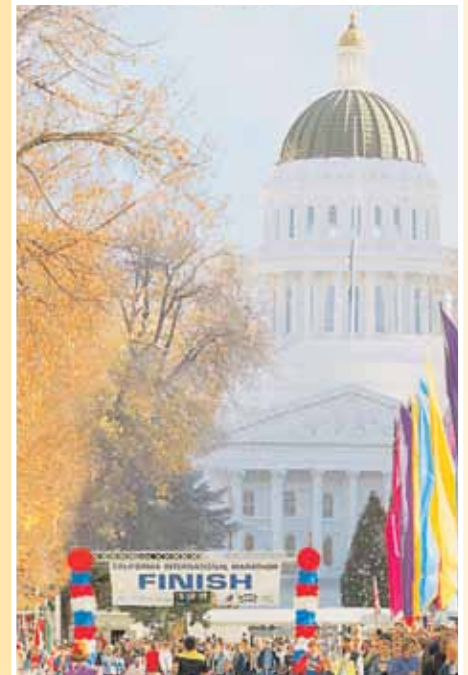




# CALIFORNIA INTERNATIONAL MARATHON

*"A Capitol Running Tradition"*

## SPONSORSHIP OPPORTUNITIES



A SACRAMENTO  RUNNING ASSOCIATION EVENT

# CALIFORNIA INTERNATIONAL MARATHON

## History

RunCIM.org

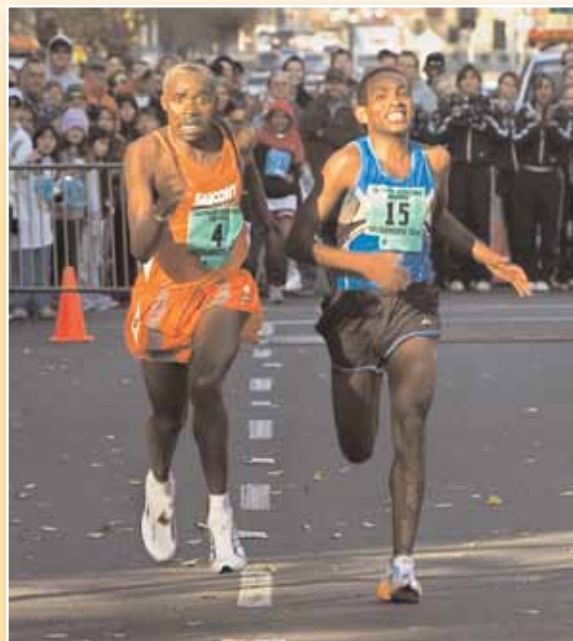
In 1982, the Sacramento Running Association was formed with a primary mission to develop a world class marathon for the Sacramento area. As a result, the first California International Marathon (CIM) was held December 3, 1983. The 26-mile, 385-yard Folsom to the State Capitol road race has been held every year since then, always on the same course and always on the second Sunday after Thanksgiving.

The CIM starts near the Folsom Dam, passes through outlying Sacramento-area communities and finishes at the historic California State Capitol in downtown Sacramento. More than 15,000 runners receive outstanding support from 2,000+ experienced volunteers, and from the 50,000 enthusiastic spectators who line the streets to cheer the runners on.

In addition to first-time marathoners, fitness runners, people trying for a personal best time or a Boston Marathon qualifying time, the CIM attracts elite international athletes who seek record times on its fast course. They also compete for a share of the \$50,000 prize money purse. Over the years the CIM has hosted the United States National Marathon Championship four times.

- The CIM is always ranked in the top marathons sending the most number of qualifiers to the Boston Marathon. (Boston Athletic Association statistics)
- Sacramento's Best Sporting Event (2009 *Sacramento Bee* poll)
- 2009 Best Marathon (*Competitor Magazine*).
- *Runner's World Magazine* ranks the CIM as one of the "best small marathons in the world."
- Bart Yasso of *Runner's World* describes the CIM as "a very fast, if not the fastest, marathon course in the country."
- *USA Today* included the CIM in a 2007 article as a top Fall destination marathon.
- Along with a wealth of civic pride, the CIM brings an estimated \$8 million into the local economy (Sacramento Convention & Visitors Bureau data).

