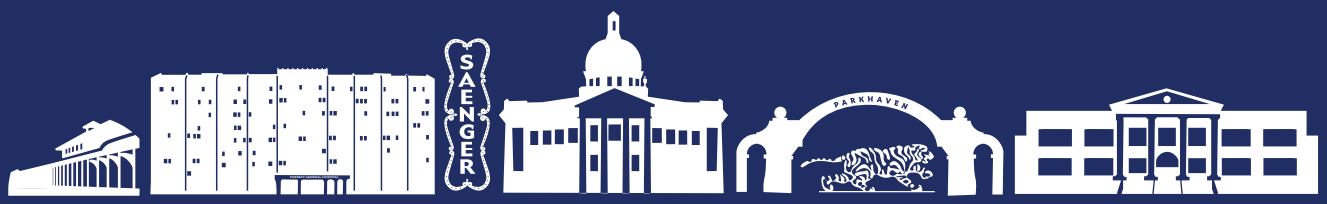
ARE YOU READY TO #RUNHBURG?

Hattiesburg
½ MARATHON · 10k · 5k

15 YEARS RUNNING
est. 2012

PRESENTED BY
HATTIESBURG CLINIC

2027



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Hattiesburg ½MARATHON·10k·5k
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#RUNHBURG



Hattiesburg ½MARATHON·10k·5k
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#CHARITYMILES



The Hattiesburg Half Marathon·10K·5K has become a staple of our community — a celebration that brings together runners, volunteers, spectators, and local businesses from across the Pine Belt and beyond. Each year, this event showcases the very best of Hattiesburg's spirit: teamwork, pride, and generosity.

By becoming a sponsor, your organization joins a community-wide effort that not only supports local charities but also drives tourism and economic impact throughout our city. Partner with us and be part of an event that inspires thousands, strengthens community connections, and highlights what makes Hattiesburg such a special place to live, visit and thrive.

RACE PARTICIPANTS IN 2026

1,750



CITY OF HATTIESBURG MISSISSIPPI 1884

HBURG

VISITHATTIESBURG

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2027 SPONSORSHIP OPPORTUNITIES

The Hattiesburg Half Marathon celebrates health, community, and philanthropy in the Hub City! Each spring, runners, walkers, and volunteers come together to support multiple local nonprofits through this premier endurance event. With thousands of participants and spectators, the race offers high-visibility marketing, meaningful partnerships, and a chance to make a difference mile after mile.

🥇 PRESENTING PARTNER SPONSOR – $20,000

The ultimate race partnership! As Title Sponsor, your brand leads every touchpoint of the event—from race shirts and medals to media interviews and on-site activations. You'll enjoy maximum visibility, exclusive rights, and an undeniable presence as the presenting name of the Hattiesburg Half Marathon.

BENEFITS INCLUDE:

- Official naming rights: "Hattiesburg Half Marathon presented by Hattiesburg Clinic"
- Logo on race bibs, medals, shirts, signage, and website with hyperlink
- Inclusion in all local and regional media, advertising, and interviews
- Step-and-repeat logo placement for photo opportunities
- Three (8'x3') banners displayed at the finish line
- Booth at Expo and 10x10 Finish Fest booth
- Mention by race announcer multiple times throughout the event
- Full-page ad in the official race guide
- 25 complimentary race entries
- Recognition in three dedicated race email campaigns
- Mentions on social media across all official channels

SOLD



🎉 FINISH FEST SPONSOR – $7,500

Where the race ends, the brunch begins! The Finish Fest Sponsor owns the post-race celebration with exclusive branding of the Brunch-Themed Finish Fest, featuring food, music, and festivities. It's where every runner wants to be—and where your logo will be everywhere they look.

BENEFITS INCLUDE:

- Exclusive naming rights and branding of the Finish Fest Brunch area
- Logo on event signage, stage banners, and brunch tables throughout the Finish Fest zone
- Mention by race announcer during Finish Fest programming
- Half-page ad in the race guide
- Logo on shirts and website with hyperlink
- One banner at Finish Fest and signage on mile 12 ("Welcome to the Finish Fest")
- 10x10 booth space at Finish Fest
- 10 complimentary race entries
- Recognition in social media promotions

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👏 CHARITIES CHEERING SQUAD SPONSOR – $7,500

This sponsorship brings the heart of the race to life. Your brand will lead the Charities Cheering Squad—the group that fuels the excitement and spirit of giving for all runners and beneficiaries. Celebrate purpose, positivity, and partnership as you cheer on those running for a cause!

