

2021



The Manchester Road Race

November 25, 2021



**A helpful Road Map
to discover your
best sponsorship
or promotional tie-in
with Connecticut's
largest and most popular
road race.**

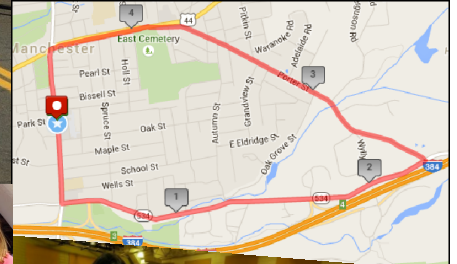
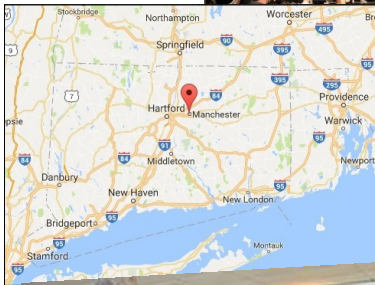


In many remarkable ways, The Manchester Road Race is the “heart” of Manchester, Connecticut.

- 85 years of Thanksgiving Day tradition!
- 15,000+ runners!
- 35-40,000 spectators!
- 600+ volunteers!
- Terrific press coverage!



- Incredible community passion and engagement!
- Upbeat, family-friendly reputation!
- Impeccable financial record. Many proceeds are donated to local charities!



Clockwise from top: Thanksgiving Day Race starting on Main Street. Map of the 4.748-mile course. Saturday morning Sports Expo. Veterans' Row on Race Day. Blood Drive held on Friday after the Race. Press conference preceding the Race. Map of CT showing Town location. In center: the Little Manchester Road Race, which has grown to 1,000 runners!

Example of Sponsorship Levels

Principal Sponsors:
see page 4

Contributing Sponsors:
see page 5

Supporting & Promotional Sponsors:
see page 5

Media Sponsors:
see page 6

The Manchester Road Race

Principal Sponsors




Contributing Sponsors




Media Sponsors








Supporting & Promotional Sponsors


















Other Supporters

Town of Manchester Manchester Police Department

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Other Supporters: see page 6



The Manchester Road Race has never had a **Title or Presenting Sponsor** but is open to explore possibilities with any interested party. A significant multi-year financial investment would be required. Please contact us to begin the process.

Principal Sponsors

A **Principal Sponsor** for the Manchester Road Race makes a Sponsorship Investment of \$30,000 or more. We only accept five multi-year sponsorships at this level. **Benefits include:**

- Exclusivity for business category in all tiered sponsorships (Principal, Contributing, Supporting) *Program ads, promotional sponsorships, and broadcast ads and promotions sold by our media partners are not covered by this agreement. Please see page 7 for more details.*
- Mention in MRR publicity, press releases, event announcements, etc. including Finish Line PA announcements on Race Day and mentions on Fox 61 TV.
- Logo on Start/Finish banner for at least a two week period and on Race Day.
- Logo on Race application/registration materials.
- Logo on all Race participant numbered bibs.
- Logo on Race sponsor backdrop used for many Road Race week events.
- Logo/tag prominent on all Road Race banners, posters and printed communications.
- Logo/tag prominently displayed at all Race events.
- Logo/tag prominently displayed on all MRR web site pages.
- Full page ad in Road Race Souvenir Program Magazine.
- Top logo/listing on Sponsor Page of Road Race Souvenir Program.
- Inclusion in the Road Race TV/web package including all production costs. (Package includes spots on Fox CT, the TV and radio broadcast of the Road Race, spots on local cable TV and radio stations, print ads in the *Hartford Courant* and *Journal Inquirer*, plus full-page ad in Souvenir Program and website advertising.)
- Prominent logo ID on pre-Race, post-Race and Race Saturday (Expo and Little MRR) posters
- Invitations to/passes for all VIP events, receptions, press conference luncheon, VIP press area and reviewing stand seating on Race Day.
- Acknowledgment in the program/announcement for any Road Race Running activities.
- Right of first refusal on all new or special MRR sponsorship promotional opportunities.

Contributing Sponsors

A **Contributing Sponsor** for the Manchester Road Race makes a Sponsorship Investment of \$10,000 to \$29,000. **Benefits include:**

- Exclusivity for business category in tiered sponsorships (Principal, Contributing, Supporting)
- “Presenting” Sponsor for one Road Race event (Sports/Fitness Expo, Volunteer Dinner, VIP Reception, Awards Ceremony, Kick-off Luncheon, Little Manchester Road Race, etc.)
- Logo/tag on “fence” banner near Start/Finish line.
- Logo on all Road Race banners, posters, and printed communications.
- Logo displayed at Road Race events (press conference, blood drive)
- Logo/tag displayed on all MRR website pages.
- Quarter page ad in Road Race Souvenir Program (or credit against larger ad at special Sponsor rate) and logo on Sponsor Page.
- Optional inclusion in the Road Race TV/Web/Program Promotional Sponsor package.

