Sponsorship proposal

Presenting sponsorship of the 2027 Riverfront Half Marathon, Louisville, Sunday, April 25, 2027.

CREATED BY

Riverfront Half Marathon, Inc.
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PREPARED FOR

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The race

The Riverfront Half Marathon has run along the Ohio River since 2014. Last April it drew 6,200 runners from 38 states, and about 25,000 people lined the course to cheer them on.

Two thirds of our runners live within 50 miles of Louisville. They are the members a community credit union wants to reach: working adults, families and first-time homebuyers who care about their health and their neighborhood. Since 2019 the race has given $410,000 to local youth running programs.

The 2026 race in numbers

From our registration data and the city's spectator estimate.

6,200

Runners

Half, 10K and kids' run

25,000

Spectators

Along the 13.1-mile course

18,000

Email list

Past runners, 41% open rate

64%

Local

Live within 50 miles

52%

Women

Median age 36

3.2M

Media reach

TV, radio and social

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Sponsorship levels

One presenting sponsor, up to four gold and eight silver sponsors.

PRESENTING

Name on the race

$25,000

one available

The race carries your name.

- name in the race title
- logo on bibs and shirts
- 20 race entries

GOLD

Mile marker partner

$12,500

four available

Own a section of the course.

- branded mile markers
- logo on shirts
- 10 race entries

SILVER

Expo partner

$6,000

eight available

Meet runners at the expo.

- 10 × 10 ft expo booth
- logo on the website
- 5 race entries

What each level includes

BENEFIT	PRESENTING	GOLD	SILVER
Name in the race title	Yes	–	–
Logo on runner bibs	Yes	–	–
Logo on finisher shirts	Front	Back	–
Start and finish arch	Yes	–	–
Expo booth	10 × 20 ft	10 × 10 ft	10 × 10 ft
Social media posts	8	4	2
Complimentary entries	20	10	5

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How we would bring your brand to life

Ideas we would work on with your team, all included in the proposed package.

The Mile 10 cheer zone

Your staff and members at the hardest mile of the course, with a DJ and branded signs.

A wellness talk at the expo

A 30-minute session on budgeting for big goals, led by one of your advisers.

Team Bluegrass

20 free entries for staff or members who run in a branded team shirt.

A thank-you to every runner

A dedicated email from you to all 18,000 runners on our list.

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Proposed package

Presenting sponsorship plus four add-ons. Sponsorship fees are not subject to sales tax.

#	ITEM	QTY	PRICE	DISC.	TAX	TOTAL
	Presenting sponsorship, 2027 race					
1	**Presenting sponsor rights** Code: PS-RIGHTS • Race name: Riverfront Half Marathon presented by Bluegrass Community CU • Logo on bibs, finisher shirts, the start arch and all race media • 20 complimentary race entries for staff or members	1 season	$25,000.00	–	0%	$25,000.00
	Subtotal: Presenting sponsorship, 2027 race					**$25,000.00**
	Add-ons					
2	**Mile 10 cheer zone, branded** Code: AO-CHEER Your staff and members cheering at the hardest mile, with a DJ and signage.	1 zone	$2,500.00	–	0%	$2,500.00
3	**Expo booth upgrade, 10 × 20 ft corner** Code: AO-BOOTH	1 booth	$1,800.00	–	0%	$1,800.00
4	**Financial wellness talk at the expo** Code: AO-TALK	1 session	$1,200.00	–	0%	$1,200.00
5	**Dedicated email to 18,000 runners** Code: AO-EMAIL	1 email	$1,000.00	–	0%	$1,000.00
	Subtotal: Add-ons					**$6,500.00**

Subtotal	$31,500.00
Sales tax (sponsorship fees not taxed)	$0.00
Total	**$31,500.00**

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Key dates

To have your name on everything, we need a decision before printing starts.

DEC 18
Agreement signed
Holds the presenting rights.

JAN 15
Logos and copy
For bibs, shirts and the website.

FEB 1
Registration opens
Your name on every confirmation.

APR 23–24
Race expo
Booth and wellness talk.

APR 25
Race day
Start arch and cheer zone.

Terms

1. Exclusivity

1.1 No other bank or credit union may sponsor or exhibit at the 2027 race.

2. Payment

2.1 50% on signing and 50% by February 15, 2027.

3. Cancellation

3.1 If the race is cancelled for weather or safety, we offer the same package for 2028 or refund 50% of the fee.

4. First refusal

4.1 You have the first right to renew the presenting sponsorship for 2028, until 30 days after the race.

Agreed

Signed for Bluegrass Community Credit Union and Riverfront Half Marathon, Inc.

FOR THE SPONSOR

_____

SIGNATURE

Bluegrass Community Credit Union

Name: _____

Date: ____ / ____ / _____

FOR THE RACE

_____

SIGNATURE

Riverfront Half Marathon, Inc.

Name: _____

Date: ____ / ____ / _____

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