The Sacramento Running Association also owns and manages the Lake Natoma Four Bridges Half Marathon, the Super Bowl Sunday Run, and the SacTown 10-Miler, the Spring Youth Track & Field Program, and the Fall Youth Fitness Program. These also have sponsorship opportunities available.



FINISH LINE DRAMA



WORLD RECORD - HELEN KLEIN,  
80 YEARS OLD.



COMMUNITY SUPPORT

# CALIFORNIA INTERNATIONAL MARATHON

## Keys to Success

RunCIM.org

- ★ **A Very Fast Course**
- ★ **Experienced Race Management**
- ★ **Beautiful Fall Colors**
- ★ **Great Running Weather**
- ★ **Runner-friendly Community**
- ★ **A Location Central to California's Most Popular Tourist Destinations**



### Unique to the CIM

The popularity of running continues to grow, and more running events are being held to take advantage of runner quests to set goals, train, compete, or simply enjoy the camaraderie of like-minded friends. In order for any given event to succeed, it needs to set itself apart in positive ways. This, in turn, not only attracts entrants, but also draws media attention. Below is a list of the many ways the CIM stands out from other marathons around the U.S. and the world.

- It is a marathon organized by runners, for runners, to promote running, with running venue improvements one of its primary beneficiaries.
- The Board of Directors is comprised of runners with a combined total of 140 years of service to the CIM.
- The Board of Directors has two members who have finished all 28 CIMs (Dr. Steve Polansky and Denis Zilaff).
- The CIM has a gently rolling, point-to-point, net downhill course with well-maintained streets and few turns.
- The CIM start is at a 366 ft. elevation and its finish at 26 ft. elevation, so running at altitude is not an issue.
- There are separate finish lines for men and for women.
- There is more than an 85% chance of perfect running weather..
- A high quality runner's hat with "CIM, My Boston Marathon Qualifier!" embroidered on the front is awarded to all finishers who qualify for Boston at the CIM, and who enter and run the Boston Marathon.
- The CIM has been held on the same course for 28, and going on, 29 years.
- The Pace Team leaders, many of them accomplished ultra runners, are local residents and are familiar with the CIM course.
- The CIM sends "Happy Birthday" emails to CIM finishers.
- The "Loyal CIM Runners Rewards Program." Runners who have finished the CIM 5 times, 10 times, 15 times, 20 times and 25 times receive special gifts.
- There is bus transportation to the start from the CIM runners' hotels, and the runners may stay on the busses until the start of the race.
- Runners' email questions are promptly, courteously and thoughtfully answered by knowledgeable CIM Board and Staff members.
- The CIM boasts the highest number of start area porta-potties, a ratio of one porta-potty to every 10 runners.
- The CIM owns its registration and timing systems, so both may be customized to the event.

# Benefits Received by Official Sponsors

# CALIFORNIA INTERNATIONAL MARATHON

## Sponsor name and/or logo will be placed on:

- Up to 50,000 race postcards. (Begins 3/1.)
- The ads published in various running publications year 'round.
- 250 race posters distributed throughout the Sacramento area. (Not available after 9/15.)
- In the *Spectator Guide* available on Friday and Saturday prior to the marathon and distributed on the race course.
- The official CIM Web site.
- Internet communications to event participants.
- Marathon finish banners.

## Sponsor will receive:

- One full page color ad in the race program which is given to all participants. (Not available after 10/15.)
- One complimentary booth at the two-day Sports & Fitness Expo, to be held at the Sacramento Convention Center on Friday and Saturday preceding the race.
- Four complimentary entries into the marathon.
- One complimentary team entry into the Marathon Relay Challenge.
- Four invitations to the VIP hospitality area at the marathon finish line on race morning.
- First right of refusal for 60 days after the marathon for sponsorship of the same item at the following year's marathon.

