

# MILE SPONSOR INFORMATION

Return application or address mile sponsorship questions and requests to:

**Kim Gillikin**  
**Asst. Race Director**  
**Mercedes-Benz**  
**Marathon Weekend**  
**Post Office Box 59260**  
**Birmingham, AL 35259**  
**205.870.7771**  
**FAX: 205.870.7729**  
**kim@bhmevents.com**

## The Mercedes-Benz Marathon Weekend February 10-12, 2012

Join us on the marathon course February 12, 2012! Mile sponsorship provides high-visibility, high-energy and hands-on participation during the Mercedes-Benz Marathon Weekend. Weekend events benefit The Bell Center for Early Intervention Programs and Kid One Transport.

Be a part of the experience!



**BIRMINGHAM'S PREMIER RACE WEEKEND**

As a Mile Sponsor of the Mercedes Marathon & Half-Marathon, your company will be provided an official race mile on the double-loop course, plus the following additional benefits:

- COMPANY/ORGANIZATION to be recognized as a Mile Sponsor of the Mercedes-Benz Marathon Weekend.
- COMPANY will receive two (2) free entries for either the marathon, half-marathon or 5K during the Mercedes-Benz Marathon Weekend races. (Value between \$50 and \$150 if purchased outside of sponsorship)
- COMPANY will have the opportunity to provide a specialty item(s), promotional information, flyers, coupons, etc. for inclusion in the runner's race packets. We distribute approximately 11,000 race packets. That includes 7,500 race bags for participants in the marathon, half-marathon, marathon relay and 5k and 3,500 for kids marathon. (Value of \$450 if purchased outside of sponsorship.)
- COMPANY will be offered a discounted rate of \$250 for a vendor booth at the St. Vincent's Health Systems Health & Fitness Expo and Packet Pickup in Boutwell Auditorium Friday and Saturday, February 10-11, 2012. (Value of \$500 if purchased outside of sponsorship.)
- COMPANY will receive 24 volunteer t-shirts and have the opportunity to purchase any additional t-shirts for \$3.
- LINK TO COMPANY and related websites will be established through the company logo on the sponsor page of the Mercedes Marathon website, [www.mercedesmarathon.com](http://www.mercedesmarathon.com) which receives approximately 115,000 visits annually!!
- ON-SITE PROMOTION OF COMPANY'S PRODUCTS AND SERVICES is allowed at all venues, including on the courses.
- In addition to on-site signage provided by the race, Company can display unlimited signage throughout your Mile.

**MERCEDES MARATHON WILL SUPPLY:**

Additional volunteers if needed, All Fluid Station supplies (tables, fluid containers, water, sports drink, cups, etc.), trash bags and cans for post-race clean-up, 24 complimentary Volunteer t-shirts, set up diagram and detailed instructions for Fluid Station, recycling materials and instructions

**COMPANY WILL BE RESPONSIBLE FOR:**

- Staffing a water/aid station if your mile is one of the nine water/aid stations
- Making entire mile fun, festive and clean
- Providing course monitors to give directions at each turn in your mile
- Recruiting "cheerleaders," loud volunteers, enthusiastic and inspiring supporters to help.
- Clean-up entire mile prior to race
- Clean-up entire mile after race (trash pickup service will be provided)
- Providing additional signage to promote your organization as you see fit
- Providing additional snacks for runners if you wish
- Providing music (aspiring bands, gospel singers, radio stations, drum corps, boom boxes, etc.)
- Notifying and working with residents and businesses on your mile of the route
- **This is an ideal opportunity for your company to build morale with employees and family members, and have fun competing for the favorite miles on the course!**



# MILE SPONSOR APPLICATION

[www.mercedesmarathon.com](http://www.mercedesmarathon.com)

COMPANY/ORGANIZATION NAME

CONTACT PERSON

ADDRESS

CITY/STATE/ZIP

TELEPHONE

FAX

E-MAIL

RETURNING SPONSOR: YES  NO

I would like to commit to the following level of 2011 Mercedes Marathon sponsorship:

**MILE SPONSOR FOR THE 2012 MARATHON, HALF-MARATHON AND MARATHON RELAY - \$1,000**

\*Additional sponsorships levels and opportunities are available. Contact our office for detailed information.

PLEASE CHOOSE FROM THE FOLLOWING:

- We will provide our own volunteers to work our mile on the course.
- We would like for the Mercedes Marathon organizers to give our mile to a social organization that can provide the necessary volunteers.
- We would like to purchase an Expo vendor booth for a discounted price of \$250
- We would like to be on the list to receive a complimentary booth space if available the week of the event.
- We do not need an Expo vendor booth

Please make checks payable to BIRMINGHAM MARATHON, INC.

Return this form with payment to:  
Birmingham Marathon, Inc., Post Office Box 59260, Birmingham, AL 35259

[info@mercedesmarathon.com](mailto:info@mercedesmarathon.com) • Phone: (205) 870-7771 • Fax: (205) 870-7729

Payment Method:

- Check enclosed
- Visa
- MasterCard
- Discover
- American Express

Credit Card Number

Exp Date

Security code

Name on card

Signature