by Jesse Chisholm was a central route for cattle drives and Wichita had become a major hub. Five million longhorn were driven to the Wichita railhead.

Our Board

- Michael Langston** President and Race Director
- Brian Davis** Owner of Davis Liquor
- Koyie Hill** Retired MLB player and Wichita State Baseball alumnus
- Curt Rierson** Producer/Videographer at Wichita State University
- Kelly Donley** Attorney at McDonald Tinker
- Bob Hornung** Koch Industries
- Betsey Goering** Wichita South Cross-Country Coach
- Barry Merrill** Andover CPA
- Meghan Hill** Premier Property Management
- Steve Christy** Monster Energy representative
- Raquel Stucky** Co-Owner of First Gear, three-time Olympic marathon qualifier
- Frank Santo** Santo Law

The Wichita Chisholm Trail Marathon is a 501(c)(3) organization.
Proceeds benefit United Way of the Plains.

RRCA Certified | USATF Certified Course KS18002TJD

CONTACT

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Sponsorship Levels & Benefits

	Title	Presenting	Contributing	Supporting
	\$50k	\$10k	\$5k	\$2k
Event-Day Exposure				
Representative from company can fire starting pistol	X			
Logo/name on event medals	X			
Logo/name on race bibs	X			
Full-page advertisement in race booklet (sponsor provides)	X			
Recognition on race day	X	X		
Logo/name on race shirt	X	X		
Logo/name on volunteer shirts	X	X	X	
Logo/name on start and finish signage	X	X	X	
Print banner on race course or at finish line (sponsor provides)	X	X	X	X
1/4-page ad in race booklet (sponsor provides)	X	X	X	X
Print or product sample in race packets (sponsor provides)	X	X	X	X
Race entry vouchers	20	5	2	0
Pre-Race Exposure				
Billed as "Sponsor Name Wichita Chisholm Trail Marathon"	X			
Logo/name in all marketing efforts	X			
Recognition in national press releases	X	X		
Logo/name on marathon site homepage	X	X		
Recognition on marathon social media	X	X	X	
Logo/name in participant e-correspondence	X	X	X	
Logo/name on marathon site sponsor page with link	X	X	X	X
Discount on advertising and merchandise	X	X	X	X
Expo				
Logo on expo signage	X			
20x20 booth with premier placement	X			
10x10 booth	X	X	X	
Discounted booth space	X	X	X	X
Additional Sponsorship Opportunities*				
Full-page advertisement in race booklet (sponsor provides)	\$500			
1/4-page ad in race booklet (sponsor provides)	\$150			
Print banner on race course or at finish line (sponsor provides)	\$500			
Product sample in race packets (sponsor provides)	\$100			
Print insert in race packets (sponsor provides)	\$250			
Mile marker sponsor	\$500			
Water station sponsor	\$500			
Expo booth space	See expo pricing			

*Contact us for details and specifications



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