Supporting / Promotional Sponsors

A **Supporting** or **Promotional Sponsor** for the Manchester Road Race makes a sponsorship investment of \$2,200 to \$10,000. Depending on the nature of the sponsorship and sponsorship investment, sponsors at this level may be included in the Road Race TV/web/program promotion. **Benefits include:**

Basic Package: \$2,199 including all production costs (Promotional Value: \$4,175)

- 10 spots on Fox 61 TV (WTIC & WCCT), 30 spots on local cable TV, and 1 spot on Fox 61 TV’s Race telecast.
- Spots on radio during Race Day broadcasts.
- Website ad/link on “Results” Page until next Spring.
- Logo on website “Sponsor Page” until next Spring.
- Logo on ads in the *Hartford Courant* and *Manchester Journal Inquirer*.
- 1/4-page full-color ad in Souvenir Program (or credit against larger ad at “sponsor” rate).
- Logo and/or sponsor listing on Road Race poster, program and selected communications.
- Optional participation in Sports & Fitness Expo, Virtual Expo/Goodie Bag.

Full Package: \$2,999 including all production costs (Promotional Value: \$7,865)

- 20 spots on Fox 61 TV (WTIC & WCCT), 60 spots on local cable TV, 2 spots on Fox 61 TV’s Race telecast.
- Spots on radio during Race Day broadcasts.
- Website ad/link on “Results” Page until next Spring.
- Logo on “Sponsor Page” until next Spring.
- Logo on ads in the *Hartford Courant* and *Manchester Journal Inquirer*.
- ½ page ad in Souvenir Program (or credit against larger ad at “sponsor” rate).
- Logo and/or sponsor listing on Road Race poster, program and selected communications.
- Optional participation in Sports & Fitness Expo, Virtual Expo/Goodie Bag.

Super Sized Package: \$3,999 including all production costs (Promotional Value: \$11,285)

- 28 spots on Fox 61 TV (WTIC & WCCT), 85 spots on local cable TV, 3 spots on Fox 61 TV’s Race telecast.
- Spots on radio during Race Day broadcasts.
- Website ad/link on “Results” Page until next Spring.
- Logo on “Sponsor Page” until next Spring.
- Logo on ads in the *Hartford Courant* and *Manchester Journal Inquirer*.
- Full-page, full-color ad in Souvenir Program.
- Logo and/or sponsor listing on Road Race poster, program and selected communications.
- Optional participation in Sports & Fitness Expo, Virtual Expo/Goodie Bag.

Special Sponsorships & Advertising Opportunities

In recent years, The Manchester Road Race has created other sponsorships. We're always willing to discuss the creation of new, mutually-beneficial promotional sponsorships with potential sponsors. If you have an idea, tell us!

Virtual Expo and Goodie Bags - Runners have exclusive access to offers from participating sponsors and advertisers, for free samples and discounts on merchandise and services. Security of runner information is assured. Ask about pricing.

Veterans' Row — This venue honors runners in all branches of our past and present armed forces. Sponsors are recognized in special newspaper ads, radio and TV segments, mailings to various military and veteran groups, social media posts, and on-site during the military reception at the Viet Nam Veterans Memorial. Sponsorships range from \$500 to \$8,500.

King & Queen of the Hill – This special "Race-within-a-Race" determines the first male and female runners to reach the top of the hill near Highland Market. Includes special promotion, cash awards for the winners and sponsorship opportunities at \$3,000 each.

Sports & Fitness Expo (November 20, 2021) - This popular event on the Saturday before the Race is now located at Manchester High School, which has more capacity for exhibitors and attendees. We have a Road Race Saturday Combo consisting of Expo display space, a 1/4-page RRS program ad, and Virtual Expo and Goodie Bag for \$1,000.

Little Manchester Road Race Sponsorships (November 20, 2021) – The Little Manchester Road Race has grown to include 1,000 runners. Sponsorship packages are available at the \$1,500, \$2,500, \$5,000 and \$10,000 investment levels.

