AMERICA'S LARGEST RELAY MARATHON

Beach to bay relay marathon / corpus christi

sponsorship opportunities

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location
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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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World Wide Draw

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$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

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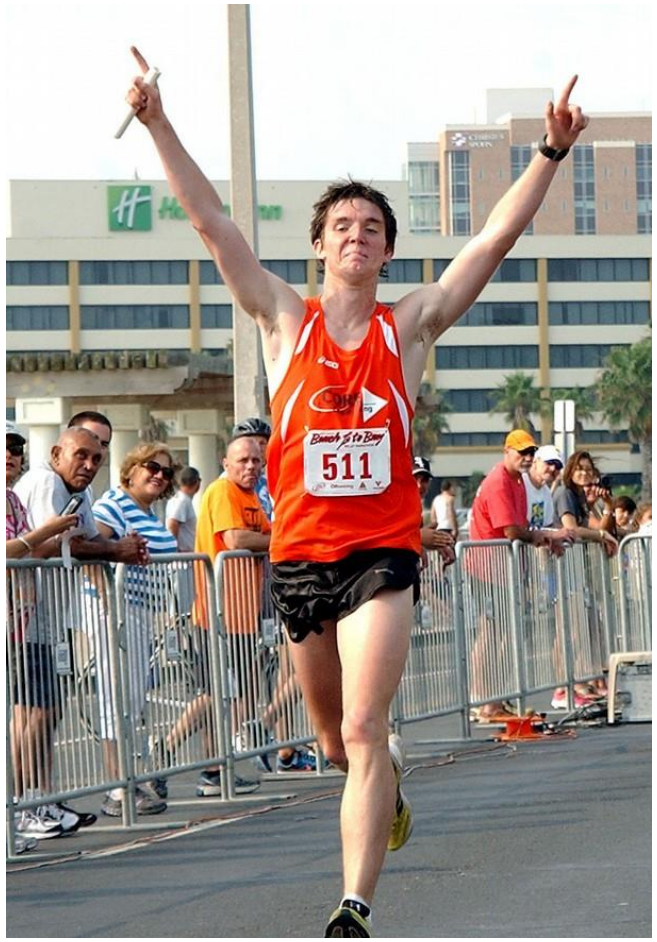
Athletes America's Largest 16,000 runners



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 + 16,000 runners

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Coverage estimated $50k

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 occuring 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

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Sponsorship levels for every budget

PRESENTING SPONSOR $10,000 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

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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

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