

Quintiles Wrightsville Beach Marathon

Aid Station 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



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 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.

Aid Station Sponsorship Description

Aid Station Sponsorship Description: With 10 aid stations on the run course, there are plenty of opportunities to get involved and show your support for Quintiles Marathon and Half Marathon. This package is aimed to get local businesses out on the course showing their support for the competitors while promoting themselves in their own unique way. We encourage people to get creative and make their aid station stand out from the rest.

Aid Station Sponsorship Benefits

- Run course aid stations will require 8-10 people broken into shifts throughout the day
- Sponsors are allowed to bring banners, costumes, music, etc...
- All aid station supplies for the participants (food, water, tent, tables) will be provided by the event planners



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