BENEFITS INCLUDE:

- Exclusive naming rights for the Charities Cheering Squad program
- Logo on all charity runner materials and promotional items
- Inclusion in media-related events and press releases
- Mention by race announcer at the finish line
- Full-page ad in the race guide
- Booth space at Expo
- Logo on shirts and website with hyperlink
- Recognition across social media channels
- One display ad in an email to registered runners
- 10 complimentary race entries



YOUR CREW. YOUR RACE.

🤝 COMMUNITY VOLUNTEER SPONSOR – $5,000

Be the hero behind the heroes! Our 150+ volunteers are the smiling faces that make race weekend happen—and your brand will be proudly displayed as the supporter of their service and spirit. This partnership shows that your company doesn't just show up—it shows heart.

BENEFITS INCLUDE:

- Logo featured on all volunteer apparel and signage
- Inclusion in volunteer communications and media mentions
- Recognition in one dedicated email to runners
- Half-page ad in the race guide
- Booth space at Expo
- Logo on shirts and website with hyperlink
- 8 complimentary race entries
- Mentions on social media

📸 PAPARAZZI PHOTO SPONSOR – $5,000

Every finish line deserves a spotlight! As the Paparazzi Sponsor, your brand becomes part of thousands of photo memories shared by runners, families, and fans. It's visibility that lasts long after the medals are handed out.

BENEFITS INCLUDE:

- Logo watermark on all official downloadable race photos
- Signage at finish-line photo stations
- Booth space at Expo
- 8 complimentary race entries
- Recognition in social media promotions
- Half-page ad in the race guide
- Logo on shirts and website with hyperlink
- Mention in one dedicated email to runners

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BENEFITS INCLUDE:

EXPO SPONSOR – $5,000

Kick off race weekend where the excitement begins! The Expo Sponsor receives top-tier exposure as runners collect their race packets, gear, and last-minute motivation. With your logo on official expo signage and swag, your brand becomes part of every athlete's pre-race routine.

BENEFITS INCLUDE:

- Logo featured on all Expo signage and promotional materials
- Branding on one official race swag item distributed to participants
- Half-page ad in the race guide
- 8 complimentary race entries
- Inclusion in race email to runners
- 10x10 Expo booth space
- Logo on shirts and website with hyperlink
- Recognition in social media promotions

ON THE RIGHT TRACK COURSE MAP SPONSOR – $5,000

From start to finish, our Course Map Sponsor makes sure every step counts! Thanks to you, runners will always know where they're headed - and maybe even how far until the snacks.

BENEFITS INCLUDE:

- Prime logo included on the official race course map
- Recognition on digital and printed race course maps, including finish line step and repeat
- Half-page ad in the race guide
- Recognition on social media
- Logo on shirts and website with hyperlink
- Mention in race-day announcements
- 8 complimentary race entries

WATER STATION HYRADATION SPONSOR – $3,000

Hydrate the heroes! As one of three Water Station Sponsors, your brand will refresh runners at key points along the course while gaining prime spectator visibility.

BENEFITS INCLUDE:

- Logo signage at assigned water/aid station
- Option to decorate and staff your station
- Half-page ad in the race guide
- Recognition on social media
- Mention in race-day announcements
- Logo on shirts and website with hyperlink
- 5 complimentary race entries

RACE BIB SPONSOR - $3,000

Put your brand on every athlete! Your logo will be featured on each participant's race bib which will be worn throughout the race, visible in event photos, and often saved as a keepsake. It's lasting brand exposure from start to finish lines and beyond!

BENEFITS INCLUDE:

- Logo placed on every race bib
- Recognition on social media
- Logo on shirts and website with hyperlink
- Half-page ad in the race guide
- Mention in race-day announcements
- 5 complimentary race entries

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🏆 OVERALL AWARDS SPONSOR – $2,500

Be among the best as our awards sponsor! Serve as the presenting sponsor for our fastest runners by category with high visibility at the finish line and Finish Fest awards ceremony

BENEFITS INCLUDE:

- All category awards to be presented by your business
- Logo on breakaway banners for all male and female top finishers
- Logo on race materials and website
- Recognition on social media
- Quarter-page ad in the race guide
- 4 complimentary race entries

🎉 RACE RESULTS SPONSOR - $2,500

Put your brand where every athlete looks after crossing the finish line! Your logo will be prominently featured with official race results and on the downloadable finisher certificate available to every athlete, extending your exposure well beyond race day.

