



THE 122ND RUNNING OF THE
**BOSTON
MARATHON**

presented by

John Hancock

**SPONSORSHIP
PROPOSAL**

compiled by

Alan Barlow
Nicole Glidden

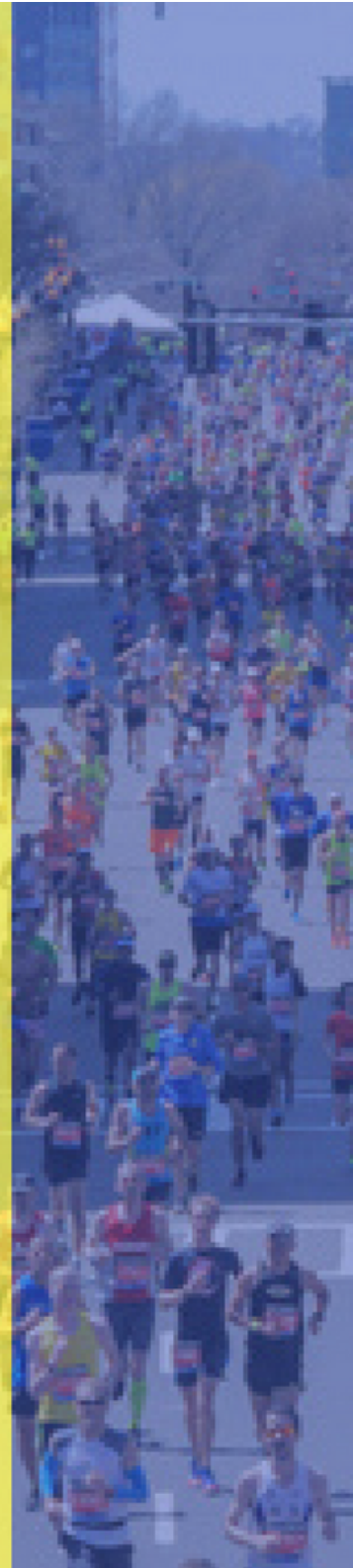
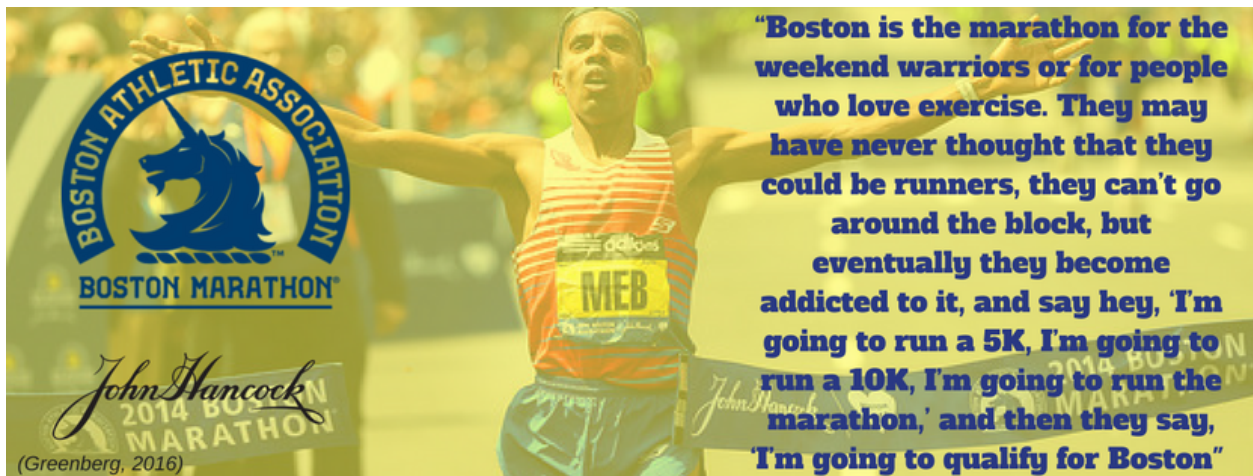


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OVERVIEW OF THE OPPORTUNITY

For more than 100 years, the Boston Athletic Association has hosted the Boston Marathon on Patriot's Day, the third monday in April, a historic holiday in Massachusetts commemorating the battles of Lexington and Concord during the American Revolution (Boston Athletic Association, 2017). Molly Mirhashem of Boston Magazine describes the Boston Marathon as "Boston's own national holiday, and the Marathon (as) the holiday's parade" (Mirhashem, 2013).

