



# Hattiesburg

1/2 MARATHON · 10k · 5k

BENEFITING THE PINEBELT FOUNDATION & UNITED WAY OF SOUTHEAST MISSISSIPPI



APRIL 6  
2024



# COMMUNITY SUPPORT

## CELEBRATING THE 12<sup>TH</sup> ANNIVERSARY IN 2024

We are honored to host the 12th Annual Hattiesburg Half- Marathon, 10K & 5K as a signature fundraiser for the Pinebelt Foundation and the United Way of Southeast Mississippi. Annually, this event has created a rippling effect of impact on the nonprofits that serve the Hattiesburg area.

We aim to provide a premier race experience for runners from all over, while also using the event as a platform for local nonprofits to raise awareness and funding for their diverse charitable network.

Very simply, this event is a can't-miss, and we are working together to continue our momentum as a premier road race for Mississippi and the Gulf South region. Join us. Let your business become part of this story.

Sincerely,  
2024 Steering Committee

**SCAN FOR  
A LOOK AT 2023!**



**2024 STEERING  
COMMITTEE**



United Way  
of Southeast Mississippi



**PINEBELT  
FOUNDATION**  
YOUR CHARITABLE PARTNER



OPERATIONS

**1,371**

**TOTAL PARTICIPANTS IN 2023**

**BY AGE**

- 6.49% Age 65+
- 18.75% Ages 50 - 64
- 21.81% Ages 40 - 49
- 26.99% Ages 30 - 39
- 20.13% Ages 18 - 29
- 5.84% Under 18



**61% WOMEN  
39% MEN**

**RUNNERS FROM  
24 STATES  
AND 2 COUNTRIES**

**89.49% FROM MISSISSIPPI**

57% FROM FORREST  
OR LAMAR COUNTY





# RACE FEEDBACK

“The Hattiesburg Half Marathon means a great deal to me because it brings together a great group of people that show their love by supporting local community nonprofit organizations. This year we were able to build a team of Y members that walked/ran their first ever 5k. We are so proud everyone that was able to participate.”

Sarah Booker, 2023

“Thank you for putting on a great race. Already looking forward to next year’s event.”

Patrick Carl, 2021





# RACE TIMELINE

## MONDAY, AUGUST 1, 2023

- Registration Opens

## WEDNESDAY, APRIL 3, 2024

- Registration Closes

## FRIDAY, APRIL 5, 2024

- Packet pick-up and expo at the Historic Train Depot in Downtown Hattiesburg

## SATURDAY, APRIL 6, 2024

- 7AM: All races begin in front of the Hattiesburg Saenger Theater
- 8AM – Noon: Finish Fest





# CHARITY COMPONENT

## A COMMUNITY EVENT BENEFITING PINE BELT NONPROFITS

For 11 years, the Hattiesburg Half-Marathon, 10K & 5K has provided financial support for the nonprofits throughout the community. Through a peer-to-peer fundraising platform, area nonprofits can recruit runners on their behalf to raise even more funds for their organization. Additionally, nonprofits are awarded a mile of the course to host - allowing for on-course decorations, entertainment and education as runners pass by.



### CHARITY SELECTION

Charities are selected to participate via a competitive application process.

For more information on each of these charities, their missions and fundraising goals, visit our website.

THROUGH THE 2023 EVENT,  
THE RACE RAISED MORE THAN

**\$90,000**



# SPONSORSHIP OPPORTUNITIES

## **TITLE SPONSOR (\$15,000)** *[limited to one sponsor]*

- Name in event logo.
- Will be listed as title sponsor on all prominent signage.
- Logo on step and repeat.
- Receive 25 free race entries.
- Inclusion in media-related events.
- Can provide a 600px X 400px ad to be used in a minimum of 3 emails to runners.
- Full page ad in the race guide.
- Can provide 3 (8ft x 3ft) banners to be hung at finish line.
- 10x10 booth at expo.
- 10x10 booth at after party.
- Logo on shirt/website.
- Mentions on social media.

## **AFTER PARTY (\$5,000)** *[limited to one sponsor]*

- Branded after party
- Logo on step and repeat.
- Receive 15 free race entries
- Can provide a 600px X 400px ad to be used in a minimum of 2 emails to runners.
- Half page ad in the race guide.
- Can provide 1 banner to be hung on course and 1 banner at the after party (in addition to booth) at finish line
- 10x10 booth at expo.
- 10x10 booth at after party.
- Logo on shirt/website.
- Mentions on social media.

**All race sponsors will have logo/name on shirt/website and mentions on social media.  
Sponsorship must be finalized by March 1, 2024 to receive full perks.**



# SPONSORSHIP OPPORTUNITIES

## CHARITY FUNDRUNNER (\$5,000)

*[limited to one sponsor]*

Charity Runners are subset of our race participants who have chosen to run and raise money on behalf of one of our XX charities. A portion of the funds from this sponsorship will be used toward incentives for Charity Runners.