BENEFITS INCLUDE:

- Logo on race results page and finisher certificates
- Logo included in email sent to all athletes with race results within 24 hours of the event
- Logo on race materials and website
- Recognition on social media
- Quarter-page ad in the race guide
- 4 complimentary race entries

🎤 RACE ANNOUNCER SPONSOR - $2,500

Be top of mind as our official race announcer, Allison Gallard of Run Your Story Podcast, promotes your business on race day while hyping up the athletes as they wait for this year's event to begin and again as they cross the finish line.

BENEFITS INCLUDE:

- Celebrity announcer presented by your business
- Regular mention of your brand in start and finish line announcements
- Quarter-page ad in the race guide
- 4 complimentary race entries
- Recognition on social media

🏁 PACER SPONSOR – $1,500

Pacers are an intricate part in the runners race day experience. The pacers keep the runners on track to set a personal record on race day.

BENEFITS INCLUDE:

- Logo will be placed on the PACER t-shirts and signage Logo on race materials and website
- Recognition on social media and at Expo
- Quarter-page ad in the race guide
- 2 complimentary race entries
- 10 x 10 space at race expo
- Logo on race materials and website

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⏱ PERFECT TIMING SPONSOR – $1,500 (MULTIPLE AVAILABLE)

Help eep the race on track while showing your community support! Perfect Timing Sponsors are featured across race materials and on-site signage for thousands of runners and spectators to see.

BENEFITS INCLUDE:

- Logo on race materials and website
- Quarter-page ad in the race guide
- Inclusion in social media thank-you posts
- Recognition on social media and at Expo
- 4 complimentary race entries
- Option for banner display at start/finish area

BE OUR GUEST SPONSOR – $1,000 (MULTIPLE AVAILABLE)

Extend a warm Hattiesburg welcome to runners and visitors! This sponsorship is perfect for hospitality, tourism, and community-minded businesses.

BENEFITS INCLUDE

- Logo featured in the official Visitor's Guide and on race website
- Quarter-page ad in the guide
- Logo on shirts and registration site
- Inclusion in social media promotions
- 4 complimentary race entries

A REAL HALF HERO SPONSOR – $750 (MULTIPLE AVAILABLE)

Show your local pride and support the charities that benefit from this event. This sponsorship is ideal for small businesses or individuals who want to give back in a meaningful way.

BENEFITS INCLUDE:

- Logo or name on race shirts and website
- Recognition on social media
- 2 complimentary race entry
- Name listed in official race guide

❤ #RUNHBURG FRIEND – $500 (MULTIPLE AVAILABLE)

Join the movement and celebrate your community pride! This entry-level sponsorship gives your brand visibility among Hattiesburg's most passionate runners and fans.

BENEFITS INCLUDE:

- Logo or name on shirts and website
- Recognition in social media thank-you post
- 2 complimentary race entries

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SPONSOR COMMITMENT

COMPANY NAME:

_____

MAILING ADDRESS:

_____

CITY: _____

STATE: _____ ZIP: _____

CONTACT NAME:

_____

PHONE: _____

EMAIL: _____

WEBSITE: _____

FACEBOOK: _____

INSTAGRAM: _____

SELECT YOUR LEVEL:

THANK YOU!

- ☐ **FINISH FEST**
- ☐ **CHARITIES CHEERING SQUAD**
- ☐ **COMMUNITY VOLUNTEERS**
- ☐ **PAPARAZZI PHOTO**
- ☐ **EXPO SPONSOR**
- ☐ **RACE BIB SPONSOR**
- ☐ **ANNOUNCER SPONSOR**
- ☐ **AWARD SPONSOR**
- ☐ **WATER STATION**
- ☐ **PERFECT TIMING**
- ☐ **OVERALL AWARD**
- ☐ **PACER**
- ☐ **BE OUR GUEST**
- ☐ **REAL HALF HERO**
- ☐ **RACE FRIEND**

EVENT INFORMATION

(Check all that apply)

Will you need a 10x10 booth at the ____ expo and/or _____ after party?

Are you providing items for the race bags? _____ *(Deadline 3/28/2027)*

ONLINE FORM & LOGO UPLOAD:
You can fill out the online form instead and upload logo here.

PRINTED FORMS & PAYMENTS TO:
Hattiesburg Half Marathon
Attn: Rhonda Hayden
P.O. Box 1103
Hattiesburg, MS 39403

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