Little Manchester Road Race Program Advertising - Over 4,000 copies of the Little Manchester Road Race Program will be published and distributed prior to and on Saturday, November 20, 2021 to participants, spectators and visitors to Manchester at the Manchester Road Race Sports & Fitness Expo, Little Manchester Road Race and other downtown locations. Road Race Program advertisers earn a 25% discount on their Saturday Program advertising. Ad rates include color.

Ad Size	Inches	Cost
Full Page	8 x 10"	\$795
½ Page	8 x 5"	495
¼ Page	4 x 5"	295
1/8 Page	4 x 2 1/2"	195

Manchester Road Race Program Advertising

– A limited amount of advertising space is available in our full-color program.

This year, we'll be printing and distributing 16,000 copies of this valued souvenir edition prior to and during the 2021 Race.

Regular Display Advertising

Ad Size	Inches	Cost
Full Page	8" x 10"	\$1,695
1/2 Page	8" x 5"	995
1/3 Page	8" x 3"	785
1/4 Page	4" x 5"	565
1/6 Page (Vertical)	2 1/2" x 5"	395
1/6 Page (Horizontal)	5" x 2 1/2"	395
1/12 Page	2 1/2" x 2 1/2"	295

Special Position Advertising

Position	Inches	Cost
Inside Front Cover	8" x 10 1/2"	\$1,895
Opposite Contents	8" x 10 1/2"	1,895
Inside Back Cover	8" x 10 1/2"	1,795
Back Cover	8 1/2" x 11"	1,995
Center Spread	17" x 11"	2,795
Color Charges		
PMS color match		695
Full Process Color		No charge

Press Conference - The week prior to the Race, we hold a comprehensive Press Conference attended by VIPs, journalists and sponsors. It's an exciting beginning to everything happening during Race Week. Ask about pricing.

Official Pace Car - Enjoy enormous visibility with the live crowd and Fox 61 TV viewers! This exclusive sponsorship is \$7,000.

Official Timekeeper - This exclusive sponsorship comes with exceptional prestige, respect, responsibility and visibility: \$3,500.

High School Athlete Luncheon - An excellent way to build awareness among high school athletes and coaches. Ask about pricing.

Blood Drive - One of the largest blood drives in the State takes place on Race Weekend. ECHN is our primary sponsor, but smaller sponsorships are available to help to defray the growing expense of this life-saving community event. Ask about pricing.



Other Promotional Opportunities

In addition to “official” Manchester Road Race Sponsorship and Advertising opportunities, several of our media sponsors have special promotions that they sell through their network of sales representatives. For example, you may be contacted by some of these outlets.



FOX 61 TV (WTIC & WCCT) is our television sponsor, and does a remarkable job each year. The station is offering a variety of advertising packages related to the Manchester Road Race. For details, please contact Alanna Palladino, Events Specialist, at 860-241-6205 or apalladino@tronc.com.



The *Hartford Courant* is the largest-circulation newspaper in Connecticut and a long-time newspaper sponsor. The publication is offering a variety of print and online advertising packages related to the Manchester Road Race. For details, contact Alanna Palladino, Events Specialist, at 860-241-6205 or apalladino@tronc.com.



WTIC News/Talk 1080 is a proud media sponsor and is offering a variety of sponsorship opportunities including Vignettes, Broadcast, and Team Sponsorships in addition to the ability to purchase on-air commercials associated with your involvement in the Manchester Road Race. Please contact Emily Sands, Director of Events and Experiences, at emily.sands@entercom.com or 860-284-9279.



The *Journal Inquirer* is Manchester’s “home town” newspaper. The publication is offering a variety of print and online pre-Race, day-of-Race, and post-Race special sections and inserts. For details, please contact Sandra Marella at 860-646-0500 x266 or smarella@journalinquirer.com.



35,000+
on-site spectators along the 4.748 mile route



Elite Runners
from around the world



600+
dedicated volunteers



12,000+
registered on-site adult runners and 2,000+ virtual runners across the USA and beyond



500+
active and veteran military runners honored at Veterans' Row



300+
pints of blood donated on the Friday after Thanksgiving

It's all about **community**



Special meal events for runners, high school athletes, media, sponsors and volunteers



Extensive local, regional, national and global print, radio, TV and social media coverage



1,000 kid runners at the Little Manchester Road Race on Road Race Saturday



\$5,000,000+
local economic impact plus major donations to local charities

2,500+
attendance at Sports & Fitness Expo on Race Day Saturday



The Manchester Road Race

November 25, 2021

Primary Sponsorship Contact: Jerry O'Connor
(615) 454-2060, (860) 874-5783 or ocoandasoc@aol.com

Secondary Sponsorship Contact: Drew Crandall
(860) 871-6500 or MRR@keeptouch.com

ManchesterRoadRace.com