



Hattiesburg

1/2 MARATHON • 10k • 5k

— PRESENTED BY FORREST GENERAL HOSPITAL —

A COMMUNITY EVENT BENEFITING PINEBELT NONPROFITS



APRIL 2
2022



COMMUNITY SUPPORT

CELEBRATING THE 10TH ANNIVERSARY IN 2022

We are honored to host the 10th Annual Hattiesburg Half- Marathon, 10K & 5K. Annually, this event has created a rippling effect of impact on the nonprofits that serve the Hattiesburg area - which allows for the Pinebelt Foundation to lean into its purpose of being the community's charitable partner.

In 2019, the race was voted the best half-marathon in Mississippi by RaceRaves, and our goal is to continue that legacy. 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,
2022 Steering Committee

2022 STEERING
COMMITTEE



1,417 TOTAL PARTICIPANTS IN 2021

64.2% WOMEN

1.2% Age 70+
 5.7% Ages 60 - 69
 13.4% Ages 50 - 59
 22.5% Ages 40 - 49
 30.7% Ages 30 - 39
 18.6% Ages 20 - 29
 7.8% Ages 19 or younger



35.8% MEN

2% Age 70+
 8.7% Ages 60 - 69
 15.6% Ages 50 - 59
 24.1% Ages 40 - 49
 24.5% Ages 30 - 39
 14.8% Ages 20 - 29
 10.5 % Ages 19 or younger

84% FROM MISSISSIPPI

52% FROM FORREST
OR LAMAR COUNTY



VOTED
**BEST HALF
 MARATHON**
 IN MISSISSIPPI IN 2019

ROUTE MAKEUP

Half Marathon.... 43.5%
 10K..... 21.5%
 5K..... 35%

RUNNERS FROM
26 STATES
 AND 2 COUNTRIES



RACE IMPACT

“ The support and enthusiasm for the Hattiesburg Half Marathon was amazing and we had so much fun! ”
Alycia Cucka, 2020

“ Thank you for putting on a great race. Already looking forward to next year’s event. ”
Patrick Carl, 2021

MARKETING TACTICS:

Multi-state marketing, billboards, magazine ads, digital banner ads, social media, posters, etc.



Are you ready to #RunHBURG? The 10th Annual Hattiesburg Half Marathon • 10K • 5K returns as an in-person race on Saturday, April 10. Sign-up now!



HBURGHALFMARATHON.COM
Hattiesburg Half Marathon
Presented by Forrest General Hospital

Sign Up



RACE TIMELINE

CELEBRATING THE 10TH ANNIVERSARY IN 2022

MONDAY, AUGUST 2, 2021

- Registration Opens

WEDNESDAY, MARCH 30, 2022

- Registration Closes

FRIDAY, APRIL 1, 2022

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

SATURDAY, APRIL 2, 2022

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



Other community events are being planned for this weekend as well to offer runners and supporters a full, welcoming experience in Hattiesburg. Additionally, area restaurants will offer discounts and complementary desserts, drinks, and/or appetizers to runners for the entire weekend.



CHARITY COMPONENT

A COMMUNITY EVENT BENEFITING PINEBELT NONPROFITS

For 10 years, the Hattiesburg Half-Marathon, 10K & 5K has provided financial support for the nonprofits throughout the community. This program is a peer-to-peer fundraising platform awarded to a group of area nonprofits. This free platform enables each selected organization to recruit runners, raise funds and educate the public about their organizations. 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.

Ahead of the 2021 event, nonprofits raised more than **\$38,000**.

2022 NONPROFITS

Sacred Heart Catholic School · Domestic Abuse Family Shelter · The Family YMCA
DREAM of Hattiesburg · Habitat for Humanity of the Pine Belt · Christian Services
Southern Pines Animal Shelter · R3SM · The Arc of Southeast MS
The Children's Center · Dubard School · Kuntry Kidz Youth Foundation



CHARITY RUNNERS

SUPPORT YOUR FAVORITE NONPROFIT

A charity runner is a registered race participant who chooses to fundraise on behalf of one of the 12 non-profits participating in the Hattiesburg Half Marathon · 10K · 5K.

Charity runners form an alliance with the 501(c)3 of their choosing and provide financial and social engagement support. By choosing to become a charity runner, participants are committing their time, fundraising efforts and personal allegiance to the charity's mission.



Want to support all Hattiesburg 1/2 Marathon · 10K · 5K charity runners?
We have just the thing for you! Email hburghalfmarathon@gmail.com.

CHARITY RUNNING 101

The most important part of this opportunity is your support. Share your goal with your social media followers, the mission of your selected nonprofit, and/or a personal testimony.

Challenge your followers to donate. Make it fun!

Are you willing to run in a costume? Jump in a pool of jello? What will inspire your followers to support you?

There may be a prize for the charity runner who raises the most.

