

AMERICA'S LARGEST RELAY MARATHON

BEACH TO BAY RELAY MARATHON | CORPUS CHRISTI



ARMED FORCES DAY • MAY 21, 2016
CORPUS CHRISTI, TEXAS

SPONSORSHIP OPPORTUNITIES

LOCATION
LOCATION
LOCATION



HOW DO YOU
#BEACHTOBAY?
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BEACHTOBAYRELAY



HISTORY

TRADITION SINCE 1976

Since 1976, runners and fun-seekers have flocked to Corpus Christi, Texas to run the Beach to Bay Relay Marathon. In fact, many runners have done so multiple years as the annual event has become a tradition throughout the State of Texas.

The Annual Beach to Bay Relay Marathon is a six-person relay running event that consists of 26.2 miles. Beginning on the sands of North Padre Island, winding through Naval Air Station Corpus Christi and ending at McCaughan Park along Corpus Christi's scenic Shoreline Drive, the course is divided into six-legs of roughly 4.4 miles each.

Always held on the third Saturday in May, Armed Forces Day, B2B proudly honors the men and women serving in our United State Military. It's a tradition founded by Captain John Butterfield in 1976.

The event has grown to be the largest relay marathon in the United States. Attracting runners from all over the U.S. as well as Kenya, England and Mexico, approximately 2,600 teams totaling over 15,000 runners compete each year.

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A WORLDWIDE DRAW





\$3 MILLION
ECONOMIC IMPACT

Beach to Bay pumps nearly \$3 million a year into the Corpus Christi Area economy annually. Filling hotel rooms, restaurants, retail stores and attractions, many B2B participants come from other parts of the state and country. And the revenue generated through registrations and sponsorships goes to worthwhile causes assisting various local organizations in the Coastal Bend like Texas Special Olympics and Texas A&M University-Corpus Christi's Cross Country Team.

ANNUAL STATS

Hotel Stays	Aprox. 5,000
Spectators	16,000
Donations to non-profits	\$30,000

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HUGE MEDIA
FOCUS



SINGLE RUNNER
FULL MARATHON
OPTION NOW AVAILABLE

PASS IT ON!

ATHLETES

AMERICA'S LARGEST

16,000
RUNNERS

Athletes represent a large segment of the population. As a sponsor you will have access to over 16,000 runners and another 16,000 spectators along the relay route.

RUNNER DEMOGRAPHICS - B2B SPECIFIC

Average age of runner	36
Minimum age	9
Maximum age	75
Participants from Texas	90%

RUNNER DEMOGRAPHICS - NATIONAL DATA

- 55% of runners have a college degree
- Spend roughly \$8.5 billion/year on sports gear
- Average HH income of \$75,000 +

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CAPTIVE DEMO AGE

16-70



COVERAGE
ESTIMATED
\$50K
IN COVERAGE

Give your company maximum exposure by partnering with our well-established brand.

With a metro population of nearly 500,000 and host to over 7 million visitors each year, Corpus Christi is a great backdrop for any brand to extend its image in front of a captive and diverse audience. Corpus Christi is the largest coastal city in Texas and is located on the pristine beaches of North Padre Island. It's difficult to find a resident within a 100 mile radius who hasn't heard of Beach to Bay.

In addition to general paid advertising, social media and digital presence Beach to Bay receives nearly \$50,000 in unpaid media coverage through television newscasts, online news sources, radio coverage and industry editorial that reaches beyond the local market. The event is typically one of the largest events occurring in the city during its weekend and gets major attention as it is referred to as "Beach to Bay Weekend".

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7 MIL
ANNUAL VISITORS

41ST ANNUAL

Beach
to Bay

SPONSORS

JOIN OTHER GREAT
BRANDS



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OPPORTUNITY

SPONSORSHIP LEVELS FOR

EVERY BUDGET

PRESENTING SPONSOR

\$8,000

- Your Company Logo on top of finish line banner
- Display at Sports Exposition the day prior to the race
- Display at Award's Ceremony Stage
- Your Company Logo on fence banner
- Your Company Logo on the Official Event T-Shirts
- 1/2 page ad in the Official Event Race Program
- Your Company Logo on Race Day Numbers
- Presence on all promotional materials and event website
- On-site promotion at Sports Exposition
- Six Free Team Entries

GOLD SPONSOR

\$6,000

- Your Company Logo on top of Finish Line Banner
- Your Company Logo on Official Event t-shirts
- Presence on all promotional materials and event website
- On-site promotion at Sports Exposition
- Four Free Team Entries

41ST ANNUAL



OPPORTUNITY

SPONSORSHIP LEVELS FOR

**EVERY
BUDGET**

SILVER SPONSOR

\$3,500

Your Company Logo at mid-section of finish line banner
Your Company Logo on Official event t-shirts
Presence on all promotional materials and event website
On-site promotion at Sports Exposition
Two Team Entries

BRONZE SPONSOR \$2,500

Your Company Logo at lower-section of finish line banner
Your Company Logo on Official event t-shirts
Listing in all promotional materials and Beach to Bay Website

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CONTACT

16,000
SPECTATORS

The Beach to Bay Relay Marathon

c/o Corpus Christi Roadrunners
P.O. Box 8750
Corpus Christi, Texas 78468

361-881-6166

beachtobayrelay.com

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