

Dear Friends and Business Partners,

The Rotary Club of Mystic supports many local, national and international charitable organizations and provides scholarships to local students through its fundraising activities. We are now preparing for the 10th annual Mystic Half Marathon and 10K road race that will take place on May 19, 2024, and we are asking for your support once again this year.

This premier athletic event in southeast Connecticut was started by the Rotary Club of Mystic in partnership with the Hartford Marathon Foundation in May 2015 and has been a huge, on-going success. The Mystic Half Marathon generates an economic impact to our local community of roughly \$1.8M each year and makes a real and lasting impact on the numerous students we aid through our scholarships.

Importantly, 100% of the net race proceeds will benefit Rotary Club of Mystic scholarships to support higher educational and vocational programs for local area students. These scholarships are based on the students' service to the local community.

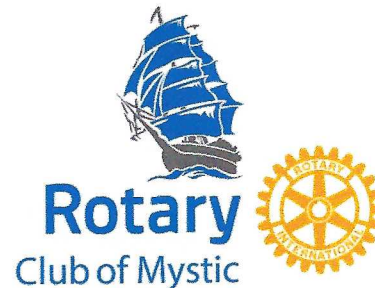
The Mystic Half Marathon (MHM) will once again be a significant fundraiser in 2024, and we invite you to participate as a sponsor. Strong community support is a key component to the success of this event. Response to last year's race was overwhelmingly positive with over 5,000 visitors including runners and their cheering squads coming to Mystic for the race. Participants were anxious to race in our scenic community, many coming for the weekend where they supported the local Mystic merchants, hotels, and restaurants.

The 2024 half marathon promises to be another sold-out event, with over 2,200 runners. Your valued and important sponsorship of the 2024 Mystic Half Marathon and 10K will demonstrate to your customers, your neighbors, and your community that you care about the Greater Mystic area and support the charitable works of the Rotary Club of Mystic. We invite you to join our other sponsors in aligning yourself with the healthy, athletic lifestyle the Mystic Half Marathon and 10K stands for. Details of our sponsorship levels and their accompanying benefits are attached. We appreciate your consideration of this request for participation as a 2024 sponsor and hope that we can count on your support.

With Sincere Gratitude,

Amy A. Pisani

Amy Pisani, Co-President
Rotary Club of Mystic



2024 Mystic Half Marathon & 10K Race
The Premier Road Race in SE Connecticut

- Event dates: Sunday, May 19th race day!
- Runners: ~2,250 total (1,400 half marathon & 850 10K)
- Race course: The race will start on Coogan Blvd. in Mystic, cross the Mystic drawbridge, proceed up River Rd., travel through Stonington and return via Jerry Browne Rd.
- Total participants: The Hartford Marathon Foundation estimates that the total race participants this year (runners and their cheering teams) will surpass 5,000. About 1/3 of these participants are from outside our local area and skew younger, female and are more affluent. Runners are excited to race in our scenic community, many coming for the weekend where they frequent the local Mystic merchants, hotels and restaurants.
- Sponsor benefits: There are 6 levels of sponsorship available to increase brand awareness, align with a healthy, athletic lifestyle, demonstrate your community support, and benefit local scholarships. The race may be an efficient marketing expenditure for many organizations given the level of exposure. For example, a \$1,000 sponsorship will yield over 325,000 impressions.
- Decision dates: To be included on the athlete and volunteer t-shirts, commitments and artwork must be made no later than **March 4th**. The deadline for inclusion in all other marketing elements is **April 23rd**. Sponsorship payment is due no later than **May 3rd**.
- Payment: Sponsorship checks are payable to;
Rotary Club of Mystic Charitable Fund, Inc.
PO Box 153, Mystic, CT 06355

The Rotary Club of Mystic Charitable Fund, Inc., is a qualified 501(c)(3) tax exempt organization (EIN 06-1308296)



Race Date: Sunday, May 19, 2024

2024 Sponsorship Fee

	Gold \$3,000	Silver \$2,000	Bronze \$1,000	Pewter \$500	Water Station \$300	Mile Marker \$250
Company Branding						
Logo placement on back of ATHLETE and VOLUNTEERS shirts *	X	X				
Name placement on back of ATHLETE and VOLUNTEER shirts *						
Social Media and Digital Advertising						
Recognition of sponsorship through Mystic Rotary social media platforms	X	X				
Logo and hotlink on HMF event sponsor website	X	X				
Name and hotlink on HMF event sponsor website			X	X		
On-Site Promotion						
Brand placement on signage:						
• Logo on sponsor board displayed at the post race party	X	X				
• Name on sponsor board displayed at the post race party			X	X		
• Logo on signage at the finish chute	X				X	
• Name on one water station sign along course						X
• Name on one mile marker sign along course						
PA announcements made on race day	X	X	X	X		
Sales & Sampling Opportunities						
10'x10' tented space (optional, at post race party)	X	X	X			
Community Engagement						
Complimentary race entries (codes only available for use prior to event sell out)	5	3				

** Deadline date March 4, 2024.*

For more information, please contact: Bill Smith /// wksmith@aol.com ///



Gold Partner - \$3,000

Event date: Sunday, May 19, 2024

Company Branding

- Logo on the back of the Athlete and Volunteer Shirts.
Logo Deadline: March 4, 2024



Social Media and Digital Advertising

- Recognition of sponsorship through Mystic Rotary social media platforms.
- Logo and link on HMF event sponsor website.

