



# SPONSORSHIP PROGRAM

By becoming a sponsor of the West Australian Marathon Club's major events, you not only support the local running community but also gain valuable exposure and engagement opportunities. Join us in promoting health, fitness, and community spirit while enhancing your brand's presence. We look forward to the possibility of partnering with you in making these events a resounding success.

## MAJOR SPONSOR (INCLUDING NAMING RIGHTS)

Investment: starting from \$5000, with a minimum of 50% cash, and the remainder can be provided in kind with products.

Benefits:

- Exclusive naming rights for the event
- 1 Sole Email Direct Marketing (EDM) feature
- 2 Sole Social Media Posts
- 5 Free of Charge (FOC) event entries
- Feature video or blurb on the event page
- Prominent logo placement on event arch, bibs, and other event materials
- The opportunity to display multiple signs at the event
- Encouraged to set up a stand at the event for increased visibility and engagement

## DISTANCE SPONSOR

Investment: starting from \$2000, with a minimum of 50% cash, and the rest in kind product.

Benefits:

- Inclusion in an event mail-out feature
- 1 Social Media Post
- Logo placement on the event page
- 2 FOC event entries
- Logo on event distance bibs and medal lanyards

## EVENT SPONSOR

Investment: starting from \$500 in kind or cash.

Benefits:

- Group social media post highlighting your support
- 1 FOC event entry
- Recommended to have a stand at the event for enhanced visibility

## DRINK STATION CREW

Investment: Provide volunteers, minimum of 4, and opportunity to have the drink station with your branding.

Benefits:

- Acknowledgment in the event EDM
- Prominent visibility for your branding at the drink station

## EXPO SPONSOR

Investment: starting from \$150 cash or in kind.

Requirements: Must attend the event over the weekend.

Benefits:

- Inclusion in the event guide
- Opportunity to showcase your brand at the event