



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 1,500 runners and 5,000 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 # of 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**

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2019 30A Half Marathon & 5K Sponsorship Packages



2019 Sponsorship Opportunities	Elite Sponsor \$10,000	Champion Sponsor \$8,000	Lodging Sponsor \$5,000	Competitor Sponsor \$5,000	Pace Setter Sponsor \$3,000	In Training Sponsor \$1,000
Full Page BeachLife Ad Opportunity (500,000 total annual reach) 2020 Issue	•					
Blog Post on your Company Featured on 30AHalf.com	1	1				
30A Media Shout Out Opportunities (1.4 million followers/fans): 30A Media includes 30A.com, 30A Radio, 30A Facebook, hey30A Instagram Stories	2	1				
Company Logo on Race Website Home Page with Link to Company Website	•	•				
Company Name Listed in Email Blast to Race Participants	•	•	•	•		
Social Shout Outs (85,000 followers)	4	3	2	2	1	
Company Logo or Name on Race Shirts	Logo	Logo	Name	Name	Name	
Company Logo on Start/Finish Barricades	•	•	•	•	•	
Company Logo or Name on Race Website Sponsor Page	Logo	Logo	Logo	Name	Name	Name
Expo Booth Option	2	2	1	1	1	1
Race Entries, Race Shirts, 25% Off Additional Entries	10	8	6	6	4	2
VIP or General Admission Tickets to 30A BBQ Festival	8 VIP	6 VIP	4 VIP & 4 Gen	4 VIP & 6 Gen	4 Gen	2 Gen
Option to Provide Race Bag Items (Flyers/Coupons/Promo Products/Goodies)	•	•	•	•	•	•
Company Logo on Mile Marker				•	•	•
Company Logo on Race Website Lodging Sponsor Page			•			

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

2019 30A Half Marathon & 5K Sponsorship Packages



2019 Sponsorship Opportunities (1 Available Each)	Race Presenting Sponsor \$20,000	30A BBQ Festival Presenting Sponsor \$10,000	Photo Sponsor \$7,000	Entertainment Sponsor \$7,000	Volunteer Sponsor \$7,000
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			
Presenting Sponsor: 30A BBQ Festival Presented By "Company Name"		•			
Company Banner Displayed on BBQ Band Stage		•			
Company Name on BBQ Entry Wrist Bands		•			
Company Logo on BBQ plates		•			
Centrally located tents at BBQ Festival		•			
Blog Post on your Company Featured on 30AHalf.com	2	1			
30A Media Shout Out Opportunities (1.4 million followers/fans): 30A Media includes 30A.com, 30A Radio, 30A Facebook, hey30A Instagram Stories	4	2			
Company Logo on Race Website Home Page with Link to Company Website	•	•	•	•	•
Company Name Listed in Email Blast to Race Participants	•	•	•	•	•
Social Shout Outs (85,000 followers)	8	4	2	2	2
Company Logo or Name on Race Shirts	Logo (Front)	Logo (Back)	Logo (Back)	Logo (Back)	Name (Back)
Company Logo on Start/Finish Barricades	•	•	•	•	•
Company Logo or Name on Race Website Sponsor Page	Logo	Logo	Logo	Logo	Logo
Expo Booth Option	4	4	2	2	1
Race Entries, Race Shirts, 25% Off Additional Entries	15	10	6	6	6
VIP or General Admission Tickets to 30A BBQ Festival	10 VIP	8 VIP	2 VIP & 6 Gen	2 VIP & 6 Gen	4 VIP & 6 Gen
Option to Provide Race Bag Items (Flyers/Coupons/Promo Products/Goodies)	•	•	•	•	•
Company Logo on Mile Marker					•
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, and Race Event Cups				•	
Company Name on BBQ, Expo, Race Volunteer Shirts					•