



LAKE NATOMA FOUR BRIDGES HALF MARATHON

3-PERSON RELAY & KIDS' 1-MILE SCARY SCAMPER

SPONSORSHIP OPPORTUNITIES

A SACRAMENTO  **RUNNING ASSOCIATION EVENT**

501(c)(3) not for profit organization



FourBridgesHalf.org

HISTORY

The Sacramento Running Association founded the Lake Natoma Four Bridges Half Marathon in 2001, when the fourth and final bridge needed for a route circling Lake Natoma was completed. This beautiful lake, on the eastern edge of Sacramento in Folsom, is an extremely popular venue for fitness enthusiasts. Its multi-use trail is the perfect location and distance for a scenic half marathon event.

The event, always held on the last Sunday of October, was created to provide a quality training run for the early December California International Marathon, also a Sacramento Running Association event. A second purpose is to encourage newer runners to consider running the marathon distance. Its companion event, a three-person relay,

introduces runners to the half marathon distance.

The event was an instant success: 1,700 runners ran in the inaugural race. In its second year, entries jumped to 2,000, and the event has become a "must do" on the fall Northern California road racing calendar. In 2007, the free Kids' 1-Mile Scary Scamper was added, another youth fitness program beneficiary of the Sacramento Running Association.

EVENT BENEFICIARIES

Proceeds from LN4B events are used to fund Sacramento-area Youth Fitness Programs and Folsom area running facilities' maintenance and development projects such as the Lake Natoma multi-use trail and the cross country course at nearby Willow Hill.

SPONSOR BENEFITS

Sponsor name and/or logo will appear on:

- Print advertisements
- The official LN4B website.

Sponsor will receive:

- One complimentary booth at the Health & Fitness Expo.
- Two complimentary entries into the half marathon.
- One complimentary team entry into the half marathon relay.
- First right of refusal for sixty days following the half marathon for sponsorship of the same item in the next year's half marathon.

Sponsors will have the right to:

- Place additional signage in the half marathon finish area. Sponsor provides up to four 3' x 6' banners.
- Promote yourself as an Official Sponsor of the half marathon in all advertising leading up to the half marathon.
- Exclusivity in your sponsor category.

In exchange Sponsor will provide:

The sponsorship fee **listed on page 3** plus product donation (if applicable) for 2,500 runners.



LN4B ITEMS AVAILABLE FOR SPONSORSHIP



Relay \$2,500

This three-person team event is held concurrently with the half marathon. Team members cover distances of 3.7, 4.1 and 5.3 miles.

Haunted House Expo \$2,500

More than 2,000 runners and their friends and family attend this Expo, held at the spacious Folsom Community Center on the Saturday before the race, from noon to 5 p.m. Costumed volunteers spooky decorations, along with pirates, witches, and trolls are all part of the fun. Runners pick up their race packets and t-shirts, and everyone gets into the Halloween spirit while checking out cool event merchandise as well as running and fitness products, services and events. Late event registration also takes place here.



Kids' 1-Mile Scary Scamper \$2,500

The Kids 1-Mile Scary Scamper is held in conjunction with the Lake Natoma Four Bridges Half Marathon, on the grounds of Rodeo Park, near the start/finish of the half marathon event. The event, open to all children 14 and younger, is held in the spirit of fitness and fun. All entrants receive colorful Halloween theme t-shirts, all finishers receive special ribbons, and refreshments will be served in the finish area.



Course Entertainment: \$500 per location

There are three live music venues and many places for the Halloween-themed goblins, ghouls and trolls. Either event management or the Sponsor with event director approval) may provide the entertainment.



Volunteer T-shirts \$2,500

These are presented to help identify the more than 200 volunteers and also as a "thank you" gift for helping all the entrants achieve their event goals.

Halloween Costume Contest \$2,500

Awards for best costume are presented to the best costumed runner finishing the entire half marathon course, and also to the best boy's and best girl's costume in the Kids' Scary Scamper. Sponsor or event management may judge and provide the awards.



Presenting Sponsor Opportunity

There may be only one Presenting Sponsor

Name and/or logo will be included on:

- race bib numbers.
- finisher medallions.
- finish tape.
- runner shirts.
- website front page banner

Presenting Sponsor will also receive:

- All sponsor benefits listed on page 2.
- Premium **double** booth space at the Expo.
- Sponsor will have name incorporated into the event: "Lake Natoma Four Bridges Half Marathon presented by "....."

In exchange Presenting Sponsor will provide: \$15,000 presenting sponsorship fee plus product donation (if applicable) for 2,500 runners.



FACTS & DEMOGRAPHICS

Event Name: **Lake Natoma Four Bridges Half Marathon (LN4B)**

Website: fourbridgeshalf.org

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

Established: **2001**

Event Date: **last Sunday in October**

Companion Events

- **Half-day Health & Fitness Expo**
- **3-Person Half Marathon Relay**
- **Kids' 1-Mile Scary Scamper**

Sanction: **USA Track & Field**

Charities/Beneficiaries

- **Projects to build, improve and maintain running facilities in the Folsom area such as the multi-use trail around Lake Natoma and the Willow Hill Cross Country Course.**
- **Youth fitness programs (the Kids' 1-Mile Scary Scamper is free).**

Annual Participants

- **Half Marathon: 2,000**
- **Relay: 300 (100 3-person teams)**
- **Scary Scamper: 300**

Demographics

- **52% Female**
- **48% Male**
- **95% from California**
- **90% Sacramento Area**

Contact Information

- **Sacramento Running Association (SRA)**
ln4b@aol.com
120 Ponderosa Court; Folsom, CA 95630
phone: 916/983-4622
fax: 916/983-462

