



2019 Corporate Sponsor Opportunities



The Need for Marathon High

The health of our children today is at risk with alarming rates of childhood obesity, drug use, smoking, diabetes, poor nutrition and a severe lack of exercise. Many of these unhealthy conditions and behaviors stem from the fact that our youth are not getting the healthy living education and positive mentoring that they need today.

Too many teens are leading sedentary lifestyles, not exercising regularly during school and after school, consuming excessive amounts of junk food, and facing enormous amounts of peer pressure, stress and negative influences. All of this can be devastating to a teen's health, well-being, self-confidence, and future.

We're Out to Change All of That

Founded in February 2011, Marathon High is a regional nonprofit program in Northeast Florida that challenges at-risk teens ages 14-18 to train for a 13.1 mile half-marathon in order to develop positive futures. By training week after week for four months, this after-school program allows high school students to develop athletic skills, social skills, self-respect, self-esteem, courage, strength, confidence, healthy lifestyles and a positive direction.

Marathon High is a free program that serves teens of all backgrounds and abilities in grades 9-12. The program is also non-competitive — meaning speed does not matter — so we reach teens who have never considered themselves an athlete and are not currently involved in athletics. Marathon High helps students overcome difficulties and obstacles in their lives and allows them to realize that anything is possible if they work hard and are committed. There is no other program in our area like this, and our results have been impressive.

How We Benefit Teens

Marathon High serves a diverse group of high school students, including many disadvantaged inner-city youth. We are dedicated to promoting social change with teens throughout our community by helping them commit to a healthy lifestyle. This, in turn, will benefit students by:

- Lowering risks of developing depression and anxiety disorders.
- Decreasing risks of eating disorders, smoking, and alcohol use.
- Reducing risks of obesity, breast cancer, endometrial cancer, osteoporosis, heart disease, hypertension and diabetes.
- Increasing school performance and relationships with peers, parents and teachers.
- Increasing levels of self-confidence, self-esteem and self-image.
- Increasing energy, motivation, optimism and achievements.

Why Corporate Sponsors are Important

Over the course of the last eight years, we have served more than 1,850 local teenagers in the Jacksonville area. Marathon High is a free program for the schools and the students, and our out-of-pocket cost per student is \$170. In order to continue growing and giving more teens this life-changing experience, we are in need of additional corporate sponsors.

Marathon High Current Sponsor Levels Available

Ultra-Marathoner -- \$30,000.

Title sponsor of the program.

Recognition you will receive:

- Your company will receive top recognition on all printed communication (“Marathon High as sponsored by _____”)
- Your logo at the top of our team shirts worn by 500+ students and coaches
- Your logo and link in a premier position on our website
- “Sponsor of the week” on our social media pages on Facebook and Instagram
- Direct link to your site with encouragement for our audience to support your business
- Recognition and stories about our partnership in press releases and the media
- “Proud sponsor” post that we send you for your social media so your audience knows you are investing in our youth at Marathon High
- Opportunities to distribute fliers, samples, and company information at our Women’s Night event
- Opportunities to distribute fliers, samples, and company information at our group run event
- Opportunity to attend the half-marathon race, wear one of our shirts, be recognized, and cheer the students on

Marathoner -- \$8,500.

Sponsors 50 students for an entire season.

Recognition you will receive:

- Your logo at the top of our team shirts worn by 500+ students and coaches
- Your logo and link in a premier position on our website
- “Sponsor of the week” on our social media pages on Facebook and Instagram
- “Sponsor of the week” on our email newsletter to 1,000 people
- Direct link to your site with encouragement for our audience to support your business
- Recognition and stories about our partnership in press releases and the media
- “Proud sponsor” post that we send you for your social media so your audience knows you are investing in our youth at Marathon High
- Opportunities to distribute fliers, samples, and company information at our Women’s Night event
- Opportunities to distribute fliers, samples, and company information at our group run event
- Opportunity to attend the half-marathon race, wear one of our shirts, be recognized, and cheer the students on

Racer -- \$4,250.

