WESTERN SYDNEY Marathon

SPONSORSHIP PROSPECTUS

1 OCTOBER 2016

CONNECT WITH RUNNERS IN AN ENGAGING AND COST-EFFECTIVE WAY

- MARATHON
- HALF MARATHON
- 10KM LAP THE LAKE
- 5KM FAMILY RUN
- MINI EXPO
- RECOVERY AREA
- SPORTS MASSAGE
OUR PROMISE

OUR PROMISE IS TO DELIVER AN EXCEPTIONAL EVENT EXPERIENCE FOR ALL PARTICIPANTS, SPECTATORS AND STAKEHOLDERS. WE WILL ENSURE THE EVENT IS SAFE, WELL-ORGANISED, AND REFLECTS THE INTEGRITY AND PROFESSIONALISM OF AN INTERNATIONALLY RECOGNISED SPORTING VENUE. WE WILL BE AVAILABLE TO DISCUSS, MONITOR AND DELIVER ON OUR SPONSORSHIP AGREEMENTS.
THE WESTERN SYDNEY MARATHON HAS SWIFTLY BECOME ONE OF THE STATE’S PREMIER RUNNING EVENTS, ATTRACTING RUNNERS FROM ALL OVER THE COUNTRY AND INTERNATIONALLY. IT IS ONE OF THE STATE’S MOST AFFORDABLE MARATHON EVENTS AND ATTRACTS BOTH ENTRY LEVEL AND EXPERIENCED ATHLETES.

The marathon is run at the Sydney International Regatta Centre situated at the scenic Penrith Lakes. Its fast, flat course circles the main lake, crosses an island bridge to the Regatta Centre and weaves along roads both inside and outside the venue.

A celebration of healthy lifestyles, active communities and the outdoors, the Western Sydney Marathon is a festive day out for the whole family, whether one pushes a pram in the Family Fun Run or completes the gruelling 42.2km Marathon.

OUR TEAM

VENUE MANAGER
Kevin Flynn

EVENT MANAGER
Philippa Dickson

VENUE COORDINATOR
Kristy Tinnion

MARKETING COORDINATOR
Matt Adamson

SITE SERVICES MANAGER
Craig Palmer

SITE SERVICES OFFICER
Rob Morgan

ADMINISTRATION OFFICER
Christina Kearney
OUR PARTICIPANTS IN 2015

1,320 TOTAL PARTICIPANTS

20% PARTICIPANT GROWTH IN 2015

RACE CATEGORY

42.2KM MARATHON 12%
21.1KM HALF MARATHON 29%
10KM LAP THE LAKE 27%
5KM FAMILY FUN RUN 32%

TOTAL SPECTATORS

300

GENDER RATIO BREAKDOWN

MALE PARTICIPANTS 50.3%
FEMALE PARTICIPANTS 49.7%

UNDER 12 9%
12 - 17 5%
18 - 24 6%
25 - 34 23%
35 - 44 30%
45 - 54 15%
55 - 64 10%
OVER 65 2%

AGE CATEGORY

AVERAGE AGE 34 YEARS
MIDIAN AGE 36 YEARS
YOUNGEST AGE 1 YEAR
OLDEST AGE 71 YEARS

AGE GROUP

INDICATIVE DATA

2016 SPONSORSHIP PROSPECTUS
RESIDENTIAL DEMOGRAPHIC

INTERSTATE & INTERNATIONAL 3%

/source of registration

WORD OF MOUTH 24%
PREVIOUS RUNNER 23%
WSM WEBSITE 16%
WSM FACEBOOK 14%
OTHER WEBSITE 13%
PRINT MEDIA 2%
OTHER 8%

INDUSTRY SECTOR

STUDENT 12%
TEACHER 9%
RETAIL | CUSTOMER SERVICE 7%
ACCOUNTING | BANKING | FINANCE 6%
NURSE | HOSPITAL | MEDICAL 7%
SALES & MARKETING 6%
BUILDING INDUSTRY 4%
GOVT | COMMUNITY SERVICES 4%
IT MANAGER 4%
HEALTH & FITNESS INDUSTRY 3%
LAWYER | SOLICITOR | DOCTOR 3%
ADMIN | ADMIN MANAGER 2%
STAY AT HOME PARENT 3%
PAYROLL | HUMAN RESOURCES 2%
EMERGENCY SERVICES 2%
TRANSPORT 2%
BUSINESS OWNER | OPERATOR 1%
OTHER 12%

Percentage of those that responded. *Western Sydney Marathon
Indicative data
HOW WE ACKNOWLEDGE OUR SPONSORS

REGISTRATION AND PROMOTIONAL ACTIVITIES FOR WESTERN SYDNEY MARATHON COMMENCE MAY 2016 WITH REGISTRATION OPENING 1 JUNE 2016. THE STRATEGY FOR OUR EVENT INCLUDES A DEDICATED WEBSITE, SOCIAL MEDIA, ONLINE AND PRINT ADVERTISING AS WELL AS ELECTRONIC DIRECT MARKETING CAMPAIGNS TO PREVIOUS ENTRANTS, CLUBS AND SCHOOLS.