The Boston Marathon is the oldest annual marathon still held today. Beginning in 1987 with just ten finishers, the Boston Marathon has since grown to be one of the premier marathon races of modern day, attracting one of the world's largest fields in 1996 with nearly 36,000 runners finishing the centennial running of the marathon (Boston Athletic Association, 2017). The 26.2 mile long race attracts top marathon runners from around the world. The 2011 finisher broke, and still holds, the World Record for fastest marathon finish (Thompson, 2013).

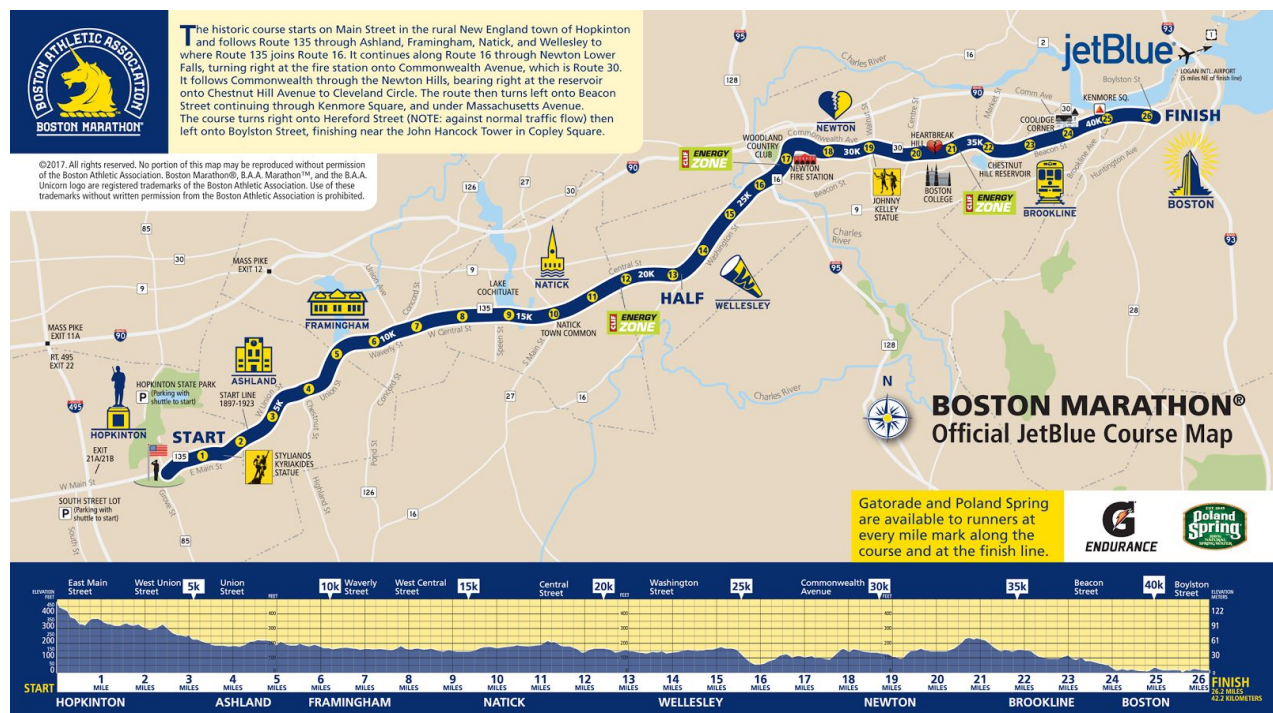
The highly competitive field is only part of the success of the Boston Marathon, which raised over \$34.2 million at the 2017 event in support of over 200 non-profit organizations. While some participants earn a spot in the selective race through qualifying times, others join charity teams, raising significant funds for many non-profit organizations including Boston Children's Hospital, Dana-Farber Cancer Institute, Red Cross of Massachusetts, and the Red Sox Foundation (Boston Athletic Association, 2017). Following the bombing at the finish line in 2013, the marathon has come to represent "collective strength and perseverance" (Greenberg, 2016).

FACTS OF THE EVENT

The 2018 Boston Marathon will take place on April 16, 2018 and is expected to draw over 500,000 spectators as well as over 30,000 runners from around the world (Mirhashem, 2013). The Boston Marathon will be held along the historic 26.2 mile route along Hopkinton, Ashland, Framingham, Natick, Wellesley, Newton, Brookline, and finishing at the historic Boylston Street finish line.

With distinguished history and an often highly competitive field, eyes from around the world focus on Boston as the world's top runners compete for the top spot. The Super Bowl is the only large scale single-day sporting event that draws more on-site media attention (Mirhashem, 2013).

