



LAKE NATOMA FOUR BRIDGES HALF MARATHON

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

SPONSORSHIP OPPORTUNITIES

A SACRAMENTO  **RUNNING ASSOCIATION EVENT**



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. A second purpose for the event 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.

Proceeds from the event are used to help maintain and improve Folsom area running facilities such as the Lake Natoma multi-use trail and the cross country course at nearby Willow Hill.

SPONSORSHIP BENEFITS

Sponsor Categories

- Half Marathon
- Relay
- Kids Scary Scamper
- Race Bib Numbers
- Finisher Medallions/Ribbons
- T-shirts
- Course Entertainment
- Presenting Sponsor - Exclusive (see details on page 6).

Sponsor Benefits

Sponsor name and/or logo will be included on:

- Print advertisements
- The official LN4B web site.
- The runners' shirts with other sponsors.

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 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:

\$5,000 official sponsorship fee plus product donation (if applicable) for 2,000 runners.

Presenting Sponsor Benefits

There may be only one Presenting Sponsor

Presenting Sponsor name and/or logo will be included on:

- race bib numbers.
- finisher medallions.
- finish tape.
- runner shirts.
- web site banner ad

In addition to all Official Sponsor benefits, Presenting Sponsor will receive:

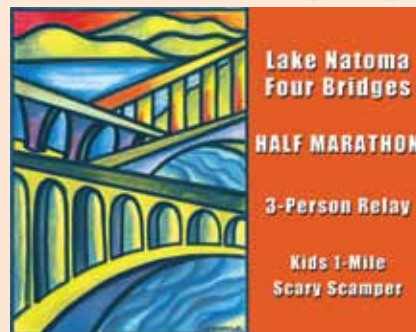
- Premium double booth space at the Expo.
- Sponsor will have name incorporated into the event:
"Lake Natoma Four Bridges Half Marathon presented by "....."

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

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

Sanction: **USA Track & Field**

Charities

- **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 (the Kids Scary Scamper is free).**

Annual Participants

- **Half Marathon: 2,000**
- **Relay: 300**
- **Scary Scamper: 300**

Demographics

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



Contact Information

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