

PREPARE. EXECUTE. ACHIEVE.

# 2017 SPONSORSHIP OPPORTUNITIES



NAVY  
AIR FORCE  
HALF MARATHON

NAVYHALF.COM

★ WASHINGTON, DC ★  
9.17.2017



# RACE OVERVIEW

## VISION

Morale, Welfare and Recreation (MWR) at Joint Base Anacostia-Bolling (JBAB), a component of Warfighter & Family Readiness, is a comprehensive network whose goal is to provide quality support and recreational services that contribute to and enhance the lives of service members, their families, military retirees, Department of Defense employees, and other eligible participants.

## MISSION

MWR strives to provide a quality of life to the Navy-Air Force Family that is commensurate with their sacrifice and service. MWR's mission is to foster and support high productivity for our Navy-Air Force audience through mental and physical fitness, personal growth, a sense of community, positive values, and Family well-being.

## SUPPORT

Your commercial sponsorship support allows MWR to meaningfully enhance this event we provide for deserving men and women in uniform. Your support also gives your company a unique, competitive advantage in directly accessing the often hard to reach, but valuable military marketplace.

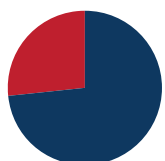
Voted "One of the Year's Best Half Marathons" by Runner's World Magazine, the Navy-Air Force Half Marathon is a unique event that brings together everyday citizens and our military heroes!

Each year, thousands of runners, both military affiliated and civilian, of all experience levels come together at the Washington Monument to run side by side, for an exhilarating running experience through our nation's capital.

During this time, local and national businesses have the opportunity to be a part of this event through commercial sponsorship.

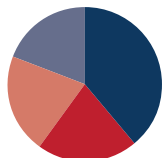


## 2016 NAVY-AIR FORCE HALF MARATHON DEMOGRAPHICS



### RACE PARTICIPANTS

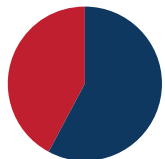
■ Half Marathon	72.7% (6,976)
■ 5 Miler	27.3% (2,616)



### TOP STATES

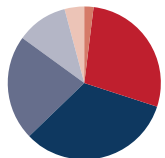
■ Virginia	40% (3,704)
■ DC	20% (1,988)
■ Maryland	20% (2,027)
■ Other*	20% (1,804)

\*Runners participate from all 50 states, in addition to 20 countries.



### GENDER

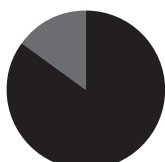
■ Female	57.4% (5,503)
■ Male	42.6% (4,088)



### AGE DISTRIBUTION

■ Under Age 20	2%
■ Ages 20-29	28%
■ Ages 30-39	32%
■ Ages 40-49	22%
■ Ages 50-59	12%
■ Ages 60+	4%

## NAVAL DISTRICT WASHINGTON (NDW): ACTIVE DUTY PROFILE & DEMOGRAPHICS



TOTAL NDW ACTIVE DUTY: 326,684

### GENDER

■ Male	85%
■ Female	15%



### AGE DISTRIBUTION

■ Ages 18-21	19%
■ Ages 22-30	46%
■ Ages 31-40	26%
■ Ages 41+	9%

\*Average Age = 29

## 2017 NAVY-AIR FORCE HALF MARATHON OVERVIEW

6<sup>TH</sup> YEAR FOR THE HALF MARATHON

14<sup>TH</sup> YEAR FOR THE 5 MILER

### RACE DATE

September 17, 2017

### REGISTRATION OPENS

February 1, 2017

### RACE LOCATION

Washington, DC

15th St. NW between Constitution Ave. NW and Independence Ave. SW

### RACE DISTANCE

13.1 Miles

### RUNNER'S PACKET PICK-UP & MINI-EXPO

September 15-16, 2017

### TARGET AUDIENCE

Military personnel and their family members, contractors and civilians on the East Coast

### RUNNING LEVEL

Beginner-Advanced

### ESTIMATED REGISTRATION

10,000-12,000

### ORGANIZED BY

Joint Base Anacostia-Bolling Morale, Welfare & Recreation (MWR)



# SPONSORSHIP OVERVIEW



PHOTO COURTESY OF CHERYL YOUNG



## SPONSORSHIP BENEFITS

- Face-to-face interaction
- Product Branding
- Differentiation from competition
- Increased sales
- Product sampling/showcasing
- Heighten visibility
- Association with a particular lifestyle
- Shape consumer attitudes
- Introduce a new product/service
- Expand use of current products/services

