

Marathon High

Running Changes Everything



2017 Sponsor Information and Application



Connie Smith
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RUNNING CHANGES EVERYTHING!!!

Our 2016-2017 Season was a year of firsts for Marathon High! One of our students, Terrance from Sandalwood HS, WON the 26.2 with Donna half-marathon; we honored our 1,000th student to cross the finish line; we had our first wheelchair student and we had a record 450 students and coaches running. So proud of everyone at Marathon High!!

With your help, we are doing so much more than getting teenagers to run. We are changing the way teens think of themselves and what is possible; we are changing the way society thinks of teens; and we are changing the way teens think of each other.

Season 6 (2016-2017) has been incredible for Marathon High. Here is a recap of what we accomplished:

- a record 450 students and coaches this season
- awarding \$5,000 in college scholarships in May
- raised a record \$6,500 for breast cancer research and women with breast cancer
- added 2 new high schools for 18 total now in NE Florida
- We have collectively run over 100,000 miles
- Had a 100% completion rate with our students at the Donna Half-Marathon -- everyone who stepped up to the start line crossed the finish line
- Participated in six other 5K community races
- Volunteered at numerous charity events/races in our community
- Held a Thanksgiving canned food drive where our students donated a car-full of food for those in need
- Collected jeans for homeless youth through our "Jean for Teens" project
- Celebrated our 1,000th student crossing the finish line
- 1,271 teenage lives changed since we started Marathon High

We are turning the perception of teenagers upside down and showing the world how awesome they are.

We now turn our efforts toward the 2017-2018 season and we need your help. Marathon High is a registered 501c3 non-profit. We are an approved program by the school districts but are not supported financially by the schools. Marathon High is a free program for students, but the average cost per student is \$110. We rely on the community for volunteers and sponsorships.

Our theme this year is "Running changes everything" because we have seen the many effects of Marathon High on teenagers. This program changes their lives, their futures, and the way they view themselves, others, and the world.

Thank you in advance for your consideration and ongoing support. The transformations we are witnessing with these kids is amazing!

Connie Smith
Executive Director, Marathon High, Inc.
"Students in it for the long run."
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The Need for Marathon High

The health of our children today is at risk with alarming rates of childhood obesity, drug use, smoking, diabetes, poor nutrition and a severe lack of exercise. Many of these unhealthy conditions and behaviors stem from the fact that our youth are not getting the healthy living education and positive mentoring that they need today.

Too many teens are leading sedentary lifestyles, not exercising regularly during school and after school, consuming excessive amounts of junk food, and facing enormous amounts of peer pressure, stress and negative influences. All of this can be devastating to a teen's health, well-being, self-confidence, and future.

We're Out to Change All of That

Founded in February 2011, Marathon High is a regional nonprofit program in Northeast Florida that challenges at-risk teens ages 14-18 to train for a 13.1 mile half-marathon in order to develop positive futures. By training week after week for four months, this after-school program allows high school students to develop athletic skills, social skills, self-respect, self-esteem, courage, strength, confidence, healthy lifestyles and a positive direction.

Marathon High is a free program that is proudly partnered with the Galloway Training Program and the 26.2 With Donna, and we serve teens of all backgrounds and abilities in grades 9-12. The program is also non-competitive — meaning speed does not matter — so we reach teens who have never considered themselves an athlete and are not currently involved in athletics. Marathon High helps students overcome difficulties and obstacles in their lives and allows them to realize that anything is possible if they work hard and are committed. There is no other program in our area like this, and our results have been impressive.

How We Benefit Teens

Marathon High serves a diverse group of high school students, including many disadvantaged inner-city youth and Special Olympics kids. We are dedicated to promoting social change with teens throughout our community by helping them commit to a healthy lifestyle. This, in turn, will benefit students by:

- Lowering risks of developing depression and anxiety disorders.
- Decreasing risks of eating disorders, smoking, and alcohol use.
- Reducing risks of obesity, breast cancer, endometrial cancer, osteoporosis, heart disease, hypertension and diabetes.
- Increasing school performance and relationships with peers, parents and teachers.
- Increasing levels of self-confidence, self-esteem and self-image.
- Increasing energy, motivation, optimism and achievements.



