



# 2020 SPONSORSHIP OPPORTUNITIES



Event produced by ARE Event Productions in partnership with Albany County.





## INSPIRE YOUR COMMUNITY

The Helderberg to Hudson Half Marathon invites you to be part of our hometown race for everyone.

This past spring, ARE Event Productions, in partnership with Albany County, held the inaugural Helderberg to Hudson Half Marathon. **The event's mission was to create an energetically unique event with an attention to detail and positive atmosphere most commonly found at the largest and most prestigious events in the country.**

Registration opened in December 2018 and by late February, we had reached our 2,500 runner cap.

On April 13, 2019, participants from 19 states were greeted to a first class experience from the start in Voorheesville to the finish in Albany. From running beneath the giant flag atop the Delmar FD ladder truck at the start, to passing each aid station along the Helderberg-Hudson Rail Trail with cheering volunteers and fans, to the epic sweeping finish on the Hudson River, the energy was high and the enthusiasm contagious.

**More than just a race**, the event served as a vehicle for people to share their stories and find camaraderie in the preceding months. A mid-winter training photo contest brought scores of entries, and our outreach to participants to share their stories led to numerous submissions of what the race meant for them. From those overcoming illness to those tackling weight loss, participants who had never raced this distance and for too long believed they could not, the Helderberg to Hudson became a focal point and goal for which to strive.

## IN THEIR WORDS

*"Easily the best half marathon I've ever run. And to think this is only the inaugural year!"*  
- Alex H. from Broadalbin

*"This was the most organized and best run event of any kind that I've ever been a part of. The communication was so good, keeping everyone interested and excited all along via Facebook posts, emails, the extremely thorough handbooks, the high quality giveaways, the AMAZING food and beer. The gorgeous course. Truly an incredible event."*  
- Anne M. from Clarksville

*"Amazing job putting this together. It ranks up there with many of the massive and iconic races I have run. It was obvious you put tons of thought and effort into everything from the logo to the design of the signage to the entire finish area. Fabulous work."*  
- Renee B. from Albany



# BY THE NUMBERS

A quick overview of 2019 demographics and statistics.