## IMPRESSIONS

CHANNEL	REACH/IMPRESSIONS
Runner Enthusiasts Magazines	9.2 million
Washington Metro	9 million
Active.com	1.4 million
Run Washington (Print & Electronic)	600,000
MWR & NAFHALF Social Media	350,000
MWR Monthly Magazine	120,000
MWR Email Blasts	120,000
Race Packet Publication	60,000
Event Website (www.NavyHalf.com)	48,000
On Base Electronic Ads	15,000-20,000
Printed Posters & Banners	15,000-20,000
Official Race Guide	10,000
Radio	TBD
<b>ESTIMATED TOTAL REACH</b>	<b>21.2 MILLION</b>

# SPONSOR BENEFITS & EXPOSURE

## BENEFITS

TITLE	MAJOR	POST-RACE	SUPPORTING	COMMUNITY	WATER STOP	
●	●	●	●	●	●	Logo Placement on Official Race Guide
●	●	●	●	●	●	Complimentary Space at Runner's Packet Pick-Up
●	●	●	●	●		Logo Placement on Runner Bags
●	●	●	●	●		Opportunity to Insert Branded Promotion Item from the Approved In-Kind Item List in Runner Bags
●	●	●	●	●		Opportunity to Place Advertisement in Runner Bags
●	●		●			Logo Placement on Back of Complimentary Runner Shirts
●	●					Logo Placement on Volunteer Shirts
●	●					Individual Ad in Official Race Guide
●						Logo Placement on Front of Complimentary Runner Shirts
●						Logo Placement on Half Marathon and 5 Miller Runner Bibs
●						Opportunity to Host Cross-Promotions and Sweepstakes, using the Navy-Air Force Half Marathon Name and Logo
		●				Logo Placement on Post-Race Food Box
					●	Logo Placement on Designated Water Stop Signage

## ELECTRONIC MEDIA

●	●	●	●	●	●	Navy-Air Force Half Marathon Email Blasts & eNews
●	●	●	●	●		Navy-Air Force Half Marathon / Base-Specific Social Media
●	●	●	●	●		Logo Placement on the Official Event Website
●						Premium Placement in Virtual Event Bag: Your Company Information and/or Promotional Offer Will be Showcased in Virtual Event Bag Emailed to All Registered Runners
	●	●	●			Standard Placement in Virtual Event Bag: Your Company Information and/or Promotional Offer Will be Included in Virtual Event Bag Emailed to All Registered Runners
●	●					MWR Email Blasts & eNews
●						In Store AAFES Exchange Radio Announcements

## LOGO PLACEMENT ON ALL ON-BASE ADVERTISING

●	●	●	●	●		Naval District Washington (NDW) Military Installation Newspapers
●	●	●	●	●		MWR Magazine
●	●	●	●	●		Posters, Banners, and Flyers
●						Digital Advertisements
●						Recognition on Base Digital Marquees

## LOGO PLACEMENT ON ALL OFF-BASE ADVERTISING

●	●					Runner Enthusiasts Magazines
●	●					Race Packet Publication
●	●					Run Washington (Print & Online)
●	●					Washington Metro
●						Active.com
●						Rundown eNewsletter
●						Variety of Running Websites

## RACE DAY EXPOSURE

●	●					Logo Placement on Race Day Banners
●						Up to Two (2) Representatives at Starting Line to Ring Bell at Start of Race
●						Up to Two (2) Representatives on Stage During Awards Ceremony
●						Logo Placement on Award Stage Step and Repeat
6	4	4	2	1		Public Recognition Announcements on Race Day

## HOSPITALITY

40	15	10	10			Individual VIP Tent Passes with Complimentary Food and Beverage
40	15	10	10			Complimentary Individual Race Entries
●	●	●	●			Discounted Registration for Individuals Exceeding Complimentary Race Entries

**\$85,000**

**{ \$75,000 CASH  
+  
\$10,000 IN-KIND }**

LIMIT OF ONE (1) TITLE SPONSOR

## BENEFITS

- Logo Placement on the Following:
  - **Half Marathon Bibs (Exclusive)**
  - **Front of Complimentary Runner Shirts (Exclusive)**
  - Back of Complimentary Runner Shirts
  - Official Race Guide
  - Runner Bags
  - Volunteer Shirts
  - Opportunity to host cross-promotions, sweepstakes, using the Navy-Air Force Half Marathon Name and Logo (Exclusive)
  - Complimentary Space at Runner's Packet Pick-Up
  - Individual Ad in Official Race Guide
  - Opportunity to Place Advertisement in Runner Bags
  - Opportunity to Insert Branded Promotion Items from Approved In-Kind Item List in Runner Bags

## LOGO PLACEMENT ON ALL ON-BASE ADVERTISING

- Digital Advertisements (Exclusive)
- Recognition on Digital Base Marquees (Exclusive)
- Naval District Washington (NDW) Military Installation Newspapers
- MWR Magazine
- Posters, Banners, and Flyers