While some runners pay for entry, others are required to hit fundraising goals. The registration fee for the Boston Marathon for qualifiers is \$180 for United States residents and \$240 for international residents (Douglas, 2017). Spectators are not ticketed and do not have to pay to cheer for runners.



Target Market





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VALS Segmentation - Achievers

VALS Achievers are committed to both their families and jobs. They are hard-working and goal-oriented, which matches with qualities needed to train for marathon running.

PRIZM Segmentation

Marathon runners can fall into multiple PRIZM segmentations due to variations in age, location, and wealth. Below are a selected few of the possible segments.

- Young Digerati

Young Digerati are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent and highly educated, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars, from juice to coffee to microbrew. Many have chosen to start families while remaining in an urban environment.

- Up-and-Comers

Up-and-Comers is a stopover for younger, midscale singles before they marry, have families, and establish more deskbound lifestyles. Found in suburban areas and second cities, these mobile adults, mostly age 25 to 44, include many recent college graduates who are into athletic activities, the latest technology, and nightlife.

- Home Sweet Home

Widely scattered across the nation's suburbs and second cities, the residents of Home Sweet Home tend to be younger, midscale



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families living in mid-sized homes. The adults in the segment, mostly under 55, have gone to college and hold professional and white-collar jobs. These folks stay busy remodeling and improving their homes, enjoy the occasional night out singing karaoke, and follow professional sports.

- Pools & Patios

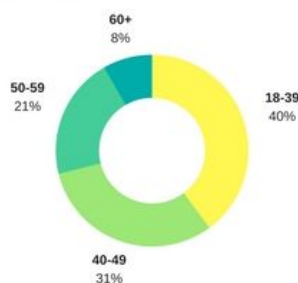
Pools & Patios is a segment of middle-aged suburban families. In these stable neighborhoods graced with backyard pools and patios, residents work as white-collar managers and professionals, and are now at the top of their careers. They are above average technology users, often researching products and shopping online.



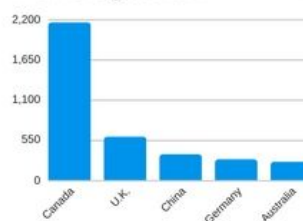
Target Market Assessment: Boston Marathon By the Numbers



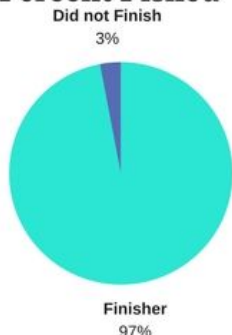
Age Breakdown



International Participation



Percent Fished



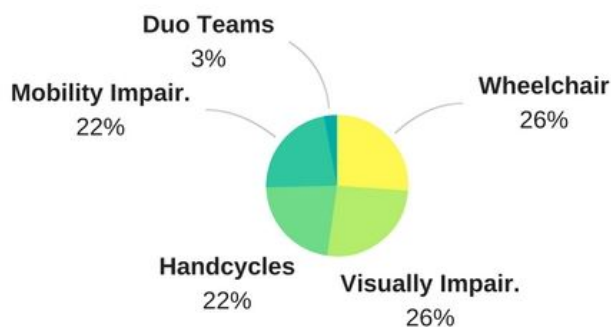
Gender Breakdown



Qualifying Times

Age Group	Men's	Women's
18-34	3:05	3:35
35-39	3:10	3:40
40-44	3:15	3:45
45-49	3:25	3:55
50-54	3:30	4:00
55-59	3:40	4:10
60-64	3:55	4:25
65-69	4:10	4:40
70-74	4:25	4:55
75-79	4:40	5:10
80+	4:55	5:25

Athletes with Disabilities Race Breakdown



Target Market Assessment: Marathon by the Numbers (2013)



Median Age

36

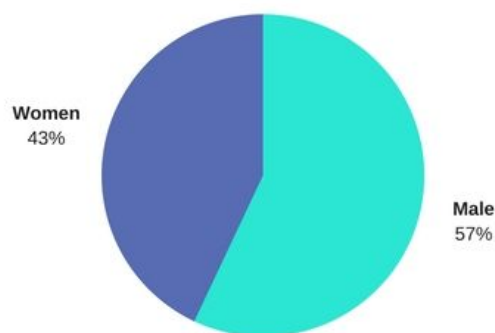
Fastest Average Time

#1 Boston 3:31:17

Most Finishers under 4 Hours

#1 Boston: 16,068

Gender Breakdown



Largest Globally

1. New York
2. Chicago
3. Paris
4. Berlin
5. Tokyo
6. London
7. Osaka

Largest Nationally

1. New York
2. Chicago
3. Marine Corps
4. Honolulu
5. Walt Disney
6. Los Angeles
7. Boston



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MARKETING PLAN

Marketing Mix (Tactics)

