



# Alexandria

RUNNING FESTIVAL  
HALF MARATHON AND 5K

**Saturday-Sunday, May 27-28, 2017**

Memorial Day Weekend

All activities start and finish on Eisenhower Avenue,  
at U.S. Patent & Trademark Office, 600 Dulany Street, Alexandria VA



**Pre-Race Expo**

**Half Marathon**

**5K**

**Kids' Kilometer**

**Post-Race Family Festival**

*Directed by:*



Marathon  
Charity  
Cooperation

Marathon Charity Cooperation is a 501(c)3 non-profit organization

# 8<sup>th</sup> annual Alexandria Running Festival

On Memorial Day weekend, Saturday and Sunday, May 27-28, 2017, Marathon Charity Cooperation (MCC) again presents its popular **Alexandria Running Festival** in Alexandria VA, including pre-race expo Saturday, May 27, and half marathon, 5K, Kids' Kilometer, and post-race family festival on Sunday, May 28.

MCC promotes health, provides training and education, and assists its charity partners to raise money for children's programs locally and internationally. MCC's partners have raised over \$1 million from MCC events.

The pre-race expo is at U.S. Patent & Trademark Office (USPTO), 600 Dulany Street, Alexandria VA. The races start and finish on Eisenhower Avenue in front of USPTO and run through nearby parks and trails. Ours is the only half marathon held fully within the Alexandria City limits. Our races draw top elite runners and recreational runners from all over the USA. We even had an American record on our course, when 10-year-old Rheinhardt Harrison of Falls Church VA broke the US half marathon record for his age in 2014. Families and children enjoy the 5K, the Kids' Kilometer, and especially the post-race family festival, with activities for kids.

We work to keep our community engaged and involved. We offer our sponsors extensive pre-race reach and exposure, with bi-monthly emails to past participants and current year entrants, articles in newspapers, and advertising in local and national publications such as *Runner's World*. Our e-mailing list covers 10,000 followers nationwide.

Our races attract 2,000 local and national runners and their friends and family. We recently surveyed our participants and determined that most are well-educated, affluent, and have leisure time. Thus our pre-race expo and post-race festival are excellent opportunities to promote your products and services, provide samples, and sell to a responsive crowd. We invite all sponsors to provide coupons, information pages, or product samples that we insert into each of the 2,000 runners' gift bags. We include your logo and link on our webpage, display your logo on our t-shirts and signage, and offer team discounts for your employees and customers. We can provide team volunteer opportunities to boost morale through shared involvement. At every step, we work with you as a sponsor to elevate public awareness of your products and services, to be recognized as a "good corporate citizen." We offer naming rights for the half marathon, 5K, and Kids' Kilometer, as well as sponsorship opportunities for specific aid stations and individual miles.

## Schedule of Events

- Saturday, May 27, 2017, 12:00 noon to 5:00 PM
- Packet pickup, pre-race vendor expo, and College of Running seminars, indoors at USPTO
- Sunday, May 28, 2017, 7:00 AM to 12:00 noon
- Half marathon, 5K, Kids' Kilometer, post-race expo and family festival, outdoors and indoors at USPTO
- In 2016, MCC had nine charity partners: AIMS India Foundation, American and Asian Charitable Trust, Association for India's Development, Burma Humanitarian Mission, High Cloud Foundation, Iqraa (Read), Final Salute, Asha for Education and Preemies Today.  
See [www.mc-coop.org/charities.aspx](http://www.mc-coop.org/charities.aspx) for full information

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## SPONSORSHIP OPPORTUNITIES

### **Gold Sponsor – \$5,000** All benefits below plus:

- Name sponsor - presenting rights for half marathon: “Alexandria Running Festival presented by...”
- Recognition at awards ceremony
- Opportunity to speak at College of Running
- Five entries into Alexandria Running Festival Half Marathon or 5K

### **Silver Sponsor - \$2,500** All benefits below plus:

- Presenting rights for 5K or Family Festival: “5K presented by...” or “Family Festival presented by...”
- Finish area signage
- Your logo on Alexandria Running Festival website and link to your website
- Exhibit and sell at the Runner’s Expo on Saturday (indoors) AND Sunday (outdoors)
- Table at the pre-Race Day Runner’s Expo
- Two entries into Alexandria Running Festival Half Marathon or 5K

### **Bronze - \$1,000** All benefits below plus:

- Presenting rights for College of Running, Kids’ Kilometer, individual aid station, or individual mile
- Recognition on marketing materials
- Your name on all race T-shirts
- Exhibit and sell at the Runner’s Expo on Saturday (indoors) AND Sunday (outdoors)
- Signage along race route where permitted (provided by sponsor)
- Your promotional item in 2000 runners’ gift bags

### **Exhibitor - \$250 or \$350**

- Exhibit and sell at the pre-race expo on Saturday and/or Sunday, \$250 for one day or \$350 for both

### **Goodie Bag Sponsor - \$250**

- Your promotional item in 2000 runners’ gift bags

**All sponsors may field teams in the races and receive free or discounted entries, and all sponsors may provide volunteers for race-day activities**



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May 27-28, 2017 – Alexandria VA

### Sponsorship Response Form

Please check your sponsorship level:

- Gold Sponsor** \$5,000
- Silver Sponsor** \$2,500
- Bronze Sponsor** \$1,000
- Exhibitor** \$ 250 for Saturday       \$250 for Sunday       \$350 for both
- Goodie Bag Sponsor** \$ 250
- In-kind sponsorship** \_\_\_\_\_ (item, e.g. bananas)

Please direct my sponsorship funds to \_\_\_\_\_

You may direct your tax-deductible contribution to **MCC** or to any of our charity partners

Contact Person: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Phone: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_      Fax: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_      Other: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Website: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

To include your promotional item in 2000 runners' gift bags, please send 2000 units to us by May 15.

For more information, contact Nick Panebianco at [sponsor@mc-coop.org](mailto:sponsor@mc-coop.org) or call 301-807-8529. Thank you!

**Marathon Charity Cooperation: 107 South West Street #725, Alexandria VA 22314**

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