## LOGO PLACEMENT ON ALL OFF-BASE ADVERTISING

- **Active.com (Exclusive)**
- **Internet Radio commercials/recognitions (Exclusive)**
- **Rundown eNewsletter (Exclusive)**
- **Run Washington eNewsletter (Exclusive)**
- **Variety of Running Websites (Exclusive)**
- Competitor Magazine
- Endurance Magazine
- Race Packet Publication
- Run Washington Magazine
- Washington Metro Station and Buses

## ELECTRONIC MEDIA

- Logo Placement on the Following:
  - Official Event Website
  - MWR & NAFHALF Social Media
  - Email Blasts & eNews
  - Standard Placement in Virtual Event Bag
  - **In store AAFES Exchange Radio Announcements (Exclusive)**

## RACE DAY EXPOSURE

- Up to Two (2) Representatives at Starting Line to Ring Bell at Start of Race (Exclusive)
- Up to Two (2) Representatives on Stage During Awards Ceremony (Exclusive)
- Logo Placement on Award Stage Step and Repeat (Exclusive)
- Logo Placement on Race Day Banners
- Six (6) Public Recognition Announcements on Race Day

## HOSPITALITY

- Forty (40) Individual VIP Tent Passes with Complimentary Food and Beverage
- Forty (40) Individual Complimentary Race Entries
- Discounted Registration for Individuals Exceeding Forty (40) Complimentary Race Entries





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& NAVY 5 MILER



★ 5TH ANNUAL ★

NAVY  
AIR FORCE  
HALF MARATHON  
& NAVY 5 MILER

**\$25,000**

**\$20,000 CASH**

**+**

**\$5,000 IN-KIND**

## BENEFITS

- Logo Placement on the Following:
  - Back of Complimentary Runner Shirts
  - Official Race Guide
  - Runner Bags
  - Volunteer Shirts
  - Individual Ad in Official Race Guide
- Complimentary Space at Runner's Packet Pick-Up
- Opportunity to Place Advertisement in Runner Bags
- Opportunity to Insert Branded Promotion Items from Approved In-Kind Item List in Runner Bags

## LOGO PLACEMENT ON SELECT ON-BASE ADVERTISING

- Naval District Washington (NDW) Military Installation Newspapers
- MWR Magazine
- Posters, Banners, and Flyers

## LOGO PLACEMENT ON SELECT OFF-BASE ADVERTISING

- Competitor Magazine
- Endurance Magazine
- Race Packet Publication
- Run Washington Magazine
- Washington Metro Station and Buses

## ELECTRONIC MEDIA

- Logo Placement on the Following:
  - Official Event Website
  - MWR & NAFHALF Social Media
  - Email Blasts & eNews
  - Standard Placement in Virtual Event Bag

## RACE DAY EXPOSURE

- Logo Placement on Race Day Banners
- Four (4) Public Recognition Announcements on Race Day

## HOSPITALITY

- Fifteen (15) Individual VIP Tent Passes with Complimentary Food and Beverage
- Fifteen (15) Individual Complimentary Race Entries
- Discounted Registration for Individuals Exceeding Fifteen (15) Complimentary Race Entries





# POST-RACE FOOD SPONSOR

**\$15,000  
TO  
\$45,000**

LIMIT OF THREE (3) POST-RACE FOOD SPONSORS CONTRIBUTING \$15,000 EACH, OR ONE (1) POST-RACE FOOD SPONSOR CONTRIBUTING \$45,000\*

\*ONE (1) POST-RACE SPONSOR CONTRIBUTING FULL \$45,000 WILL RECEIVE SUPPORT SPONSOR BENEFITS.

After running a race, runners need to immediately start the recovery process. An important component of this recovery is refueling by replacing fluids and nutrients lost during the race within minutes after crossing the finish line. As a Post-Race Food Sponsor, you will be one of the first to congratulate over 12,000 runners on their accomplishment and contribute to the runner's recovery. Your logo will be front and center as runners celebrate their accomplishments.

## BENEFITS

- Logo Placement on the Following:
  - **Post-Race Food Box (Exclusive)**
  - Official Race Guide
  - Runner Bags
  - Complimentary Space at Runner's Packet Pick-Up
  - Opportunity to Place Advertisement in Runner Bags
  - Opportunity to Insert Branded Promotion Items from Approved In-Kind Item List in Runner Bags

## ELECTRONIC MEDIA

- Logo Placement on the Following:
  - Official Event Website
  - MWR & NAFHALF Social Media
  - Email Blasts & eNews
  - Standard Placement in Virtual Event Bag

## LOGO PLACEMENT ON SELECT ON-BASE ADVERTISING

- Naval District Washington (NDW) Military Installation Newspapers
- MWR Magazine
- Posters, Banners, and Flyers
- Race Day Exposure
- Four (4) Public Recognition Announcements on Race Day

