

# Quintiles Wrightsville Beach Marathon

## Concession 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

### Concession Sponsorship Description

Local involvement in the event will play a key role in its success in coming years. We are providing a special sponsorship package geared towards getting businesses in the Wilmington & Wrightsville Beach area involved in the event. This is a great Spring event to reach thousands of people visiting the area that otherwise may not have come here.

### 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.

### Concession Sponsorship Benefits

- At-event marketing space at finish line
- Expo space at packet pickup prior to event
- One (1) company banner at finish line
- Company name/logo included in event Web site
- Company message included in event PA announcements
- **Investment: only 25% of gross sales**



CRICHTON  
& PARTNERS

919-650-3921 O • 919.656.4639 C  
info@crichtonpartners.com • crichtonpartners.com