

SPONSORSHIP PROPOSAL



UTHealth Houston Half Marathon & 10K

OCT 27th 2024

FUN, FAST, FLAT, AND PHILANTHROPIC

The UTHealth Houston Half & 10k is presented by the Houston Striders, an all-volunteer, 501(c)(3) non-profit focused on community wellness and charitable outreach.

Get ready to hit the ground running and sponsor



One of Houston's best half marathons!

The 2024 UTH Health Houston Half is celebrating over 16 years as the official half marathon distance race in the Houston Area Road Runners Association (HARRA) fall warm-up series, following decades filling the same role as a 20K race. A combination of exceptional community support, experienced race direction, a great USATF certified course, over 7,500 runners, and a rock-and-rollin' post-race party makes the Houston Half Marathon & 10K one of the most popular and memorable events in Texas! The 2024 race, which stretches from downtown Houston to Memorial Park, is on October 27th and is also the **Road Runners Club of America's (RRCA) Texas State Half Marathon Championship** race. In the last 13 years, over \$1,150,000 was raised to support the Houston Parks and Recreation Department, Memorial Park Conservancy, student scholarships, and numerous other well-deserving organizations around Houston.

Who Presents the Race?

The Houston Striders, an all-volunteer 501(c)(3) non-profit, is a metro-wide running club with over 650 members. We've been running Houston since 1985! Our mission is to support the fitness and training goals of runners and walkers at all levels, while providing resources, education, networking, and fellowship through a variety of programs, events, and volunteer opportunities. We are members of the Road Runners Club of America (RRCA) and Houston Area Road Runners Association (HARRA).

We range from walkers to Boston-qualified marathoners, from veteran ultra-marathoners to world record holders. While we are very serious about fitness and running, we also put emphasis in fun, camaraderie, and service. We also proudly present the Houston Half & 10K each October.

Join us and help make the 2024 event, the BEST EVER!



Previous Years Race Recaps



MEDIA RECAPS: <https://youtu.be/rp4BkWFwyhQ>,
<https://www.youtube.com/watch?v=-CIEfXNi40s>

- 2024 RRCA Southern Region Championship
- 2023 RRCA Texas State Championship
- 2019 RRCA National Championship
- Over \$1,150,000 donated to local entities
- Over 7,500 participants and thousands of spectators every year
- Largest handcycle half marathon event
- Over 400 volunteers made the event possible
- Runners and walkers from 19 countries, 44 states, 650+ zip codes
- Exciting Speaker Series in conjunction with the expo event
- Charity program (Kind Stride) with over \$6,500 raised in 2019
- Race ambassador program (Friends of Houston Half Program)
- FREE technical shirt and awesome finisher medal for both the Half and 10K events
- FREE race photo downloads for all participants
- FREE e-certificate at finish line
- FREE bike valet
- Selfie station at post-race party
- MC and live music at the post-race party
- Athlete tracking
- 4 hour course limit to support runners and walkers (up to 18 min/mile)

- Elite runner corral
- Pacers to help runners hit their race goals
- Tune-up race for the Houston Chevron Marathon and Aramco Half Marathon
- Awards for overall open and masters, age groups
- Costume contest
- Over dozens of pop-up events throughout the year, such as IHOP Bunny Hop Fun Run, HARRA Party in the Park, Strava Challenges, Friends of Houston Half Brewery Runs, Fleet Feet Fun Runs, ambassador lead pop-up runs, & Strava Shake Out Run.
- Sponsor-branded premiums distributed through online contests and pop-up events



GENERIC SPONSORSHIP LEVELS	Title Sponsor \$45,000	Platinum Elite Sponsor \$15,000	Elite Sponsor \$10,000	Gold Sponsor \$7,500	Silver Sponsor \$5,000	Bronze Sponsor \$3,500	Base Sponsor \$1,500	Booth \$500
Exclusive Naming Rights to the Event	Recognition as the Title Sponsor throughout	Optional Add: Gear Check Sponsor	Optional Add: Gear Check Sponsor					
Top Logo Placement on all event printed materials	Premier Logo placement	Premier Logo placement	Premier Logo placement	Logo	Logo	Logo	Line Listing	Line Listing
Advertisement in Race Weekend Guide	2 Full Page	1 Full Page	½ Page	¼ Page	1/8 Page	Logo	Logo	Logo
Opportunity to cohost / sponsor Pop Up Events	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Dedicated Press Release	Yes	Yes	Yes	N/A	N/A	N/A	N/A	N/A
Social Media Posts (15K+ followers)	14	12	10	8	6	4	2	1
Inclusion in pre-event electronic newsletters	Yes	Yes	Yes	Yes	Yes	Yes	N/A	N/A
Packet Pick up Race Bag Advertisement (Dist: 7,500+)	X	X	X					
Booth Space at Event	Up to 10x30 space	Up to 10x20 space	Up to 10x20 space	10x10 space	10x10 space	10x10 Space	N/A	Booth at Post Race Party
Company Recognition on event website	Logo with click through link to business website	Logo with click through to business website	Logo with click through to business website	Name Listing on website	Name Listing on website	Name Listing on website	Name Listing on website	N/A
Participant Race Shirts	Premier logo on Front (or name) and back	Top logo placement on back	Top logo placement on back	Logo placement on back	Logo placement on back	Line listing on back	Line Listing on back	N/A
Race Entries	50	20	15	10	7	5	2	2

In-Kind Donors will be matched with sponsorship level benefits that match the value of their donation.

The sponsorship can be customized to meet your business needs.



Questions?

If you have any questions or need more information on sponsorships, please contact:

Eric

sponsorship@houstonhalf.com

2024 Sponsorship Committee

	Name
Race Director	Houston Running Co
Houston Striders President	Kofi Burney
Houston Striders Secretary	Shelby Moser
Houston Striders Treasurer	Dave Stadnick
Sponsorship Director	Eric Gerken