## Sponsor will have the right to:

- Place additional signage in the finish area of the marathon. Sponsor provides up to four 3' x 6' banners.
- Place an advertising piece in the goody bags that are given to all participants.
- Promote yourself as an Official Sponsor of the marathon in all advertising leading up to the marathon.
- **Exclusivity** in your sponsor category.

In exchange for the above benefits, Sponsor will provide the CIM:  
**\$5,000 sponsor fee plus product donation (if applicable) for all runners.**



# CALIFORNIA INTERNATIONAL MARATHON

## Specialty Items for Additional Exposure

The prices below are directly related to the amount of exposure received from each item.

### \$1,000 + Sponsor Fee

- **Half Marathon Display** (Mile 13.1) (by 11/1)
- **"The Wall"** at Mile 20 (by 11/1)

THE WALL



### \$2,500 + Sponsor Fee

- **Pace Team** (by 10/1)
- **Goody Bag Exclusive** (by 10/1)
- **Spectator Guide (10,000) Exclusive** (by 10/1)
- **Course Entertainment** (by 10/1)

Sponsor receives an exclusive stage for a live band and other festive activities in a tented area complete with a live radio remote from the radio station of your choice. Locations are selected for their visibility and easy spectator access. Five stages are available:

- Old Fair Oaks Village (10 miles)
- Fair Oaks Blvd. at California (Half Marathon)
- Fair Oaks Blvd. and Arden (17 miles)
- Fair Oaks Blvd. and Munroe (The Wall at 20 miles)
- Alhambra Blvd. between J & L Street (24 miles)

PACE TEAM



COURSE ENTERTAINMENT



### \$5,000 + Sponsor Fee

- **Marathon Expo Exclusive** (by 10/1)
  - Two days, the Friday and Saturday prior to the marathon.
  - Held at the spacious Sacramento Convention Center in the heart of busy downtown Sacramento.
  - More than 20,000 attendees, including the athletes who come to pick up their bib numbers, timing chips and goody bags.
  - Open and free to the public
  - Exhibitors include event sponsors, sports clothing and gear retailers, health professionals, health clubs, sporting events, and local community organizations.
- **Youth Fitness Program** - see page 6. (by 8/15)
- **marafUNrun** - see page 6. (by 9/1)
- **Finisher Medallions/Ribbons** Exclusive (by 9/1)
- **Pace Car**
- **Volunteer T-shirts** (by 9/1)
- **Finisher "Space Blankets"** (by 10/1)



SPORTS & FITNESS EXPO



VOLUNTEER T-SHIRTS



FINISHER MEDALLIONS/RIBBONS



SPACE BLANKETS

RACE BIB NUMBERS

### \$10,000 + Sponsor Fee

- **Race Bib Numbers** Exclusive (by 11/1)
- **Marathon Relay** - see page 6. Exclusive (by 8/15)



### \$20,000 + Sponsor Fee

- **Runner Shirts** (by 9/1)

### \$50,000

#### Presenting Sponsor (Exclusive)

Three-year commitment required. Benefits include:

- Web site banner ad
- Premium booth space at CIM Expo
- Name incorporated into the event
- Name placed on:
  - ◆ race bib numbers
  - ◆ finisher medallions
  - ◆ finish tape
  - ◆ runner shirts
  - ◆ start & finish banners
  - ◆ goody bag

# CALIFORNIA INTERNATIONAL MARATHON

## Benefits for the Marathon **RELAY SPONSOR**

— All sponsor benefits listed below are exclusive .

The Marathon Relay Challenge, a four-person relay held concurrently during the California International Marathon, was initiated in 1990 in response to businesses, schools, and other organizations that wanted the CIM to add a team competition. This allows an increasing number of runners to enjoy participating in the CIM's fun and excitement without committing to running the marathon distance. The handful of teams that participated in 1990 has grown to 1,000. Team categories now include open, corporate, high school, health club, running club, military, police/fire, family, and elected officials, with divisions in each of these for men, women, and coed.

