



photo use courtesy of asphoto.com

THE Inaugural



**SPONSORSHIP
OPPORTUNITIES**

October, 10th 2009

Register Online at fmhalfmarathon.com

Welcome to the FM Half Marathon!

We are VERY excited to present the Inaugural FM Half Marathon on October 10, 2009, and we want YOU to be a part of this event. Since the Fargo Marathon began in 2005, the sport of running has taken over the Fargo-Moorhead community like no other sport. The FM Half Marathon will become THE Fall Event that people train for during the summer months and the perfect way to cap off their training plans.

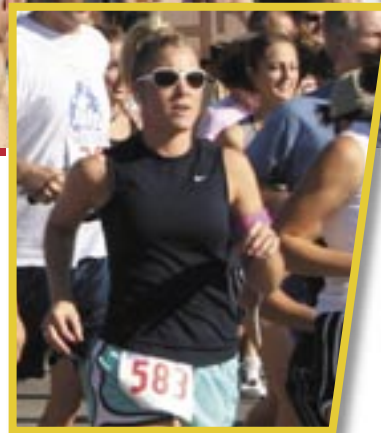


The potential for this event is HUGE, but in order to get the FM Half Marathon "up and running", it will require the support of GREAT SPONSORS from around the region and the country...that's where you come in!

As a sponsor of the FM Half Marathon, you will have the opportunity to be associated with the event that the community will embrace and that runners from around the region want to be part of.

This is a unique chance to get in on the "ground floor" of something that will have a positive impact on the lives of people of all ages.

Please take a minute to find out more:



phone:
(701) 364-2786

fax:
(701) 364-2787

e-mail:
Mark@gofarevents.com

FM Half Marathon, LLC

fmhalfmarathon.com

Marketing Campaign

Summer of 2009 kicks off an extensive and comprehensive marketing plan including print, radio, television, online and email advertising, direct mail, in-store distribution and cross-promotions with key sponsors and products.

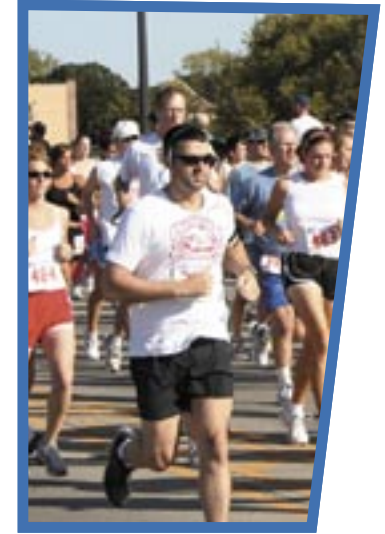
By developing relationships with other races and runners around the region, our distribution network to reach specific demographics is much larger. Specifically, we will be targeting a 4 hour radius of Fargo-Moorhead, including the Minneapolis/St. Paul area. Over 20,000 runners will receive promotional materials for the 2009 FM Half Marathon.

Media Blitz

The FM Half Marathon team will be working with radio and television sponsors to generate extensive regional and local exposure via print, radio, television and online media coverage.

Management

FM Half Marathon, LLC., was set up for the sole purpose of promoting and organizing the FM Half Marathon. To make the FM Half Marathon the best it can possibly be, Go Far Events, Inc. and the 20+ individuals of the FM Half Marathon Committee will manage the event on a full time basis.



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Why Sponsor the FM Half Marathon?

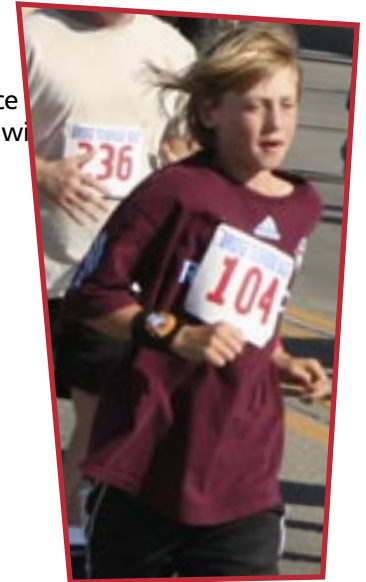
• Show off your sponsorship to thousands from around the region. We expect your target audience within a 200 to 400 mile radius of Fargo Moorhead, and that is exactly where our marketing focus will be.

