



BECOME A 2019 SPONSOR

We are excited to announce our 4th annual 30A Half Marathon & 5K on Sunday, Oct. 13th along 30A's beautiful Gulf Coast in Santa Rosa Beach, FL! This event was just voted a Gold Winner for the Best Event in South Walton.

Now is your chance to get involved and be part of the action by becoming one of our 30A Half Marathon & 5K Sponsors!

The 30A Half Marathon & 5K represents an exceptional opportunity to put your company's brand in front of approximately 2,000 runners and 6,500 total guests from all over the country. Additionally, our elite runner program, with over \$20,000 in cash prizes, will bring in some of the best athletes from around the world! By becoming a sponsor, you will have the chance to reach this uniquely targeted audience, demonstrate your commitment to the community, build relationships and support The Sonder Project, the weekend's beneficiary.

30AHALF.COM

30A Half + 5K Facts

2018 RACE WEEKEND STATS

- 76% of our race guests are between ages 30-65
- Approximately 1,500 runners and about 5,000 total guests from 34 states and 4 countries
- States with the most registrations: Florida, Alabama, Georgia, Tennessee, Louisiana, Texas, Mississippi, Arkansas, Kentucky, Indiana
- 65% of runners are female

2019 RACE DATES

February 12th

Race Registration
Open to Runners

July 5th

Race Sponsor Commitment
Form Due

August 30th

FINAL Deadline for Sponsor
Race Entries

Oct 11-13th

Race Weekend

WEEKEND BENEFICIARY

All proceeds from the weekend's events go to benefit The Sonder Project. The Sonder Project's mission is to strengthen communities through food security, clean water, housing and education.

Founded in 2014, The Sonder Project is a local organization having a global impact. Locally, The Sonder Project provides hurricane recovery support post-Michael and establishes community gardens; Internationally, The Sonder Project establishes community farms and installs water pumps.

Visit www.thesonderproject.org to learn more.

THE SONDER PROJECT 2018 HIGHLIGHTS

- 5,688 Volunteer Hours post-Michael
- 186 Total # Households Served
- 2 Irrigated Community Farms established in Burkina Faso (*providing food security to over 2,461 people*)
- 2 Water Pumps Installed in Burkina Faso (*providing clean water to 8,460 people*)

2019 RACE WEEKEND DETAILS

Friday, Oct. 11th

30A BBQ Festival
(*featuring all the best local BBQ, beer & music*)

Saturday, Oct. 12th

Race Expo

Sunday, Oct. 13th

30A Half Marathon & 5K Race

**Sponsorship
Contact**

Kim Catellier
kim@thesonderproject.org
850-499-5625

2019 Sponsorship Packages



2019 Sponsorship Opportunities	Presenting Sponsor (1 available) \$20,000	Elite Sponsor — \$10,000	Champion Sponsor — \$8,000	Competitor Sponsor — \$5,000	Pace Setter Sponsor — \$3,000	In Training Sponsor — \$1,000
Presenting Sponsor: 30A 1/2 Marathon & 5K presented by “Company Name”	•					
Presenting Sponsor Company Name & Logo on participant race bibs & medal ribbon	•					
Featured in 360 Blue App (300,000 annually)	•					
Featured in 360 Blue Vacation Guide (15,000 annual reservations) 2020 issue	•					
3 Night Accommodations Race Weekend (sleeps 6)	•					
BeachLife Ad Opportunity (500,000 total annual reach) 2020 Issue	Full Spread	Full Page				
30A Media Shout Out Opportunities (1.4 million followers/fans): 30A Media includes 30A.com, 30A Radio, 30A Facebook, hey30A Instagram Stories	4	2	1			
Social Shout Outs (85,000 followers) (2 months out 1 x week)	8	4	3	2	1	
Blog Post on your Company Featured on 30AHalf.com	2	1	1			
Company Logo on Race Bags	•					
Company Logo on Race T-Shirts	•	•	•			
Company Name on Race T-Shirts				•	•	
Company Logo on start/finish barricades	•	•	•	•	•	
Company Logo on Mile Marker					•	•
Company Named in Public Announcements at Start/Finish	•	•	•			
Company Logo on Race Website Home Page with Link to Sponsor Website	•	•	•			
Company Logo on Race Website Sponsor Page	•	•	•			
Company Name on Race Website Sponsor Page				•	•	•
Listed Company Name in Email Blast to Race Participants	•	•	•	•		
Featured in Pre- and Post-Race Press Releases	•	•				
Expo Table Option	4	2	2	1	1	1
Race Entries, T-Shirts, 25% Off Additional Entries	15	10	8	6	4	2
VIP Admission Tickets to 30A BBQ Festival	10	8				
General Admission Tickets to 30A BBQ Festival			8	6	4	2
Option to Provide Race Bag Items (Flyers/Coupons/Promo Products/Goodies)	•	•	•	•	•	•