## HOSPITALITY

- Ten (10) Individual VIP Tent Passes with Complimentary Food and Beverage
- Ten (10) Individual Complimentary Race Entries
- Discounted Registration for Individuals Exceeding Ten (10) Complimentary Race Entries



# SUPPORTING SPONSOR

**\$15,000**

{ **\$10,000 CASH  
+  
\$5,000 IN-KIND** }

## BENEFITS

- Logo Placement on the Following:
  - Back of Complimentary Runner Shirts
  - Runner Bags
  - Official Race Guide
  - Complimentary Space at Runner's Packet Pick-Up
  - Opportunity to Place Advertisement in Runner Bags
  - Opportunity to Insert Branded Promotion Items from Approved In-Kind Item List in Runner Bags

## ELECTRONIC MEDIA

- Logo Placement on the Following:
  - Official Event Website
  - MWR & NAFHALF Social Media
  - Email Blasts & eNews
  - Standard Placement in Virtual Event Bag

## LOGO PLACEMENT ON SELECT ON-BASE ADVERTISING

- Naval District Washington (NDW) Military Installation Newspapers
- MWR Magazine
- Posters, Banners, and Flyers
- Race Day Exposure
- Two (2) Public Recognition Announcements on Race Day

## HOSPITALITY

- Ten (10) Individual VIP Tent Passes with Complimentary Food and Beverage
- Ten (10) Individual Complimentary Race Entries
- Discounted Registration for Individuals Exceeding Ten (10) Complimentary Race Entries

# COMMUNITY SPONSOR

**\$7,000**

{ **\$5,000 CASH** + **\$2,000 IN-KIND** }

## BENEFITS

- Logo Placement on the Following:
- Runner Bags
- Official Race Guide
- Complimentary Space at Runner's Packet Pick-Up
- Opportunity to Place Advertisement in Runner Bags
- Opportunity to Insert Branded Promotion Items from Approved In-Kind Item List in Runner Bags

## ELECTRONIC MEDIA

- Logo Placement on the Following:
- Official Event Website
- MWR & NAFHALF Social Media
- Email Blasts & eNews

## LOGO PLACEMENT ON SELECT ON-BASE ADVERTISING

- Naval District Washington (NDW) Military Installation Newspapers
- MWR Magazine
- Posters, Banners, and Flyers
- Race Day Exposure
- One (1) Public Recognition Announcement on Race Day

# WATER STOP SPONSOR

**\$5,000 TO \$15,000**

\$5,000 FOR TWO (2) WATER STOPS, OR \$15,000 FOR ALL SIX (6) WATER STOPS\*

\*ONE (1) WATER STOP SPONSOR CONTRIBUTING FULL \$15,000 WILL RECEIVE SUPPORTING SPONSOR BENEFITS.

There are six water stops positioned along the courses, offering water, sport drinks, and snacks to help energize runners. Your company has the option to exclusively sponsor any of our water stops and make thousands of impressions on race day.

## BENEFITS

- Logo Placement on the Following:
- **Designated Water Stop Signs (Exclusive)**
- Email Blasts & eNews
- Official Race Guide
- Complimentary Space at Runner's Packet Pick-Up

## IN-KIND OPTIONS

- Water Stops
  - 600,000 oz of Water in Either 3 Liter or 1 Gallon jugs
  - Sport Drink Powder or Liquid: 3 Liter or 1 Gallon Jugs (300,000 oz)
- Post-Race
  - Water: 10,000 Bottles at the Finish Line; 7,000 Bottles at the Village
  - Recovery Drink: 10,000 Bottles at the Finish Line

# APPROVED IN-KIND ITEMS

*Items not included in the following list are negotiable upon request.*

- |                                 |                 |  |                 |
|---------------------------------|-----------------|--|-----------------|
| • Bandanas                      | • Hats          | • Sport Drinks   | • Sunglasses    |
| • Bumper Stickers / Car Magnets | • Koozies       | • Sports Snack Foods (Power Bars, Gels, Chews, Blocks, Jelly Beans/Sport Beans, Granola Bars, Trail Mix, Power Bars, etc.) | • Sunscreen     |
| • Chapsticks                    | • Lanyards      |  | • Sweatbands    |
| • Gum                           | • Running Socks |  | • Towels        |
|                                 | • Shoelaces     |  | • Water Bottles |







The Navy-Air Force Half Marathon looks forward to developing fulfilling partnerships with you and your company. Thank you in advance for your interest in supporting this first-rate event provided to our outstanding community members!

**FOR SPONSORSHIP INFORMATION, PLEASE CONTACT:**

MWR Marketing Office | Phone: 202.767.8148 or 202.404.7077 | Email: [jbab.marketing@gmail.com](mailto:jbab.marketing@gmail.com)

# NAVY AIR FORCE HALF MARATHON