Product

The Boston Marathon is a unique event that appeals to a variety of people and impacts others as well. There are Elite runners, local marathon competitors, disabled athletes, charities, charity program runners, and the greater community (spectators and supporters). Because the marathon shuts down streets along the route and the crowd sizes the marathon attracts, transportation can be hard on Patriots Day in Boston. Expanding transportation opportunities in Boston and along the Marathon route would make getting to the marathon more attractive to spectators and participants. There is not many ways change the marathon experience, but the B.A.A. could take advantage of the large spectator presence for further development including spectator activities and interactions along the route. Some health or running related interactive activities would further engagement while also impacting the B.A.A.'s mission to support people in health goals.

Price

While some runners pay for entry, others are required to hit fundraising goals. The registration fee for the Boston Marathon for qualifiers is \$180 USD for United States residents and \$240 USD for international residents (Douglas, 2017). There is no fee for spectators, reserved seating is not for sale. Keeping it this way makes sense for an event of this magnitude and type. The majority of costs participants and supporters would incur are related to transportation and accommodations. Marathon Weekend is a busy time in Boston, with many hotels selling out of rooms and guests paying a premium to spend the weekend in the city.

Place

The Boston Marathon is not entirely very convenient or easy to attend. Considering an international perspective, Boston's Logan International Airport supports international travels right in the city. However, nationally, Boston is not centrally located for travelers coming from around the country. Boston also has a limited and aged infrastructure including accommodations and public transportation. Marathon attendees pay a premium for hotel rooms, often having to seek accommodations outside the city in order to find availability. Boston's complex and aged public transportations system can make it hard to get around the city, although not harder than driving through the maze of traffic-filled city streets. The majority of the event is in the morning, allowing for easier transportation during lower in demand times and on a holiday. Information on accommodations and transportation options is available to anyone at baa.org. Prior to the Marathon, the B.A.A. hosts a convention for runners to pick-up gear and get set-up to run the next day. This includes a hosted pasta dinner for all of the athletes.

Promotion

The Boston Marathon has many different levels of promotion as it works to attract qualifying runners, elite runners, sponsors, charity partners, and spectators. Below are just a few examples of how the Boston Marathon could reach these stockholders.





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Press Release

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For Immediate Release

Boston Marathon Reaches Field Cap

BOSTON, MA -- The 122nd running of the Boston Marathon will be Monday, April 16, 2018, hosted by the Boston Athletic Association and presenting sponsor John Hancock. Registration opened last month, on September 11th and Closed on September 20th, after the maximum number of athletes who qualified and applied for entry was reached.

Over 80% of the total field of 30,000 runners, as agreed upon by the B.A.A. with the Commonwealth of Massachusetts and communities along the 26.2 mile route, are going to be runners who have reached qualifying times at official races. The remaining field will be comprised of invited elites and participants in the official Boston Marathon Charity Partnership.

"It is great to see a fantastic group of talented athletes register to run Boston this spring", said B.A.A. CEO Tom Grilk. "The field for 2018 is shaping up to be one of the fastest and most competitive we have ever seen." For those who were not able to register due to time, their is still a chance to get involved with the official Charity Program, through over 100 local organizations with teams this year.

About the Boston Marathon:

The Boston Marathon, which has been held by the Boston Athletic Association since 1887, is the world's longest running marathon. The Boston Marathon attracts athletes from around the world to compete on one of America's most famous marathon courses and finish lines. Held on Patriot's Day annually, the Boston Marathon is an event that brings the local and global communities together for a day of celebrating the marathon.

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Email to Charity Partners

Subject: Marathon Monday Countdown

Hello Boston Marathon Charity Partners,

It may just be the beginning of fall, but we are hard at work planning for the **122nd running of the Boston Marathon** this spring & excited to have your organization as part of our official Charity Program.

Being accepted into our Charity Program is a significant achievement, you are doing great things! We look forward to working with you over the coming months to leverage maximum fundraising potential and further support your organization's mission.

Please take some time to review the fundraising toolkit available online at

We hope you are ready to hit the ground running!

