

# Quintiles Wrightsville Beach Marathon

## ILM Sponsorship Package

- **Date:** March 20, 2011
- **Charitable Benefactor:** Proceeds benefit the Landfall Foundation and the Multiple Myeloma Research Foundation.
- **Event Description:** Full Marathon (26.2 Miles) & Half Marathon (13.1 Miles)
- **Media:** National media buy with Runners World Magazine and ad buy and partnerships locally with WECT-TV, WWAY & the Star News

special sponsorship package geared towards getting Local businesses in the Wilmington & Wrightsville Beach area supporting the event. At the same time, we would like to help promote their business, by finding creative ways to drive locals and out-of-towners into their business to eat, shop, browse, etc. This is a great package designed for many different local attractions in Wilmington.

### Why Quintiles Marathon?

This event will bring thousands of competitors and their family and friends from Wilmington, the state of North Carolina and from around the Country to the Cape Fear area. The Quintiles Wrightsville Beach Marathon is a certified Boston Qualifier course, bringing in many competitive runners from all over who want to qualify for the prestigious Boston Marathon. This is Wilmington's opportunity to showcase all of its major attractions in the area including Airlie Gardens, Landfall, Mayfaire, Wrightsville Beach, Historic Downtown, upcoming Azalea Festivities and much more.

### Community Involvement

It is critical to the success of the event that community partners support the Quintiles Marathon through sponsorships. The more support through sponsorships equates to a stronger promotion of the event locally and nationally which increases the participation of both competitors and local residents.

### ILM Sponsorship Description

Local involvement in this event will play a key role in its success in coming years. We are providing a

### ILM Sponsorship Benefits

- PA announcements during event-sponsor provides message
- Company logo on event Web site utilized by competitors before and after the event
- E-Blast Newsletter will be sent out to all competitors including event and sponsorship information (we can include a promotional offer provided by sponsor to drive customers into their business)
- Company print piece at packet pickup provided by sponsor
- Exhibitor space at expo prior to the event
- Company logo on event t-shirt
- **Investment: \$500**  
(In-Kind trade will be considered)



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