WEBSITE
A dedicated website, westernsydneymarathon.com.au, was developed to support advertising and promotional opportunities for our sponsors and to provide detailed information and on-line registration for participants. The website also features a Facebook feed, image galleries and hyperlinks to supporting sponsors and exhibitors.

SOCIAL MEDIA
Growing all the time, our Facebook page has 1,500 likes and our race director, marketing team, sponsors and ambassadors use this platform regularly to provide engaging content for our audience. We encourage our sponsors to contribute content such as case studies or related blog stories to promote their products. Brendan Davies, one of our Ambassadors, has active social media followers and is passionate about spreading the word.

ELECTRONIC DIRECT MAIL
With a powerful up-to-date database of previous entrants and the ability to engage through the Sydney International Regatta Centre and Sport and Recreation’s database, we collectively have 15,000 sports and outdoor-orientated contacts. These include domestic, government, corporate and educational sectors.

EVENT COLLATERAL
A4, A3 and A0 Posters, plus a DL Flyer
The collateral is posted in places of significance across Sydney, Penrith and Blue Mountains; displayed at Sport and Recreation Centres and venues; with flyers distributed at Sydney International Regatta Centre events. Plus, local fitness clubs and gyms, retail outlets, swim centres and other Sport and Recreation venues.

2016 SPONSORSHIP PROSPECTUS
DIGITAL LED SCREENS
Two giant LED screens are strategically positioned at the venue’s main entry (7.8m x 3.6m) and Grandstand (3.2m x 2.2m). This enables Sydney International Regatta Centre to promote sponsors using logos, images and video seven days a week, during event and non-event days (subject to conflicting client event sponsorship).

PRINT ADVERTISING AND EDITORIAL
- Penrith Press
- parkrun e-news
- Star Newspapers
- The Western Weekender
- Running magazines

BRENDAN DAVIES @brendan_davies @brendanjdavies /brendanjdavies and /trailsforkids
# Sponsorship Opportunities

There are many levels of involvement on offer. In return for sponsorship, businesses will receive a package of benefits that can be tailored to marketing objectives.

## Sponsorship Benefits

<table>
<thead>
<tr>
<th>MARATHON PACKAGE</th>
<th>LONG RUN PACKAGE</th>
<th>PACE PACKAGE</th>
<th>TEMPO PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$10,000 2 x ONLY</td>
<td>$5,000 6 x ONLY</td>
<td>$2,000 UNLIMITED</td>
<td>$1,000 OR IN-KIND UNLIMITED</td>
</tr>
</tbody>
</table>

- Major Race Naming Rights
- Minor Race Naming Rights
- Merchandise
- Entry LED Screen
- Grandstand LED Screen
- Website Advertising
- Website Logo & Hyperlink
- Social Media
- Media Release
- Dedicated EDM
- Electronic Direct Mail Logo
- Event Signage
- Course Signage
- Race Bib
- Print Collateral
- Welcome Speech
- Awards Presentation
- Starting Gun
- Exhibitor Package
- Sampling or Installation
- Entry for Competitors

Please refer to pages 10, 11 & 12 for full package outlines.
• Marathon race – Naming rights of the Marathon or Half Marathon race
• Merchandise – Logo or graphic featured on event merchandise
• LED screen (entry) – Logo or graphic featured from 1st July 2016 (subject to conflicting client event sponsorship)
• LED screen (Grandstand) – Logo or graphic featured in Western Sydney Marathon promotion at events from 1st July 2016 (subject to conflicting client event sponsorship)
• LED screen (Grandstand) – 30 second TVC or logo to play throughout the day (content supplied by sponsor)
• Website advertising - Logo or graphic featured on homepage advertising box
• Website - logo with hyperlink featured on sponsor page and homepage footer
• Social Media – Dedicated fortnightly Facebook post (running-related content to be provided by client)
• Media release – Official mention by the Minister for Sport and Recreation
• Media coverage – Mention in all event communications where content is supplied by SIRC
• Electronic Direct Mail – 1 x dedicated EDM to registration data base (running-related content to be provided by client)
• Electronic Direct Mail – Logo in EDM communications
• Event signage – 2 x branded corflute boards (start and finish) 1.2m (h) x 1.8m (w) (artwork provided by sponsor)
• Event signage – Opportunity to display signage around the course (supplied by sponsor)
• Race bib – Logo printed on competitors numbered bib
• Collateral – Logo featured on all printed marketing collateral
• Recognition during official welcome speech
• Opportunity to present at official awards presentation
• Opportunity to start the Marathon or Half Marathon
• Opportunity for sampling or installation
• Complimentary exhibitor package (6m x 3m)
• Free team entry for up to 10 runners
• Race naming rights – 10km or 5km race
• LED screen (entry) – Logo or graphic featured from 1st July 2016 (subject to conflicting client event sponsorship)
• LED screen (Grandstand) – Logo or graphic featured in Western Sydney Marathon promotion at events from 1st July 2016 (subject to conflicting client event sponsorship)
• LED screen (Grandstand) – 30 second TVC or logo to play throughout the day (content supplied by sponsor)
• Website advertising – Logo or graphic featured on homepage advertising box
• Website – Logo with hyperlink featured on sponsor page and homepage footer
• Social Media – Dedicated monthly Facebook post (running-related content to be provided by client)
• Electronic Direct Mail – 1 x dedicated EDM to registration data base (running-related content to be provided by client)
• Electronic Direct Mail – Logo in EDM communications
• Event Signage – 2 x branded corflute boards (start and finish) 1.2m (h) x 1.8m (w) (artwork provided by sponsor)
• Event Signage – Opportunity to display signage around the course (supplied by sponsor)
• Collateral – Logo featured on all event posters and DL flyer
• Recognition during official welcome speech
• Opportunity to present at official awards presentation
• Opportunity to start the Half Marathon, 10km or 5km race
• Opportunity for sampling or installation
• Complimentary exhibitor package (3m x 3m)
• Free entry for up to 5 runners
PACE PACKAGE

