

# SPONSORSHIP OPPORTUNITIES

FLYING HORSE HALF MARATHON & 5K - NOVEMBER 10, 2012



## FLYING HORSE HALF MARATHON & 5K

Flying Horse Half Marathon is a 13.1-mile road race that begins and ends at Sunland Park Racetrack. The USATF-sanctioned event takes runners on a flat course in the beautiful Upper Valley area of El Paso. Athletes run the final mile on a packed racetrack, where they are captured on live video. The 5k offers a modified out-and-back 3.1-mile course.

Flying Horse Half Marathon & 5k is a festive event that twice crosses the New Mexico-Texas state line. The race incorporates fun details from horse racing to create a unique experience for runners and highlight this rare chance to run on a racetrack.

Each athlete receives a technical race shirt, and half marathoners receive a commemorative gift at the finish line.

## ABOUT RACE EL PASO

Race El Paso produces high-quality endurance and multisport races in the El Paso region. In a short time, Race El Paso has earned top ratings from athletes for its well-organized, athlete-centric races. In addition, Race El Paso has introduced hundreds of beginners to their first triathlon or running event by paying special attention to first-time participants.

*In 2011, Flying Horse drew high praise from athletes and volunteers alike. Athlete registration for 2012 is expected to reach 500+ runners.*

## WHY SPONSOR FLYING HORSE?

Race sponsors reach a difficult-to-target audience of active adults with discretionary income. The half marathon is the fastest growing road race distance in the United States, with more than 1.4 million people finishing half marathons in 2010.

At Flying Horse 2011:

- 51% Male / 49% Female
- 76% participated in the Half Marathon division
- 60% of participants between 30-49 years old

Sponsorship of Flying Horse Half Marathon & 5k is an exclusive opportunity for a small number of forward-thinking businesses to gain significant access to race participants.

### CHAMPION

( \$5,000 - 3 AVAILABLE )

Top billing: logo on athlete shirt, Race El Paso website, promo materials (posters, postcards, ads); 10 event entries; banner displayed at race; double Expo space; Logo with link in 4 Race El Paso newsletters; announcement at event; optional branding opportunities (logo on athlete item).

### THOROUGHBRED

( \$2,000 - 5 AVAILABLE )

Big billing: logo on athlete shirt, Race El Paso website, promo materials (posters, postcards, ads); 4 event entries; banner displayed at race; standard Expo space; Logo with link in 2 Race El Paso newsletters; announcement at event.

*\* Please contact us about Title and In-kind sponsorship availability.*



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