"I have learned a lot of great things in Marathon High. How to be rid of doubt. Anything is possible with positive thinking and determination. I've learned the immense support that a group like Marathon High gives to their students and the positive effects that support has on each and every one of us." ~MH student



"MH has changed me by showing me that you can do anything you put your mind to." - MH Student

"Marathon High has changed me by making me a much more social person. Before I started running with Marathon High, I barely socialized with others, but once I joined, I was able to form multiple friendships with those who enjoyed running alongside me. It also changed me by showing me that if I really want to accomplish

something, I must stay committed until the very end, no matter what, and that the sense of pride and accomplishment you feel at the end is all worth it." - MH Student

College Scholarships

Marathon High also awards \$5,000 in college scholarships annually to MH seniors who exemplify the character and values of this program. We believe that completing Marathon High and a half-marathon is an achievement that requires commitment, perseverance, focus and determination -- all qualities required to succeed in college. These same inner qualities discovered by our students through their efforts in Marathon High will also carry them far in life.

It is with pride in their accomplishments and excitement for their future that we are offering these scholarships, which would not happen without the tremendous support and generosity of our supporters and our community.

We Need Your Help

Over the course of the last six years, we have served more than 1,271 local teenagers in the Jacksonville area. Marathon High is a free program for the schools and the students, and our out-of-pocket cost per student is \$110. In order to continue growing and giving more teens this life-changing experience, we are in need of corporate sponsors.

Sponsorship Benefits

A financial partnership with Marathon High offers you a unique opportunity to promote your organization, while supporting an extremely worthy cause. Following are some of the many benefits you will receive:

- Participation in a premier program for teens that will grow across the region
- Association with a thriving local community
- Association with a positive, healthy community program
- Cross-promotion with other sponsors
- Media Coverage
- Lots of fun and satisfaction!



Marathon High

Sponsorship Information and Application

Ultraman Sponsor Level - Title Sponsor of Program ***\$25,000***

- Official Title Sponsor of Marathon High Season Seven
- Official Tile Supporter of Marathon High
- Sponsor name recognition
- Sponsor logo on all Marathon High student team technical shirts
- Sponsor logo and link on our website
- Sponsor logo/advertisement in our Coaches training manual/booklet
- Sponsor logo/advertisement in our Parents training manual/booklet
- Sponsor logo/advertisement in our Students training manual/booklet
- Announcement and promotion on social media
- Sponsor announcements in press releases
- Sponsor signage at our ALL school events
- Invitation to our ALL school events
- Representation introduced at our ALL school events
- Space at our ALL school events
- Signage in the Marathon High Tent at the local 5ks we attend during the summer and the school year
- Opportunity to generate higher levels of consumer traffic by creating a coupon or branded item (at no cost to Marathon High) that would be provided to our students, coaches and parents

*"Before I never ran I was never athletic at all and I got a passion for running
I feel healthier and more energetic I've set new life goals
including eating healthier and being more active" - MH Student*

Ironman Sponsor Level - Official Community Running Sponsor of Students 5k

\$15,000

- Official Community Running Sponsorship level allows ALL students to compete in two local 5k races
- Will be referred to as the Official Community Running Sponsor for our students 5k in all print, broadcast and social media promotion.
- Signage in the Marathon High Tent at the local 5ks we attend during the summer and the school year
- Opportunity to have representation run with the students at the local 5ks
- Sponsor name recognition
- Sponsor logo on all Marathon High student team technical shirts
- Sponsor logo and link on our website
- Sponsor logo/advertisement in our Coaches training manual/booklet
- Sponsor logo/advertisement in our Parents training manual/booklet
- Sponsor logo/advertisement in our Students training manual/booklet
- Announcement and promotion on social media
- Sponsor announcements in press releases
- Opportunity to generate higher levels of consumer traffic by creating a coupon or branded item (at no cost to Marathon High) that would be provided to our students, coaches and parents