• Gain tremendous EXPOSURE through a connection with the FM Half Marathon's awesome MARKETING STRATEGY.

• Be known as a company/group committed to HEALTH & FITNESS!

• Boost the local economy of the FM area and be seen as a company concerned about economic growth.

• Support charitable causes! The FM Half Marathon will donate a portion of its proceeds to deserving, local charity groups, focused primarily on children in our region.



Sponsorship Opportunities:

Title Sponsorship

(Naming Rights to the Following Races):

- 1/2 Marathon
- 10K Run
- 5K Fun Run/Walk

Gold Sponsorship

- Awards Sponsor
- Aid Station Sponsor
- Official Vehicle Sponsor
- Course Entertainment Sponsor

Silver Sponsorship

- Starting Line Host
- Finish Line Host
- Course Entertainment Sponsor

Bronze Sponsorship

- Awards Sponsor
- Results Sponsor
- Volunteer Contest Promotions

Mile Sponsor

- Host a Mile Along the Course
- Promote Group/Company with Signage, Entertainment, Etc.



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FM Half Marathon, LLC

The National Running Market

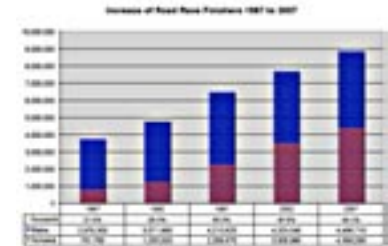
Nationally, Distance Running has become one of the most popular pastimes for people of all ages! Here are some of the interesting statistics from 2007:



Marathon Participants total 410,000 in 2007.

Summarized as follows:

- 60% Male
- 40% Female
- 46% are 40 years old or older
- 52% are 20 to 39 years old
- 2% are under the age of 20
- The Median Age for Males is 40
- The Median Age for Females is 35



The Running Industry in 2007

- The Number of Runners who Ran at least Once = 37,810,000
- The Number of Runners who Ran at Least 100 Days = 11,583,000
- Over 16 Million Runners Have Annual Household Incomes of \$75,000 +
- 54.5% of Runners have College Degrees & Over 86% Are College Educated
- Over \$2.1 Billion Spent on Running Shoes and Over \$650 Million Spent on Running Clothing
- Running Events Raised Over \$656 Million for Charities!
- Approximately 50% Males and 50% Females in the Running Community



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Top Ten Professions of Runners

- Management
- Medical/Dental
- Business Owners
- Sales
- Finance/Investment
- Legal/Attorney
- Education
- Administrative
- Government/Civil Service
- Marketing/Public Relations





SPONSORSHIP OPPORTUNITIES

Company Name/Logo on Race Name
Company Name/Logo on Finisher Shirts
Company Name/Logo on Race Bibs
Company Name on All Marathon Marketing Materials
Company Name and Link on FM Half Marathon Website
Complimentary Signage at Race Finish Line
Ability to Include Company Items in Runner Bags
4 Complimentary Race Entries
Aid Station Hosting Rights
Company Name on Specified Mile Marker

CONTACT: Mark Knutson
 FM Half Marathon
 Go Far Events

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 F: (701) 364-2787
Mark@gofarevnets.com

TITLE SPONSOR \$10,000 +	GOLD SPONSOR \$5,000 - \$9,999	SILVER SPONSOR \$2,500 - \$4,999	BRONZE SPONSOR \$1,000 - \$2,499	MILE SPONSOR \$500 - 999
X				
X				
X				
X	X	X		
X	X	X	X	X
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