

SEACOAST HALF MARATHON

Caring for the coast, one step at a time



2022 Seacoast Half Marathon Sponsorship Packet



***17th Annual
Seacoast Half Marathon
October 30, 2022***

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

2022 Race Beneficiary





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 2022 Seacoast Half Marathon will be both in-person and virtual. 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 16 years the race has been held is \$1,360,000. 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 2022 Beneficiary

Portsmouth NH 400 is our 2022 Race Beneficiary.

In 2023, Portsmouth will celebrate its 400th anniversary by honoring the city's diverse and dynamic social, political, intellectual, cultural, economic, and spiritual history, from the time of the early Native American settlements to the present.



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Seacoast Half Marathon Sponsorship Levels

(please note: some sponsorship benefits are subject to change pending COVID-19 restrictions)

	Seacoast Visionary Sponsor \$7,500+	Seacoast History Sponsor \$5,000+	Seacoast Finish Line Sponsor \$2,500+	Adopt-a-Mile Sponsor \$1,623+	Shoaler Sponsor \$400+	Friend of the Seacoast \$250+
Recognition as "Presenter" on all promo materials						
Multiple mentions by race announcer						
Your business banner at the award ceremony						
Your business name on the finisher's medal ribbon						
Your table or booth at the race						
Complimentary in person race entries with swag	6	4	2			
Your name/logo on one of the 13 mile markers						
Your logo on the sponsor banner			Name listed	Name listed	Name listed	Name listed
Your logo on back of race shirt				Name listed on race shirt		
Logo with Hyperlink on multiple event related websites					Name with hyperlink	Name with hyperlink
Recognition in the PortsmouthNH400 Commemorative Book						
Promoted in all Portsmouth NH 400 social media						
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

Create Your Own Sponsorship Level! Interested in sponsoring, but want to pick a level/benefits that works best for your business and your budget? Contact Susan Labrie to learn more!



Seacoast Half Marathon Sponsorship Form

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

Susan Labrie
susan@portsmouthnh400.org
603-793-3234

I would like to be Race Sponsor:

- Visionary
- Historian
- Finish Line
- Adopt-a-Mile
- Shoaler
- Friend
- Create My Own Level! \$_____

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 Portsmouth NH 400, Inc., a 501c3 non-profit corporation.
- 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 donate to Portsmouth NH 400, Inc. My check is enclosed.

Thank you for your sponsorship!

Please mail this form with your sponsorship contribution to:

Portsmouth NH 400, Inc
Attn: Seacoast Half Marathon
One Junkins Ave, Box PNH400
Portsmouth, NH 03801

Please send high resolution .jpg logo to the Race Director at racedirectorshm@gmail.com.

A receipt for tax purposes will be sent to you soon.

Race Website: seacoasthalfmarathon.com
Beneficiary Website: portsmouthnh400.org