



ABOUT THE EVENT

The second annual RDC Marathon will take place November 11th, drawing an anticipated 3,000 participants and 7,000 spectators from **Raleigh, Durham, Chapel Hill**, and throughout North Carolina, as well as across the country. The USATF-certified Boston Marathon Qualifier course features the iconic American Tobacco Trail and finishes at The Streets at Southpoint in Durham. Participants have the perfect venue to **wine, dine, shop**, and **run**!

In addition to the full marathon, the event weekend features a half marathon, 10k, and 5k, allowing runners to compete in a 35.5 Challenge by completing the full marathon, 10k, and 5k, or 22.4 Challenge with the half marathon, 10k, and 5k.

RUNNER DEMOGRAPHICS

- 81% ages 18-49
- Median age: 38
- Average HHI: \$100K
- 80% have 4-year degree



BENEFITS OF PARTNERSHIP

Expose your brand to thousands of fitness-minded individuals while promoting health and wellness by sponsoring the RDC Marathon Weekend! Opportunities include naming rights, on-site signage, email marketing, press releases, and category exclusivity.

In addition, you'll be supporting the Team Drea Foundation, an organization committed to raising funds for research and treatment of ALS. In 2017, RDC Marathon donated \$20,000 to Team Drea to go toward ALS Research being conducted at Duke University.

2018 RDC MARATHON SPONSORSHIP OPPORTUNITIES

	Title	Presenting	Official	Corporate	Community
ENTITLEMENT					
Naming Rights	Title	Presenting			
Category Exclusivity	●	●	●		
MARKETING					
Inclusion in E-blasts					
Inclusion in Press Release					
Logo on Event Website					
Logo on Printed Marketing					
Social Media Posts					
ON-SITE ENGAGEMENT					
Logo on Race Bibs					
Digital Signage					
Event Banners					
Event Day Booth					
On-site Signage					
PA Announcements					
Participant Bag Insert					
Virtual Race Bag					
Complimentary Entries					

For more information on RDC Marathon partnerships, email info@runrdc.com.

The packages listed above are a starting point, and our team is happy to build a custom opportunity to meet your marketing goals and budget.