On-Site Promotion

- Brand placement on signage:
 - Logo on sponsor board displayed at the post race party.
 - Logo on signage at the finish chute.
- PA announcements made on race day.

Sales & Sampling Opportunities

- 10'x10' space, optional at post-race expo area.

Community Engagement

- Five (5) Complimentary race entries.

FOR MORE INFORMATION, please contact:

Bill Smith // wksmith@aol.com



Silver Partner - \$2,000

Event date: Sunday, May 19, 2024

Company Branding

- Logo on the back of the Athlete and Volunteer Shirts.
- Logo Deadline: March 4, 2024**



Social Media and Digital Advertising

- Recognition of sponsorship through Mystic Rotary social media platforms.
- Logo and link on HMF event sponsor website.

On-Site Promotion

- Brand placement on signage:
 - Logo on sponsor board displayed at the post race party.
- PA announcements made on race day.

Sales & Sampling Opportunities

- 10'x10' space, optional at post-race expo area.

Community Engagement

- Three (3) Complimentary race entries.

FOR MORE INFORMATION, please contact:

Bill Smith // wksmith@aol.com



Bronze Partner - \$1,000

Event date: Sunday, May 19, 2024

Social Media and Digital Advertising

- Name and link on HMF event sponsor website.

On-Site Promotion

- Brand placement on signage:
 - Name on sponsor board displayed at the post race party.
- PA announcements made on race day.

Sales & Sampling Opportunities

- 10'x10' space, optional at post-race expo area.

FOR MORE INFORMATION, please contact:

Bill Smith // wksmith@aol.com



Pewter Partner - \$500

Event date: Sunday, May 19, 2024

Social Media and Digital Advertising

- Company name and link on HMF event sponsor website.

On-Site Promotion

- Brand placement on signage:
 - Company name on sponsor board displayed at the post race party.
- PA announcements made on race day.

FOR MORE INFORMATION, please contact:

Bill Smith // wksmith@aol.com



Water Station - \$500

Event date: Sunday, May 19, 2024

On-Site Promotion

- Brand placement on signage:
 - Company name at water station, sign displayed on the course.

FOR MORE INFORMATION, please contact:

Bill Smith // wksmith@aol.com



Mile Marker - \$250

Event date: Sunday, May 19, 2024

On-Site Promotion

- Brand placement on signage:
 - Company name at one mile marker sign, displayed on the course.

FOR MORE INFORMATION, please contact:

Bill Smith // wksmith@aol.com



**2024 Mystic Half Marathon & 10K Race
The Premier Road Race in SE Connecticut
Supplemental Marketing Sponsorship Benefits**

Marketing Reach from 2023 Race (To be duplicated in 2024)

-Emails: (10 directly related to event) – 71% average open rate, sent to 130,469 accounts

Note: additional HMF email campaigns running January through May included Mystic Half Marathon event listing and topline info with link to Web site and registration pages.

-Social Media Posts:

Facebook – 76,573 total impressions

Instagram – 25,613 total impressions

-Media:

Online (13 stories) – 4,780,095 estimated reach

Radio (3 clips) – 62,089 total audience

Television (16 segments) – 330,070 total audience

-Website:

Total event page views: 60,777

2024 Enhancements

-Partnership with Greater Mystic Chamber of Commerce

Social media posts on Facebook & Instagram

Newsletter announcements

Videos in Go Mystic app

Recognition of sponsors

-Rotary Club of Mystic Dedicated Social Media Campaign

Boosted Facebook & Instagram posts in Groton and Stonington

Yielding over 30,000 impressions



Sponsorship Agreement

2024 Mystic Half Marathon & 10 K Race

Proceeds to Benefit Local Scholarships

I/We would like to sponsor the Sunday, May 19, 2024, Mystic Half Marathon & 10 K race at the following level:

- ☐ Gold at \$3,000
- ☐ Silver at \$2,000
- ☐ Bronze at \$1,000
- ☐ Pewter at \$500
- ☐ Water Station at \$500
- ☐ Mile Marker at \$250

Company Name	Contact Person	Signature
--------------	----------------	-----------

Address	City/State	Zip Code
---------	------------	----------

Telephone	Email
-----------	-------

Decision dates: To be included on the athlete and volunteer t-shirts, commitments and digital files must be made no later than **March 4th**. The deadline for inclusion in all other marketing elements is **April 23rd**. Sponsorship payment is due no later than **May 3rd**.

Sponsor actions:

- Specify company name to be used on marketing materials
- Specify your address for the hotlink on Rotary & HMF websites
- Provide logo files (if Pewter or higher sponsor) JPG, PNG or EPS are ideal, in both color and B&W
- Confirm 10'x10' exhibitor space (Bronze or higher sponsor)

Payment: Sponsorship checks are payable to;
Rotary Club of Mystic Charitable Fund, Inc.
PO Box 153, Mystic, CT 06355

Contacts: Bill Smith, Rotary Club of Mystic; wksmith@aol.com 858-449-6559
Genevieve Lattimer, Hartford Marathon Foundation; genevieve@hartfordmarathon.com
860-652-8866 x115

The Rotary Club of Mystic Charitable Fund, Inc., is a qualified 501(c)(3) tax exempt organization (EIN 06-1308296)