- Title of the Relay will be named after sponsor.  
"The \_\_\_\_\_ Marathon Relay Challenge"
- Sponsor name and/or logo displayed on:
  - ◆ Relay runners shirts.
  - ◆ Relay runners numbers.
  - ◆ Relay advertising pieces.
  - ◆ Backs of the finisher medallions given to all Relay runners.



## Benefits for the CIM **FALL YOUTH FITNESS PROGRAM SPONSOR**

All sponsor benefits listed below are exclusive.

This program was initiated in 1988 in honor of the CIM's oldest competitor, Kenny King. Its purpose is to teach Sacramento-area youth the joy of running and to help them establish life long fitness habits. At no charge, The CIM provides training programs, incentives and advice to area youth groups and elementary schools. The children train for eight weeks beginning in early October in order to complete the 2.62-mile maraFUNrun held on marathon morning. The program continues to grow; an all-time high of 4,500 participated in 2010, bringing the total to more than 45,000 during its 23-year existence.



## Benefits for the **marafUNrun SPONSOR**

The maraFUNrun, established in 1988 as a part of the CIM Youth Fitness Program and free to children 13 & under, is popular for people of all ages. It is held near the finish line on race morning, and participants are able to complete the event in time to watch the first marathoners finish. The event attracts more than 2,500 entrants who enjoy achieving their own fitness goal and the marathon festivities for the remainder of the morning.

- maraFUNrun title will include sponsor.  
"The \_\_\_\_\_ maraFUNrun"
- Sponsor name and/or logo will be displayed on:
  - maraFUNrun shirts.
  - maraFUNrun numbers.
  - 5,000 maraFUNrun entry forms.
  - maraFUNrun advertising.
  - Finisher ribbons given to all maraFUNrun participants.

- Youth Fitness Program title will include sponsor.  
"The \_\_\_\_\_ Youth Fitness Program"
- Sponsor name and/or logo will be displayed on:
  - ◆ Program applications and forms
  - ◆ Youth Fitness advertisements
  - ◆ Incentive ribbons awarded to participants as they complete specific distances.
  - ◆ Youth Fitness Program's special finisher medallion.

# CALIFORNIA INTERNATIONAL MARATHON

## Facts & Demographics

Event Name: **California International Marathon**

Website: **runcim.org**

Organizer: **Sacramento Running Association [SRA, a 501(c)(3) not for profit organization]**

Established: **1983**

Event Date: **second Sunday following Thanksgiving**

Companion Events

- **Marathon Relay Challenge**
- **marafUNrun & Fitness Walk**
- **Youth Fitness Program**
- **Two-day Sports & Fitness Expo**

Sanction: **USA Track & Field**

Prize Money: **\$50,000**

Annual Participants

- **Marathon 8,000**
- **Relay 4,000**
- **marafUNrun 1,500**
- **Youth Fitness 4,000**

Local Economic Impact:  
**\$8 million+**

Charities

- **Youth Fitness Programs**
- **Regional running venues**
- **American River Parkway**

Demographics

- **59% Male**
- **41% Female**
- **69% from California**
- **32% from Sacramento area**
- **28% from Bay Area in Marathon**
- **75% from the Sacramento area in the Relay and marafUNrun**
- **100% from the Sacramento area in the Youth Fitness Program**
- **50+ states and 30+ countries**
- **75% with household incomes exceeding \$75,000.**

Contact Information

**Sacramento Running Association**  
[SRA, a 501(c)(3) not for profit organization]  
**120 Ponderosa Court**  
**Folsom, CA 95630**  
**phone: 916/983-4622**  
**fax: 916/983-4624**



# CALIFORNIA INTERNATIONAL MARATHON

4-Person Marathon Relay Challenge  
2.62-Mile maraFUNrun

SACRAMENTO  RUNNING ASSOCIATION EVENTS