## THE BIG PICTURE

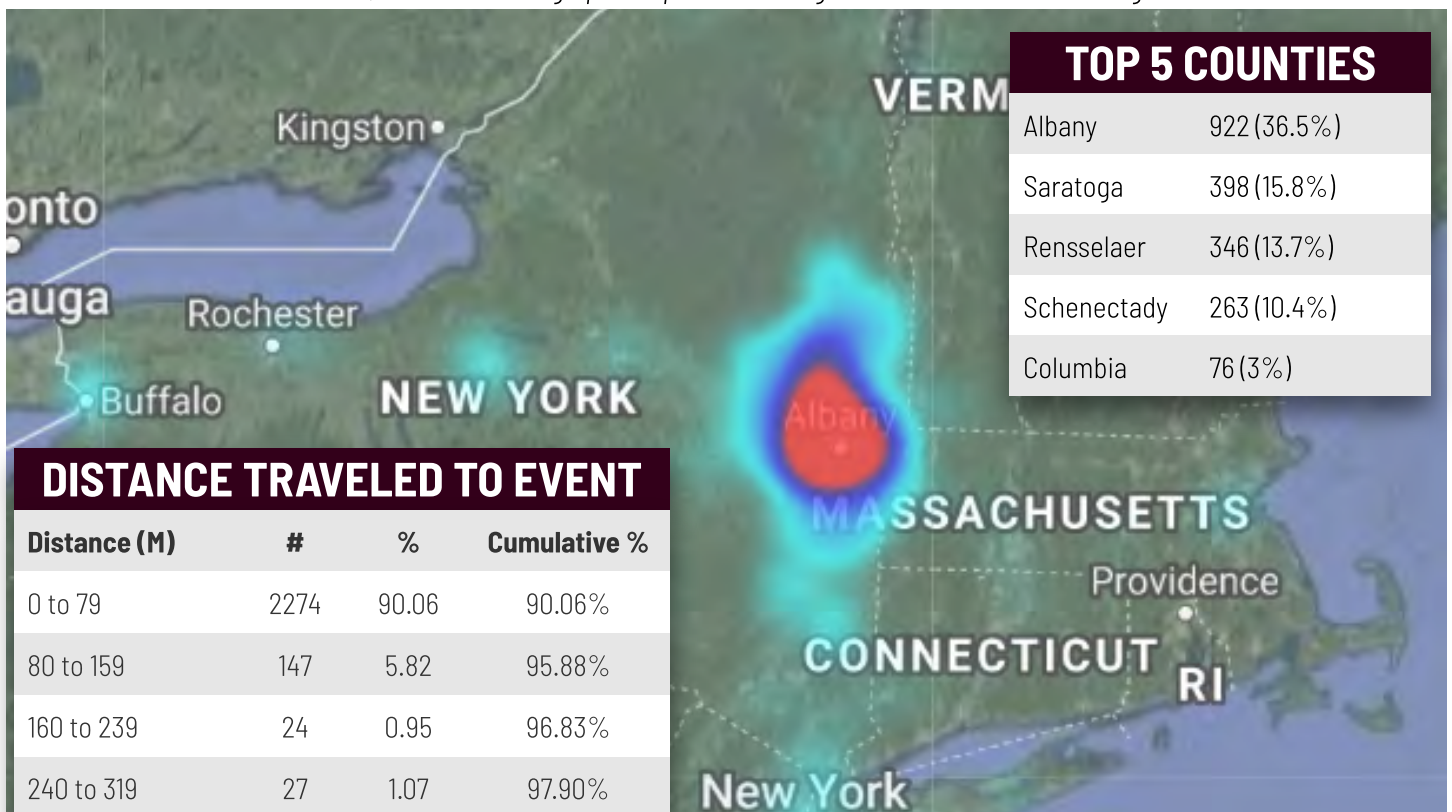
Over 400 crossed the finish line of their first half marathon, with nearly 500 others running faster than they ever had.

Registrants	2,525
Finishers	2,159 (86% of registrants)
Personal Records Set	490 (28% of non-first timers)
First Half Marathon	408 (19% of all finishers)
States Represented	19 (94% of registrants from NY)



## WHERE THEY CAME FROM

This is a hometown race, with the average participant traveling 17 miles and 75% traveling less than 30 miles.



### DISTANCE TRAVELED TO EVENT

Distance (M)	#	%	Cumulative %
0 to 79	2274	90.06	90.06%
80 to 159	147	5.82	95.88%
160 to 239	24	0.95	96.83%
240 to 319	27	1.07	97.90%



# UNLIKE ANY OTHER

The event is produced by ARE Event Productions, an Albany-based event production company that has provided services to over 1,500 events, including the NYC Marathon, the Nike Women's Series, and National Championships. This has guided and inspired our vision for what running events can be and we are thrilled to offer this full-scale participant experience right here in our own community.

## WHAT MAKES THIS EVENT STAND OUT

- Its in-person and online community that actively engages and motivates one another
- The gently descending, fast and smooth surface of the scenic 9 mile Rail Trail
- The grand looping finish into Jennings Landing on the Hudson River
- The choice of Regular, Premium, and VIP Registration options
- Live progress updates every 5K for friends and family to keep track of their loved ones
- The feel of a major marathon with ample event flags, signage, and related collateral
- Quality giveaways and keepsakes that build the brand of the event
- Upbeat entertainment and announcing from start to finish





# BE PART OF IT

As a sponsor of the Helderberg to Hudson Half Marathon, not only are you helping us maximize the quality of our event, but you can put your contribution to work for your organization too.