[illegible]



SPONSORSHIP OPPORTUNITIES

~~TITLE SPONSOR (\$15,000)~~ – SOLD

- Logo on finisher backdrop
- Name in event logo
- Receive 25 free race entries
- Can provide a 600px X 400px ad for **all emails** to runners or will be listed as title sponsor
- Opportunity to provide insert(s) in the runner bag (flyer, promotional item, coupon, etc)
- Mention in the race guide
- Can provide 3 banners to be hung on course
- Listed on website (logo)
- Mentions on social media
- Listed on runner t-shirt (logo)
- Announced by emcee
- 10x10 booth at expo
- 10x10 booth at finish line
- Logo on RunSignUp

COURSE SIGNAGE (\$10,000)

- Logo on street signage marking turns
- Receive 15 free race entries
- Receive 15 free race entries
- Can provide a 600px X 400px ad for **two emails** to runners or will be listed as sponsor
- Opportunity to provide insert(s) in the runner bag (flyer, promotional item, coupon, etc)
- Mention in the race guide
- Can provide 3 banners to be hung on course
- Listed on website (logo)
- Mentions on social media
- Listed on runner t-shirt (logo)
- Announced by emcee
- 10x10 booth at expo
- 10x10 booth at finish line
- Logo on RunSignUp



SPONSORSHIP OPPORTUNITIES

~~AFTER PARTY (\$7,500)~~ – SOLD

- Branded after party
- Receive 12 free race entries
- Logo on beverage holder
- Can provide a 600px X 400px ad for **two emails** to runners or will be listed as title sponsor
- Opportunity to provide insert(s) in the runner bag (flyer, promotional item, coupon, etc)
- Mention in the race guide
- Can provide 3 banners to be hung on course
- Listed on website (logo)
- Mentions on social media
- Listed on runner t-shirt (logo)
- Announced by emcee
- 10x10 booth at expo
- 10x10 booth at finish line
- Logo on RunSignUp

CHARITY RUNNER (\$5,000)

- Merch with logo given to all charity runners
- Receive 8 free race entries
- Can provide a 600px X 400px ad for **two emails** to runners or will be listed as sponsor
- Opportunity to provide insert(s) in the runner bag (flyer, promotional item, coupon, etc)
- Mention in the race guide
- Can provide 3 banners to be hung on course
- Listed on website (logo)
- Mentions on social media
- Listed on runner t-shirt (logo)
- Announced by emcee
- 10x10 booth at expo
- 10x10 booth at finish line
- Logo on RunSignUp



SPONSORSHIP OPPORTUNITIES

EXPO / PACKET PICKUP (\$4,500)

- Branded expo sponsor
- Receive 7 free race entries
- Can provide a 600px X 400px ad for **two emails** to runners or will be listed as title sponsor
- Opportunity to provide insert(s) in the runner bag (flyer, promotional item, coupon, etc)
- Mention in the race guide
- Can provide 2 banners to be hung on course
- Listed on website (logo)
- Mentions on social media
- Listed on runner t-shirt (logo)
- Announced by emcee
- 10x10 booth at expo
- Logo on RunSignUp

SILVER (\$3,000)

- Receive 5 free race entries
- Opportunity to provide insert(s) in the runner bag (flyer, promotional item, coupon, etc)
- Mention in the race guide
- Can provide 3 banners to be hung on course
- Listed on website (logo)
- Mentions on social media
- Listed on runner t-shirt (name)
- Announced by emcee

BRONZE (\$1,500)

- Receive 2 free race entries
- Opportunity to provide insert(s) in the runner bag (flyer, promotional item, coupon, etc)
- Mention in the race guide
- Can provide 1 banner to be hung on course
- Listed on website (logo)
- Mentions on social media
- Listed on runner t-shirt (name)
- Announced by emcee



SPONSORSHIP OPPORTUNITIES

IRON (\$750)

- Receive 1 free race entry
- Opportunity to provide insert(s) in the runner bag (flyer, promotional item, coupon, etc)
- Mention in the race guide
- Can provide 1 banner to be hung on course
- Listed on website (name)
- Mentions on social media

HERO (\$500)

- Opportunity to provide insert(s) in the runner bag (flyer, promotional item, coupon, etc)
- Mention in the race guide
- Can provide 1 banner to be hung on course
- Listed on website (name)
- Mentions on social media

VENDOR SPACE (\$50-\$100)

- Opportunity to have a 10x10 booth at either the expo or finish line party.
- Option to provide items at booth for giveaway.
- \$100 for businesses/ \$50 for Non Profits

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 sponsorship level equal to the donation level.



2022 SPONSOR COMMITMENT

SELECT LEVEL

- ☐ COURSE SIGNAGE
- ☐ AFTER PARTY
- ☐ CHARITY RUNNER
- ☐ EXPO
- ☐ SILVER
- ☐ BRONZE
- ☐ IRON
- ☐ HERO
- ☐ VENDOR SPACE

COMPANY NAME: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

FACEBOOK: _____ INSTAGRAM: _____

CONTACT NAME: _____

PHONE: _____ EMAIL: _____

EVENT INFORMATION

- Will you need a 10x10 booth at the expo?
- Are you providing an item for the race bags? (Deadline is March 11, 2022.) _____
- Email hburghalfmarathon@gmail.com your company logo in .JPG or .PNG format.

FORMS AND PAYMENTS CAN BE MAILED TO:

The Pinebelt Foundation
Attn: Caroline Nurkin
1501 Adeline St.
Hattiesburg, MS 39401

PLEASE NOTE 1/2
MARATHON SPONSORSHIP
ON YOUR MEMO LINE.

APRIL 2
2022



READY TO JOIN THE FUN?

HBURGHALFMARATHON.COM



**2022 STEERING
COMMITTEE**