Sponsors 25 students for an entire season.

Recognition you will receive:

- Your logo on our team shirts worn by 500+ students and coaches
- Your logo and link on our website
- “Sponsor of the week” on our social media pages on Facebook and Instagram
- “Sponsor of the week” on our email newsletter to 1,000 people

- Direct link to your site with encouragement for our audience to support your business
- "Proud sponsor" post that we send you for your social media so your audience knows you are investing in our youth at Marathon High
- Opportunities to distribute fliers, samples, and company information at our Women's Night event
- Opportunities to distribute fliers, samples, and company information at our group run event
- Opportunity to attend the half-marathon race, wear one of our shirts, be recognized, and cheer the students on

Sprinter -- \$1,100.

Sponsors 22 students for their team uniform and half-marathon race entries.

Recognition you will receive:

- Your logo on our team shirts worn by 500+ students and coaches
- Your logo and link on our website
- "Sponsor of the week" on our social media pages on Facebook and Instagram
- Sponsor promoted 3x total on our social media during the year with link to your site
- "Sponsor of the week" on our email newsletter to 1,000 people
- Direct link to your site with encouragement for our audience to support your business
- "Proud sponsor" post that we send you for your social media so your audience knows you are investing in our youth at Marathon High

Runner -- \$550.

Sponsors 22 students for their half-marathon race.

Recognition you will receive:

- Your logo on our team shirts worn by 500+ students and coaches
- Your logo and link on our website
- "Sponsor of the week" 1x on our social media pages on Facebook and Instagram
- "Proud sponsor" post that we send you for your social media so your audience knows you are investing in our youth at Marathon High

EVENT SPONSORS:

Women's Night at 1st Place Sports — female audience of approximately 150 athletes in the community, plus promotion to thousands of our followers on social media

\$250

10 spots available

Set up a table at the event to promote your company and products

Bring signage and handouts to promote your brand

Your company logo on our event page on our website

Your company name listed with all sponsors on our social media promoting the event

Virtual Race, Title Sponsor — our biggest fundraiser of the year targeting hundreds of runners all over the First Coast, plus promotion to thousands of our followers on social media and email

\$3,000

Only 1 spot available

Your company name exclusively associated with this event on all printed online and handout communication from us

Your logo and link on our website event page

Your logo on event fliers

Your logo and link on our social media promoting you as the title sponsor of our Virtual Race

Your logo and link on our email newsletter promoting this event to 1,000 people in our mailing list

Opportunity to include fliers or handouts in race bags given to 300-400 of our participants

*** Our Sponsor Philosophy**

At Marathon High, relationships with our supporters mean the world to us — we are not simply asking for a check. We will work with you to customize a sponsorship that works for you and your brand so you get the best return on your investment. That's why we offer a limited number of exclusive openings each year to sponsor our students. It's important to us that we build relationships and that we provide the best marketing opportunities to you while maintaining the integrity and authenticity of Marathon High. We value you and want you to get just as much out of this relationship as we do.

Marathon High, Inc. 2019 Sponsorship Form

Yes, we want to become a proud corporate sponsor.

Sponsor Level:

- Ultra-Marathoner - \$30,000
- Marathoner - \$8,500
- Racer - \$4,250
- Sprinter - \$1,100
- Runner - \$550
- Women's Night sponsor - \$250
- Virtual Race sponsor - \$3,000

Company Name _____

Contact Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Marathon High, Inc. is a registered nonprofit in the state of Florida and an official 501c3 organization.

**Please make checks payable to "Marathon High, Inc." and mail to:
Deborah Dunham, 2610 Countess of Egmont St., Fernandina Beach, FL 32034**

**Once we receive your check, we will begin promoting your brand.
Thank you for your support!**

**For Additional information, contact:
Deborah Dunham, Founder
Phone: 904-624-0027 Email: deborah@MarathonHighFL.org
Web Site: www.MarathonHighFL.org**