The community 5K races were a great experience for the students. - MH Coach

I love getting to see other schools and coaches on the run! The community races are awesome and they give the runners a chance to see their training at work! - MH Coach



Ultra-Marathoner Sponsor Level - School Sponsor

\$10,000

- Sponsors 90 students for 1 season
- Presenting Sponsor of our largest participating school
- Sponsor name recognition
- Sponsor logo on all Marathon High student team technical shirts
- Sponsor logo and link on our website
- Sponsor logo/advertisement in our Coaches training manual/booklet
- Sponsor logo/advertisement in our Parents training manual/booklet
- Sponsor logo/advertisement in our Students training manual/booklet
- Announcement and promotion on social media
- Sponsor announcements in press releases
- Sponsor signage at our ALL school events
- Invitation to our ALL school events
- Representation introduced at our ALL school events
- Space at our ALL school events
- Signage in the Marathon High Tent at the local 5ks we attend during the summer and the school year
- Opportunity to generate higher levels of consumer traffic by creating a coupon or branded item (at no cost to Marathon High) that would be provided to our students, coaches and parents
- Will be referred to as the presenting sponsor of _____ high school in all print, broadcast and social media promotion.
- You will get a prominent placement of your logo on the back of that schools team shirts, your logo on a sign at the school, and an opportunity to meet and run with the students at your school

Marathoner Sponsor Level

\$8,250

- Sponsors 75 students for 1 season of Marathon High
- Sponsor name recognition
- Sponsor logo on all Marathon High student team technical shirts
- Sponsor logo and link on our website
- Sponsor logo/advertisement in our Coaches training manual/booklet
- Sponsor logo/advertisement in our Parents training manual/booklet
- Sponsor logo/advertisement in our Students training manual/booklet
- Announcement and promotion on social media
- Sponsor announcements in press releases
- Sponsor signage at our ALL school events
- Invitation to our ALL school events
- Representation introduced at our ALL school events
- Space at our ALL school events
- Signage in the Marathon High Tent at the local 5ks we attend during the summer and the school year
- Opportunity to generate higher levels of consumer traffic by creating a coupon or branded item (at no cost to Marathon High) that would be provided to our students, coaches and parents

I absolutely loved being a coach this year. I saw the transformation of students that were shy and insecure into the most confident and strong willed young adults that I have ever seen. - MH Coach

Half Marathoner Sponsor Level

\$5,500

- Sponsors 50 students for 1 season of Marathon High
- Sponsor name recognition
- Sponsor logo on all Marathon High student team technical shirts
- Sponsor logo and link on our website
- Sponsor logo/advertisement in our Coaches training manual/booklet
- Sponsor logo/advertisement in our Parents training manual/booklet
- Sponsor logo/advertisement in our Students training manual/booklet
- Announcement and promotion on social media
- Sponsor announcements in press releases
- Sponsor signage at our ALL school events
- Invitation to our ALL school events
- Representation introduced at our ALL school events
- Opportunity to generate higher levels of consumer traffic by creating a coupon or branded item (at no cost to Marathon High) that would be provided to our students, coaches and parents



Racer Sponsor Level

\$2,750

- Sponsors 25 students for 1 season of Marathon High
- Sponsor name recognition
- Sponsor logo on all Marathon High student team technical shirts
- Sponsor logo and link on our website
- Sponsor logo/advertisement in our Coaches training manual/booklet
- Sponsor logo/advertisement in our Parents training manual/booklet
- Sponsor logo/advertisement in our Students training manual/booklet
- Announcement and promotion on social media
- Sponsor announcements in press releases
- Invitation to our ALL school events

