



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!**

## BENEFITS OF PARTNERSHIP

Sponsor involvement promotes health and wellness while exposing your brand to thousands of fitness-minded individuals. In addition, you'll be supporting the Team Drea Foundation, an organization committed to raising funds for research and treatment of ALS.

## RUNNER DEMOGRAPHICS

- 81% ages 18-49
- Median age: 38
- 60% male
- Average HHI: \$100K
- 80% have 4-year degree

## EXPO PACKAGE

Reach 10,000+ expected participants and spectators with a booth at the finish line!

- Event day booth
- Sales and sampling rights
- Virtual race bag inclusion
- **Investment: \$500**

