

**SEACOAST HALF MARATHON**

Caring for the coast, one step at a time



# ***2020 Seacoast Half Marathon Sponsorship Packet***



***15<sup>th</sup> Annual  
Seacoast Half Marathon  
Virtual Race  
October 31 - November 8, 2020***

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***"Caring for the coast, one step at a time"***

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***2020 Race Beneficiary***

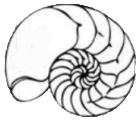


**CORNERSTONE VNA**  
HOME • HEALTH • HOSPICE

*Trusted Care since 1913*

# SEACOAST HALF MARATHON

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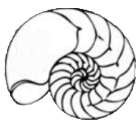
## SHM Demographics

The Seacoast Half Marathon has brought people from across the state of New Hampshire, across New England, and across the nation to Portsmouth.

- Age Range: 13-73
- Average Age: 30
- Median Age: 39
- Gender: 64% women; 36% men
- From: 19 states and Canada
- New Hampshire residents: 55%
- From Northern New England: 80+%
- Annual Registrations: 1,400 (the race limit)

Become a sponsor of the Seacoast Half Marathon and reach 1,400 runners, plus their families and friends. Please review the following page to select your sponsorship level.

**Please note:** the 2020 Seacoast Half Marathon is now virtual due to COVID-19 and offers three different race distances for participants. This will create additional opportunities to reach a variety of runners and walkers across a larger geographic area!



## SHM History & Purpose

The Seacoast Half Marathon was started in 2006, and it sold out two months before race day. Each year, the Seacoast Half Marathon chooses a different beneficiary from among local nonprofit organizations that complete our beneficiary application. Each beneficiary receives all of the revenue from the race, after race expenses are paid, plus donations from sponsors like you.

The total provided to our beneficiaries in the 14 years the race has been held is \$1,300,000. The all-volunteer Seacoast Half Marathon committee takes no revenue from the event and prides itself on being penniless after each year's race.

We have established a well-organized and popular road race, while creating a revenue source for many local nonprofit agencies who provide critical services to those in need. That explains our tag line: "Caring for the coast, one step at a time."

We thank you, our sponsors, as well as our racers, for making the Seacoast Half Marathon a success each year.



## SHM 2020 Beneficiary























**Cornerstone VNA is our 2020 Race Beneficiary.**



*Trusted Care since 1913*

Cornerstone VNA is a local, independent nonprofit organization providing specialized care and support at home through five distinct programs: Home Care, Hospice Care, Palliative Care, Life Care-Private Duty, and Community Care. Cornerstone VNA provides services to people of all ages, from birth through end-of-life and proudly serves communities in Strafford, Rockingham, Belknap and Carroll Counties in NH and York County in ME. Learn more about their award-winning programs and services at [cornerstonevna.org](http://cornerstonevna.org).

## Seacoast Half Marathon Sponsorship Levels

	Seacoast Visionary Sponsor <b>\$10,000+</b>	Seacoast Virtual Mile Sponsor <b>\$5,000+</b>	Seacoast Change Maker Sponsor <b>\$2,500+</b>	Virtual Finish Line Sponsor <b>\$1,000+</b>	Adopt-a-Clinician Sponsor <b>\$500+</b>	Friend of the Seacoast <b>\$250+</b>
Listing as "Presenter" on all promo materials						
Mention as "Presenter" on radio ads						
Logo with Hyperlink on race website and beneficiary website					Name with hyperlink	Name with hyperlink
Multiple social media mentions						
Mention as "Weekly Running Tip" Sponsor on social media						
Sponsor video promo (10-15 sec) on social media				Sponsor Photo	Sponsor Photo	
Complimentary race entries with swag (any distance)	6	4	2			
Your logo on back of race shirt				Name listed on race shirt		
Your logo on e-mail campaigns			Name listed on email campaigns	Name listed on email campaigns	Name listed on email campaigns	Name listed on email campaigns
Your name on the finisher's medal ribbon						
Your logo on the SHM Facebook Cover Photo			Name listed	Name listed	Name listed	Name listed
Social media business spotlight posted by a CVNA clinician.						



## Seacoast Half Marathon Sponsorship Form

We thank you for your sponsorship!  
If you have any questions please contact:

Ann Vennard  
avennard@cornerstonevna.org  
603-332-1133 x1109

Erika Lee  
elee@cornerstonevna.org  
603-332-1133 x1203

### I would like to be Race Sponsor:

- Visionary
- Virtual Mile
- Change Maker
- Finish Line
- Adopt-a-Clinician
- Friend

### Sponsor Contact Information:

- Name: \_\_\_\_\_
- Business Name\*: \_\_\_\_\_
- Street Address: \_\_\_\_\_
- City/State/Zip: \_\_\_\_\_
- Email: \_\_\_\_\_
- Phone: \_\_\_\_\_

\*As it should appear on all printed materials.

Enclosed is my check made payable to "Cornerstone VNA".

I would like to pay by credit card. Please contact me by Phone Email to complete the credit card payment.

I am unable to sponsor, but I would like to make a contribution to Cornerstone VNA. My check is enclosed.

### Thank you for your sponsorship!

Please mail this form with your sponsorship contribution to:

Cornerstone VNA  
Attn: Seacoast Half Marathon  
178 Farmington Road  
Rochester, NH 03867

Please send high resolution logo to Jay Diener at coastwalker1@gmail.com.

A receipt for tax purposes will be sent to you soon.  
Cornerstone VNA Federal Tax ID: 02-0231026

Race Website: [seacoasthalfmarathon.com](http://seacoasthalfmarathon.com)

Beneficiary Website: [cornerstonevna.org](http://cornerstonevna.org)