*Before marathon high I wasn't the one to exercise or run at all.
The program not only got me active but it motivated me
to set even bigger goals for myself. Seeing myself start at zero
and make it to a half marathon makes me feel like I can
do anything I set my mind to. - MH Student*

Sprinter Sponsor Level

\$1,100

- Sponsors 10 students for 1 season of Marathon High
- Sponsor name recognition
- Sponsor logo on all Marathon High student team technical shirts
- Sponsor logo and link on our website
- Sponsor logo/advertisement in our Coaches training manual/booklet
- Sponsor logo/advertisement in our Parents training manual/booklet
- Sponsor logo/advertisement in our Students training manual/booklet
- Announcement and promotion on social media



Jogger Sponsor Level

\$550

- Sponsors 10 students for 1 season of Marathon High
- Sponsor name recognition
- Sponsor logo on all Marathon High student team technical shirts
- Sponsor logo and link on our website



The atmosphere of the entire program is life changing. Knowing that you're pushing yourself outside of your normal and doing something incredible like the half marathon makes it worthwhile. Not only is it fun, you meet people you might not have met before, you're exposed to places in your town you might not have seen before. You become a part of a team and you run for a great cause. And you're running alongside people twice your age or even older, as a high school student which is inspiring. - MH Student

In-Kind Sponsor Level (Product or Service)

Donation of Product/Service

- Official Sponsor of Marathon High
- Official Status will be based on wholesale cost of product or service (Exclusivity will require a separate negotiated cash + product/service donation)
- Invitation to our ALL school events
- Opportunity to generate higher levels of consumer traffic by creating a coupon or branded item (at no cost to Marathon High) that would be provided to our students, coaches and parents
- For significant value donations of product or service, may (upon further negotiations) allow for higher sponsorship benefit levels



Marathon High, Inc.

2017 Sponsorship Form

____ Yes, our organization will help teenagers transform themselves through a life-changing experience.

Sponsor Level:

- ____ Ultraman Title Sponsor- \$25,000
____ Ironman Presenting Sponsor - \$15,000
____ Ultra-Marthoner School Sponsor - \$15,000 List School: _____
____ Marathoner - \$8,250
____ Half Marathoner - \$5,500
____ Racer - \$2,750
____ Sprinter - \$1,100
____ Jogger - \$550
____ In-kind Donation of Product/Service: _____

Sponsor Company/Organization Name _____

Sponsor Contact Name (Print) _____ Title: _____

Sponsor Signature _____ (Authorized Signature)

Mailing Address _____

City _____ State _____ Zip _____

Phone () _____ — _____

Email _____

Website URL (Link for Promotion) _____

Marathon High, Inc. is a registered nonprofit in the state of Florida and an official 501c3 organization.

**Please make checks payable to "Marathon High, Inc." and mail to:
Connie Smith, 831 Acosta Street, Jacksonville, Florida 32204**

Thank you for your support!

**For Additional information, contact:
Connie Smith , Executive Director
Phone: 904-239-8437 Email: Connie@MarathonHighFL.org
Web Site: www.MarathonHighFL.org**

The Fine Print

Advertising cut-off dates:

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|--|--------------------|
| Signage at Summer Races: | May 15, 2017 |
| Coaches training manual/booklet: | August 15, 2017 |
| Parents training manual/booklet: | August 15, 2017 |
| Students training manual/booklet: | August 15, 2017 |
| NEW Students Mobile App: | August 15, 2017 |
| Student Team Technical shirts: | September 15, 2017 |
| Signage and Space at 1st ALL School Run: | October 15, 2017 |
| Signage and Space at 2nd ALL School Run: | December 15, 2017 |

Disclaimer:

- Exclusivity not guaranteed
- Marathon High and all of its constituents are not responsible for any corporation-supplied materials
- Marathon High and all of its constituents are not responsible for the accuracy of corporation-supplied information

