



# 2017 EXPO SPONSORSHIP





# OVERVIEW



The San Diego Half Marathon is a premier, one-of-a-kind race and event, celebrating the beauty and uniqueness of San Diego to help our local community. Following its success, over \$250,000 has been committed to San Diego community service projects and charitable organizations! The 6th annual race will be held on Sunday, March 12, 2017.

We are a nonprofit organization, with *all* net proceeds dedicated to community-based charities. Additionally, we partner with these charities to help raise both awareness and funds for their respective causes.

## About the Race

Our signature, scenic 13.1-mile course starts in downtown San Diego, makes its way up along Harbor Drive, Harbor Island, around Liberty Station, through Hillcrest, along Balboa Park, and heads down 5th Avenue for an unforgettable downhill finish into historic downtown San Diego.

Our event also includes a 5K race and a two-person half marathon relay, providing shorter distances for runners of all ages and abilities.

## Sport, Health & Fitness Expo

### Port Pavilion on Broadway Pier

A two-day Sport, Health and Fitness Expo will be held at the beautiful Port Pavilion on Broadway Pier, located between the USS Midway Museum and B Street Cruise Ship terminal in the Port District.

Race participants will attend the Expo to pick up their bib, race shirt and other materials. The Expo is free and open to the public.

Sponsors are encouraged to set up interactive displays and provide product samples targeted towards health and fitness-minded individuals and their families and friends.

## Celebrate San Diego

The “Celebrate San Diego Gaslamp Block Party” brings together spectators and participants of the San Diego Half Marathon in a unique environment. The Block Party includes a Family Fun Zone, where sponsors are encouraged to provide family-appropriate interactive games and giveaways.

## Schedule

<b>Friday, March 10</b>	<b>3:00 pm - 7:00 pm</b>
Sport, Health and Fitness Expo (Day 1)	
<b>Saturday, March 11</b>	<b>9:00 am - 5:00 pm</b>
Sport, Health and Fitness Expo (Day 2)	
<b>Sunday, March 12</b>	
Race wave starts	<b>7:00 am - 7:45 am</b>
Celebrate San Diego	
Gaslamp Block Party	<b>8:00 am - 1:00 pm</b>

<b>Expected Attendance</b>		<b>Half Marathon &amp; 5K</b>	<b>Expo</b>	<b>Celebrate San Diego</b>
		8,000 runners 15,000 spectators	10,000 - 15,000 attendees over two days	10,000 - 15,000 attendees

# EXPO-ONLY EXHIBITOR

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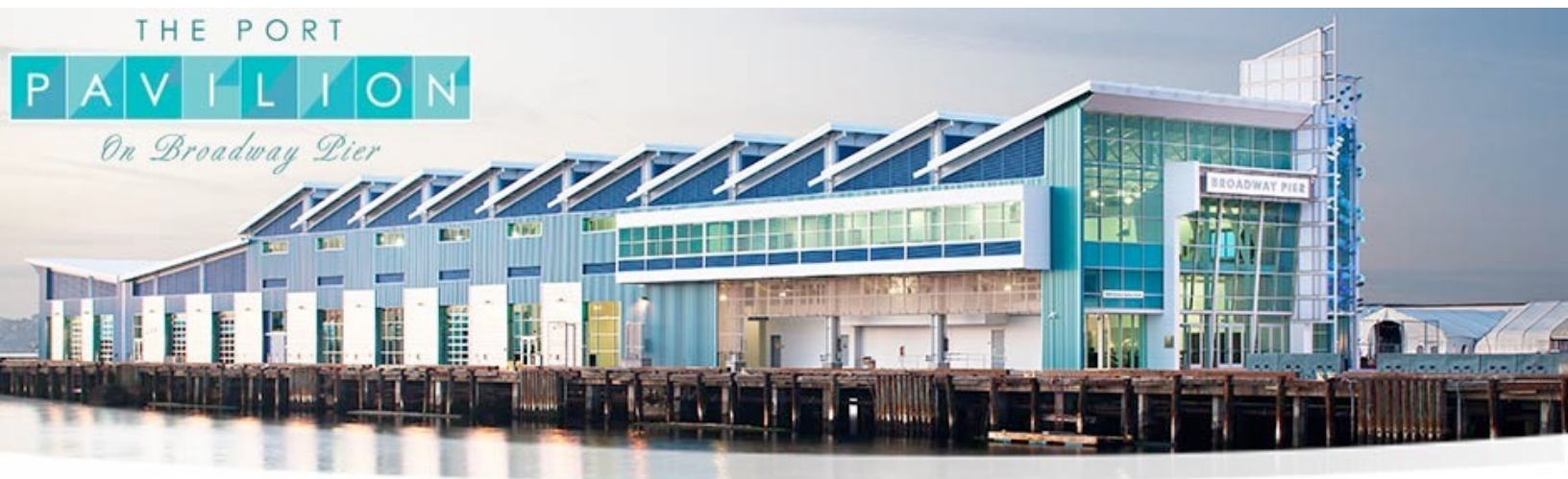


**Minimum Investment: \$895**

## Benefits:

- ✓ Exposure to 10,000 - 15,000 estimated expo attendees over 2 days where you can showcase and sample your product or service
- ✓ 10'x10' Premium Expo booth at our Sport, Health & Fitness Expo, includes:
  - ✓ 6' draped table, 2 chairs, waste bin
  - ✓ 24-hr security
- ✓ Upgrade options (while supplies last): corner booth, wi-fi, power, additional chairs and tables. See online application for pricing.
- ✓ Tax deductible receipt

Note: Expo booth assignments made upon receipt of payment



# Contact Info

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Please contact our sponsorship team with any additional questions:

The San Diego Half Marathon  
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San Diego, CA 92106

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