Nicole Juri

Manager, Charity & Community Partnerships

Runner's World Magazine Page Advertisement (Summer 2017)



The advertisement is a vertical rectangular graphic. The left half has a yellow background with a faint image of a crowd. The right half is a vertical strip showing a large crowd of runners on a city street. At the top left is the Boston Athletic Association logo. Below it, the text 'BOSTON MARATHON' is written in a small, sans-serif font. In the center, the words 'BOSTON MARATHON' are written in large, bold, white, sans-serif capital letters. Below this, the date '04.16.18' is written in the same large, bold, white, sans-serif font. Underneath the date, there is a line of text: 'Join the Boston Athletic Association for the 122nd running of the Boston Marathon on April 16th, 2018.' Below this line, another line of text reads: 'Registration & Qualifying info available at BAA.org'. At the bottom, the 'John Hancock' logo is written in a white, cursive script.


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Join the Boston Athletic Association
for the 122nd running of the Boston
Marathon on April 16th, 2018.

Registration & Qualifying info
available at BAA.org

John Hancock

Facebook Cover Photo - to be used with official Charity Program to help fundraise



Boston Marathon App Push Notification

Push the following notification out to those with the Boston Marathon Phone App: ***"Boston is only 100 Days Away! Are you ready? Update the app for latest local travel & accommodations insights!"***

Flyer - to be given out at qualifying Half & Full Marathons around New England Summer 2017





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POTENTIAL ACTIVATION

Good Fit

A partnership between the Boston Marathon and John Hancock would be beneficial because of the community connection to the event, heightened brand visibility to an international audience, and an opportunity to shape consumer attitudes.

People who run in and support marathons are life-conscious (healthy living, family oriented, etc...) and likely to have financial stability, think long-term about their life, and willing to go the distance for planning lifelong wellness through insurance and investments. This is the exact market that would be attracted to the services that John Hancock offers.

The marathon is a perfect opportunity to showcase John Hancock as a brand to local, national, and global markets through participants, partner organizations, spectators & global news coverage.

This is an opportunity for John Hancock to have a positive association with The Boston Marathon, an event that locals care about, receives world-wide attention, and raises millions for well-known charities annually.

John Hancock Wall of Pledges

Summary: The Wall of Pledges allows for visitors to self-reflect on their personal wellness and publicly define their pledge towards lifelong wellness. The walls will be posted at every mile of the Boston Marathon with staff to engage the audience to write on the board.

Good Fit: Visitors will connect their wellness pledges to John Hancock through the headline "Sign Your John Hancock and Pledge How You Will Reach Lifelong Wellness!". John Hancock promotes lifelong wellness as one of their values and this activation would highlight this value to the community.

Operations: 26 walls will be set up at each mile of the marathon route, with headers encouraging visitors to "Sign Your John Hancock and Pledge How You Will Reach Lifelong Wellness!". The walls will have horizontal lines on them for visitors to write their wellness pledges and also John Hancock's information.



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People: Staff to plan and build walls, design banners, and transport materials to the location prior to the start of the race. Staff will also be needed to monitor the walls during the marathon to encourage visitors to write their pledges.

Supplies & Timeframe: Build frames and print materials prior to April 1st

Benefits Associated: Brand Awareness in connection to health and wellness

Costs: \$4,200

Run the Extra Mile: Financial Empowerment & Education

Summary: There will be a short scavenger hunt race located at the finish line aimed to interact with children and their guardians. Those who participate will learn about basic savings tools such as accounts and college savings by collecting “nest eggs” to fill their plastic piggy banks. While children participate in the hunt, financial advisors discuss financial empowerment with the guardians, creating a connection between John Hancock and taking care of one’s family.

Good Fit: This activation would be a good fit because of the family connection. Marathoners are typed as family-oriented, and John Hancock can support this side of their consumers by offering family-friendly activities at the Boston Marathon.

Operations: Children will be able to fill their piggy bank savings jars with “nest eggs” that they find with help from the staff on the scavenger hunt. This event promotes financial empowerment of youth, as higher education is expensive and families can start saving for it early on.

People: Activity volunteers to set up, supervise, and break down the scavenger hunt and financial advisors to communicate with the guardians

Supplies & Timeframe: Print material on financial empowerment, yard games for scavenger hunt, large plastic jars shaped like piggy banks & eggs. All supplies must be bought a month prior to the Boston Marathon.