$2K
INVESTMENT

UN-LIMITED

• LED screen (entry) – Logo or graphic featured from 1st July 2016 (subject to conflicting client event sponsorship)
• LED screen (Grandstand) – 30 second TVC or logo to play throughout the day (content supplied by sponsor)
• Website – Logo with hyperlink featured on sponsor page and homepage footer
• Social Media – Dedicated Facebook post (running-related content to be provided by client)
• Electronic Direct Mail – Logo in EDM communications
• Event signage – Opportunity to display signage around the course (supplied by sponsor)
• Collateral – Logo featured on all event posters and DL flyer
• Opportunity for sampling or installation
• Complimentary exhibitor package (3m x 3m)
• Free entry for 2 runners

TEMPO PACKAGE

$1K
INVESTMENT

UN-LIMITED

• LED screen (Grandstand) – Logo or graphic featured throughout the day
• Website – Logo with hyperlink featured on sponsor page and homepage footer
• Electronic Direct Mail – Logo in EDM communications
• Event signage – Opportunity to display signage around the course (supplied by sponsor)
• Opportunity for sampling or installation
• Complimentary exhibitor package (3m x 3m)
• Free entry for 1 runner
NOW IS YOUR CHANCE!

DO YOU HAVE ANOTHER IDEA LIKE BRANDED WATER BOTTLES, CAPS OR TOWELS? LET'S DISCUSS HOW WE CAN TAILOR A PACKAGE THAT MEETS YOUR EXPECTATIONS, BUDGET OR UNIQUE CONCEPT.

CONTACT MARKETING COORDINATOR MATT ADAMSON ON 02 4730 0000 MATTHEW.ADAMSON@SPORT.NSW.GOV.AU
Another great way to be involved and connect with Western Sydney Marathon participants is to exhibit at the Health and Fitness Expo. The Expo will take place adjacent to the Registration Area, Kiosk and Grandstand so it is well-positioned to connect with your audience.

**Health & Fitness Expo**

- Opportunity to display or sell products and services
- Exhibition marquee 3m x 3m
- White back wall, sides optional
- Black clothed and skirted trestle table with chair
- 240v 10amp power
- Website ([westernsydneymarathon.com.au](http://westernsydneymarathon.com.au)) Logo with hyperlink on Health and Fitness Expo page

Additional options for promotions, sampling and installations are also available. Please contact us directly to discuss your ideas.

**Exhibitor Package**

$350 (inc GST)
All expressions of interest will be assessed by Western Sydney Marathon event organisers.

Organisation name

Contact name

Position

Address

Website

Phone

Email

Please tick your proposed level of interest

**Sponsorship level**

- Marathon ($10K)
- Long run ($5K)
- Pace ($2K)
- Tempo ($1K)

**Length of commitment (packages available for multi year)**

- 1 year
- 2 years
- 3 years
- 4 years
- 5 years
- Other ________

**Exhibitor**

- 3m x 3m
- Custom booth
- Power required
- Other sampling or installation

Tell us about your organisation, its goals and objectives

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

How do your organisation’s objectives align with Western Sydney Marathon and how can we help achieve this for you?

____________________________________________________________________

____________________________________________________________________

____________________________________________________________________

EXPRESSIONS OF INTEREST

IF YOU ARE INTERESTED IN ALIGNING YOUR BRAND WITH THE WESTERN SYDNEY MARATHON, PLEASE COMPLETE THIS FORM AND CONTACT MATT ADAMSON, MARKETING COORDINATOR ON MATTHEW.ADAMSON@SPORT.NSW.GOV.AU 02 4730 0000

WESTERN SYDNEY MARATHON.COM.AU  FACEBOOK.COM/WESTERNSYDNEYMARATHON

SATURDAY 1 OCTOBER 2016 AT SYDNEY INTERNATIONAL REGATTA CENTRE, PENRITH LAKES