

SEACOAST HALF MARATHON

Caring for the coast, one step at a time



2021 Seacoast Half Marathon Sponsorship Packet

***16th Annual
Seacoast Half Marathon***

October 31, 2021

(Virtual October 23 - 31)

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

2021 Race Beneficiary



CORNERSTONE VNA
HOME • HEALTH • HOSPICE

Trusted Care since 1913

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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 2021 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 15 years the race has been held is \$1,320,000. 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 2021 Beneficiary

Cornerstone VNA is our 2021 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.

























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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 \$10,000+	Seacoast Miracle Mile Sponsor \$5,000+	Seacoast Change Maker Sponsor \$2,500+	Finish Line Sponsor \$1,000+	Adopt-a-Mile Sponsor \$500+	Friend of the Seacoast \$250+
Recognition as "Presenter" on all promo materials/ radio ads						
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
Multiple social media mentions						
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

New: 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 Erika Lee or Ann Vennard to learn more!



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
Miracle Mile
Change Maker
Finish Line
Adopt-a-Mile
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 "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 .jpg 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
Beneficiary Website: cornerstonevna.org