- Logo on charity runner shirt.
- Receive 12 free race entries
- Can provide a 600px X 400px ad to be used in a minimum of 1 email to runners.
- Half page ad in the race guide.
- Can provide 2 (8ft x 3ft) banners to be hung at finish line.
- 10x10 booth at expo
- Logo on shirt/website.
- Mentions on social media.

## EXPO / PACKET PICKUP (\$4,500)

*[limited to one sponsor]*

- Logo on prominent signage placed at Expo.
- Receive 10 free race entries
- Can provide a 600px X 400px ad to be used in a minimum of 1 email to runners.
- Half page ad in the race guide.
- Can provide 2 (8ft x 3ft) banners to be hung at finish line
- 10x10 booth at expo
- Logo on shirt/website.
- Mentions on social media.

## CUSTOM SPONSORSHIPS

Each year, we welcome sponsors who want to be creative with advertising options. In the past, this has included a “course signage sponsor” and a “portalette sponsor.” If you or your business would like to look at something more creative to maximize exposure, we welcome that conversation or opportunity. Reach out to us at [hburghalfmarathon@gmail.com](mailto:hburghalfmarathon@gmail.com).

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# SPONSORSHIP OPPORTUNITIES

## COURSE MILE SPONSORSHIPS

We're providing corporate entities the opportunity to sponsor miles throughout the race. This opportunity comes with the ability to creatively share your brand story with those who run by. Local businesses who opt in for this level are encouraged to decorate the mile with a theme of your choosing (with approval by the race steering committee), provide volunteers to cheer runners along and help with the overall environment of the race. If your business promotes community-volunteer days for employees, this is a great fit for you.

### MILE 2 - \$3,500

- Receive 9 free race entries
- Will see every runner registered for the 5K, 10K and Half-Marathon
- Mention in the race guide
- "Course brought to you by" language on course maps
- Logo on shirt/website
- Extra brand mentions with course promotion on social media

### MILE 4 - \$2,500

- Receive 6 free race entries
- Will see every runner registered for the 10K and Half-Marathon.
- Mention in the race guide
- "Course brought to you by" language on course maps
- Logo on shirt/website
- Extra brand mentions with course promotion on social media

### MILES 6, 9, 11 & 12 - \$1,000

- Receive 3 free race entries
- Will see every runner registered for the Half-Marathon.
- Mention in the race guide
- "Course brought to you by" language on course maps
- Logo on shirt/website
- Extra brand mentions with course promotion on social media

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# SPONSORSHIP OPPORTUNITIES

## SILVER (\$3,000)

- Receive 8 free race entries
- Mention in the race guide
- Can provide 2 (8ft x 3ft) banners to be hung at finish line.
- Logo on shirt/website.
- Mentions on social media.

## BRONZE (\$1,500)

- Receive 4 free race entries
- Mention in the race guide
- Can provide 1 (8ft x 3ft) banners to be hung at finish line.
- Logo on shirt/website.
- Mentions on social media.

## IRON (\$750)

- Receive 2 free race entries
- Mention in the race guide
- Logo on shirt/website.
- Mentions on social media.

## HERO (\$500)

- Receive 1 free race entry
- Mention in the race guide
- Name on shirt/website.
- Mentions on social media.

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# SPONSORSHIP OPPORTUNITIES

## IN-KIND SPONSORS

- In-kind donations are accepted as race sponsorship in the form of donated goods or a discount on purchases that offset race production costs. Examples: media exposure, printing, prizes/awards, shirts, bags, signage, food/beverage, paper products, logistical support (traffic, volunteer coordination, marketing, set-up, etc.).
- All in-kind donations must be approved by the steering committee and will receive the recognition as a race partner – including, but not limited to free race entries, logo on website/shirt and social media mentions.
- In-kind donations are not valued to match sponsor levels listed into this packet.

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# 2024 SPONSOR COMMITMENT

## SELECT LEVEL

- AFTER PARTY
- CHARITY RUNNER
- EXPO
- MILE SPONSOR
  - \$3,500
  - \$2,500
  - \$1,000
- SILVER
- BRONZE
- IRON
- HERO

COMPANY NAME: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

FACEBOOK: \_\_\_\_\_ INSTAGRAM: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

### EVENT INFORMATION

- Email [hburghalfmarathon@gmail.com](mailto:hburghalfmarathon@gmail.com) your company logo in .JPG or .PNG format.

### FORMS AND PAYMENTS CAN BE MAILED TO:

Hattiesburg Half Marathon

Attn: Caroline Nurkin

1501 Adeline St.

Hattiesburg, MS 39401

PLEASE NOTE HATTIESBURG  
HALF-MARATHON SPONSORSHIP  
ON YOUR MEMO LINE.

APRIL 6  
2024



# Hattiesburg

1/2 MARATHON • 10k • 5k

READY TO JOIN THE FUN?  
[HBURGHALFMARATHON.COM](http://HBURGHALFMARATHON.COM)



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