



The Tallahassee Marathon & Half Marathon has been put on by Gulf Winds Track Club (GWTC) since 1975 and was moved to its current course starting and ending at Florida State University in 2005. Since then, the event has seen continued growth, and in spite of economic conditions, running events and running as a sport is growing in popularity due to its low cost and accessibility. The 2012 marathon will be taking place on Sunday, February 5.

At the 2011 marathon we had 998 registrants with 839 finishers. In spite of our full marathon course being temporarily changed for last years event (it returns to the St. Marks Trail in 2012), it was a record number of registrants and finishers in our events. Due to the increasing popularity in the marathon and half marathon distance, we expect this trend to continue.

Half of the proceeds in the amount of \$4,350 were given directly to the American Lung Association of Florida and the other half to the GWTC to help continue in its mission of promoting a healthy life style which includes running or walking. GWTC races and other races assisted by the track club in turn generate funds and recognition for many other non-profits in our area. The marathon is entirely staffed by volunteers.

Whether your sponsorship is in the form of in-kind donation or cash or a combination of the two, we hope to have your support for the 2012 Tallahassee Marathon & Half Marathon. The opportunity of promotion for a sponsor is in accordance with sponsorship level. Please find attached sponsorship information and a race registration form (feel free to make some copies and put out in your establishment if you like!). You can view our current sponsors on our website, www.tallahasseemarathon.com

Please let us know as soon as possible if you will be supporting the event- we wish to include your business in the establishments that gain recognition through our event. You can do this by phone or e-mail which appears below. Thank you for your consideration.

Sincerely,

Jay Silvanima & Nancy Stedman, Race Directors

38th Tallahassee Marathon

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2012 Tallahassee Marathon Sponsorship Levels and Benefits

Sponsor Level	Presenting \$3,500	Primary \$1,000	Secondary \$500	Friend of \$250
Logo on Web Site *	x	x	x	x
Logo on Event Shirt *	x	x	x	x
Logo on Sponsor Board*	x	x	x	
Name on Sponsor Board				x
Link from Web Site	x	x	x	x
Recognition by Event Announcer	x	x		
Table at Expo (if desired)	xx	x	x	**
Table / Tent at Event (if desired)	x	x		
Logo in National /Regional Print Ads	x			
Logo in Local Print Ads	x	x		
Mile Marker ***	x			
Opportunity to Provide Packet Inserts	x	x	x	x

* Logo size is proportionate to sponsorship level.

** Expo booth available at \$100 (non sponsor booth is \$200).

*** Mile marker sponsorships are available for \$50.