2019 Sponsorship Packages



2019 Sponsorship Opportunities	30A BBQ Festival Presenting Sponsor (1 available) \$10,000	Photo Sponsor (1 available) \$7,000	Entertainment Sponsor (1 available) \$7,000
Presenting Sponsor: 30A BBQ Festival presented by “Company Name”	•		
BeachLife Ad Opportunity (500,000 total annual reach, 75,000 issue in 120 locations) February 2020 Issue	Full Page		
Company Logo on Participant Digital Photo & Photo Booth Back Drop (BBQ Event, Expo, Race)		•	
Company Banner on Stage at Expo Event & Race Award Ceremony Stage			•
Company Logo on BBQ & Expo Event Cups			•
30A Media Shout Out Opportunities (1.4 million followers/fans): 30A Media includes 30A.com, 30A Radio, 30A Facebook, hey30A Instagram Stories	2		
Company Banner displayed on Band Stage	•		
Company Name on Entry Wrist Bands	•		
Company Logo on plastic drink plates	•		
Company Logo on Race T-Shirts	•		
Company Logo on Race Website Home Page with Link to Sponsor Website	•		
Company Logo on Race Website Sponsor Page	•		
Social Shout Outs (85,000 followers) (2 months out 1 x week)	4	2	2
Blog Post on your Company Featured on 30AHalf.com	1		
Featured in Pre- and Post-Race Press Releases	•		
Company Name on Race T-Shirts		•	•
Company Logo on Race T-Shirts	•		
Company Logo on start/finish & barricades		•	•
Centrally located tent at BBQ	2		
Company Name on Race Website Sponsor Page		•	•
Listed Company Name in Email Blast to Race Participants	•	•	•
Expo Table Option		1	1
Race Entries, T-Shirts, 25% Off Additional Entries	10	6	6
VIP Admission Tickets to 30A BBQ Festival	8		
General Admission Tickets to 30A BBQ Festival		6	6
Option to Provide Race Bag Items (Flyers/Coupons/Promo Products/Goodies)	•	•	•

2019 Sponsorship Packages Compared



2019 Sponsorships	Presenting Sponsor (RACE) (1 available) \$20,000	Presenting Sponsor (BBQ) (1 available) \$10,000	Photography Sponsor (1 available) \$7,000	Entertainment Sponsor (1 available) \$7,000	Elite Sponsor — \$10,000	Champion Sponsor — \$8,000	Competitor Sponsor — \$5,000	Pace Setter Sponsor — \$3,000	In Training Sponsor — \$1,000
Approximate Value without considering logo placement exposure	Full Spread BeachLife Ad and 8 Social Shout Outs/Blog Post/Featured in 360 Blue App/Featured in 360 Blue Vacation Guide \$17,650 4 30A Media Shout Out \$8,000 3 Night Stay (Sleeps 6) \$2,500 15 Race Entries \$1,200 4 Expo Tables \$1000 10 VIP 30A BBQ Festival Tickets \$400	2, 30A Media, Shout Outs \$4,000 4 Social Shout Outs \$3,400 Full Page BeachLife Ad \$1,500 10 Race Entries \$800 8 VIP 30A BBQ Festival Tickets \$320	2 Social Shout Outs \$1,700 6 Race Entries \$480 1 Expo Table \$250 6 General 30A BBQ Festival Tickets \$150	2 Social Shout Outs \$1,700 6 Race Entries \$480 1 Expo Table \$250 6 General 30A BBQ Festival Tickets \$150	2 30A Media Shout Outs \$4,000 Full Page BeachLife Ad and 4 Social Shout Outs/Blog Post \$7,250 10 Race Entries \$800 2 Expo Tables \$500 8 VIP 30A BBQ Festival Tickets \$320	3 Social Shout Outs \$2,550 1 30A Media Shout Out \$2,000 8 Race Entries \$640 2 Expo Tables \$500 8 General 30A BBQ Festival Tickets \$200	2 Social Shout Outs \$1,700 6 Race Entries \$480 1 Expo Table \$250 6 General 30A BBQ Festival Tickets \$150	1 Social Shout Out \$850 4 Race Entries \$320 1 Expo Table \$250 4 General 30A BBQ Festival Tickets \$100	1 Expo Table \$250 2 Race Entries \$160 2 General 30A BBQ Festival Tickets \$50
Total Estimated Value	\$30,750	\$10,020	\$2,580	\$2,580	\$12,870	\$5,890	\$2,580	\$1,520	\$460

Other Opportunities for your business to be involved:

Expo Booth:

Showcase your business during Saturday's packet pick up and Sunday's race.

Tent & table provided. \$250