## USE OUR EVENT TO

- **Gain exposure** to healthy and active members of our community
- **Announce a product** or promote a cause
- **Maximize your marketing** opportunities
- **Be a good community partner** and promote health with us

# SPONSORSHIP

**Your partnership will assist us in producing a first-class event.**

## PRIMARY SPONSORSHIP TYPES

Below is a list of the 5 primary types of sponsorship. Your assistance will enable us to create a top-notch experience for those joining us from near and far. We also have additional sponsorship activations detailed on the next page.

	Bronze \$100	Silver \$250	Gold \$500	Diamond <sup>1</sup> \$1,000	Platinum <sup>1</sup> \$2,500
Announced at Event	X	X	X	X	X
Appear on Event Website	Name as Text	Name as Text	Logo	Logo	Logo
Social Media Announcement		X	X	X	X
Printed on Sponsor Banner		Name as Text	Logo	Logo	Logo
Complimentary VIP Entries		1	2	3	5
Logo on Event Shirt			X	X	X
Logo on a Mile Marker			X	X	X
Corporate Banner Display			1	1	2
Additional VIP Tickets				1	2
Logo on Race Bib				X	X
Logo on Finish Structure					X

<sup>1</sup>We will accept up to 6 Diamond sponsors and 4 Platinum sponsors.

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If you have questions about any of these sponsorship opportunities or simply want to learn more about the race and our mission, do not hesitate to contact us at [events@areep.com](mailto:events@areep.com) or (518) 320-8648.

Appreciatively,  
*ARE Event Productions*



# SPONSORSHIP

**Increase your company visibility.**

## ACTIVATION SPONSORSHIPS

### **Mile Marker Sponsor - \$150/location (17 available)**

Each mile, as well as at the 5K, 10K, 15K, and 20K, have an 8' flag pole banner. You are welcome to indicate your preferred location(s) or have us choose. Gold, Diamond, and Platinum sponsors will have their logo placed at one of these locations as part of their primary sponsorship.

### **Race Photography Sponsor - \$2,500 (1 available)**

Free digital photos are integrated into each participant's personal results page. The images have a non-obstructing watermark showing the event logo, title sponsor (if applicable) and your logo.



# SPONSORSHIP

**Put your name on it.**

## **TITLE SPONSOR - \$20,000**

Be our most prominent partner in promoting health and community through the event. This can take the form of direct contribution, in-kind donations toward event needs, or a combination of both. As the title sponsor:

1. All event promotions/Social Media presence will be revised/stated as:  
**The *YOUR COMPANY NAME* Helderberg to Hudson Half Marathon**
2. Receive all perks associated with the Platinum Sponsorship
3. Event medal will have your company logo on the back of it
4. 4 x 12' flag pole banners, for use at the start and finish lines, showing the event logo and your logo
5. Your logo on the winner's tape broken by the top male and female to finish (typically covered by media)

**Please direct your Title Sponsor inquiry to Josh Merlis at [jmerlis@areep.com](mailto:jmerlis@areep.com) or (518) 320-8648.**





# SPONSORSHIP FORM

**Complete this form online at  
HelderbergToHudsonHalf.com/sponsor**

*Prefer to mail us the form?  
Complete the form below and mail this page to  
Helderberg to Hudson Half, c/o AREEP, PO Box 38195, Albany, NY 12203  
Check made payable to "AREEP"*

**Please circle your sponsorship level(s):**

<b>Bronze</b> <b>\$100</b>	<b>Silver</b> <b>\$250</b>	<b>Gold</b> <b>\$500</b>	<b>Diamond</b> <b>\$1,000</b>	<b>Platinum</b> <b>\$2,500</b>	<b>Mile Marker</b> <b>\$150</b>	<b>Photo</b> <b>\$2,500</b>
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Your Name: \_\_\_\_\_ Your Phone: \_\_\_\_\_

Your Title: \_\_\_\_\_ Your Email: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Additional Information/Comments: \_\_\_\_\_

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