Benefits Associated: Brand Awareness and Connection to potential consumers as a resource for investments and savings

Costs: \$400



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Socially Conscious Investing

Summary: A John Hancock booth will be set up at starting line with multiple clear tubes that are associated with local non-profit organizations. While runners are preparing for the marathon, spectators will receive tokens that they can place in their desired tube. The organization with the most tokens will receive a \$15,000 donation from John Hancock. Visitors will learn about investing and donating via the financial advisors at the booth while also connecting John Hancock to their mission of supporting local communities.

Good Fit: This activation would allow for John Hancock to promote their philanthropy while also encouraging potential customers to also thinking about investments and donations.

Operations: Before the Boston Marathon begins, spectators will be pulled into the Socially Conscious Investing booth where they will be greeted by financial advisors. The advisors will hand over tokens, encouraging the visitors to vote with their “funds” for the organization they want to win a donation from John Hancock. Visitors can also pick up investment information off the posters on the walls of the booth and if they wish to learn more about John Hancock, the financial advisors are there to assist.

People: Financial advisors onsite as educational tool and staff post-event to count tokens.

Supplies & Timeframe: Print material on investing and tax-deductible donations, tokens, large tubes, non-profit organization application. The application for non-profit organizations will need to be posted three to four months before the marathon to allow for the acceptance process and for materials to be printed.

Benefits Associated: Visitors will connect John Hancock to philanthropy and community wellness.

Costs: \$17,000



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John Hancock Retirement Mile (Mile 25)

Summary: The John Hancock Retirement Mile will be a featured part of the course for the entire 25th mile to promote information about saving for retirement. Banners will hang down over the course promoting John Hancock's retirement services such as "Did you know the recommended age to begin saving for retirement is 25?". Double-sided banners can be hung every .1 mile and will promote the John Hancock Retirement Mile.

Good Fit: 25 is the recommended age to start planning for retirement so the 25th mile is the perfect opportunity for John Hancock to promote retirement services. The 25th mile, as it is very close to the finish line, draws the largest amount of spectators.

Operations: Boston Marathon signage staff will ensure banners are hung prior to the event.

People: No additional personnel are required for this activation.

Supplies & Timeframe: Final designs for overhead banners 30 days in advance for printing 15 days in advance.

Benefits Associated: Runners and Spectators will connect John Hancock through brand awareness and considering retirement services offered by John Hancock.

Costs: \$5,000

BENEFITS



Total Benefits Value: \$2.5 Million



John Hancock will be the **Title Sponsor** for the Boston Marathon. All official day of signage will present the logo above and larger than any other sponsor.



The **Finish Line** will feature the John Hancock logo across the **banner**, along the side **fencing**, and on the **finish line tape** for division top finishers.



John Hancock will be **featured** throughout the official Boston Marathon **Social Media** network throughout the pre-race promotions at least twice a week (Sept. 2017 - April 2018).



John Hancock will receive a minimum of **200 day of Television features** (including 10 direct mentions) and **15 radio mentions** over the course of race day coverage on global broadcasts.



John Hancock will directly sponsor **all awards** including the **medals** received by each runner which will feature the John Hancock logo.



John Hancock will act as the **presenting sponsor** for the Boston Marathon **Non-Profit Partnership program**, helping raise over \$30 million for local charities.



John Hancock will be introduced at the **pre-race and post-race press conference** as the title sponsor and a representative will be given two minutes to speak.



The **John Hancock Retirement Mile** will feature **11 banners** educating runners and spectators about saving for retirement.



The **John Hancock Wall Pledge** stations will be at every mile and allow spectators to consider lifestyle goals with accompanied promotional material.



Socially Conscious Investing will promote the positive good John Hancock does as event participants vote for a charity John Hancock will contribute to.



The **Run the Extra Mile** will be an opportunity for John Hancock advisers to **interact with families** through a fun and educational game.



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INVESTMENTS

The Boston Athletic Association is seeking to develop a multi-year event title partnership with John Hancock, a Manulife company, for the historic Boston Marathon in exchange for the rights and benefits outlined herein, whom will make the following commitment:

Sponsorship Cost:

One Year: \$1.2 Million (2018)

Two Year: \$2.2 Million (2018 & 2019)

Five Year: \$5 Million(2018-2022)

The B.A.A. strongly encourages a multi-year commitment to this partnership. Recognition and value will only grow greater through a consistent multiple year activation.

Recommended Payment Plan:

September 1st: 30%

Registration is Live September 11th

February 14th: 40%

Race Day is Two Months Away

April 1st: Final 30%

Race Day is Two Weeks Away

The B.A.A. looks forward to the continued support of John Hancock through a multi-year commitment in support of the local yet globally recognized historic Boston Marathon.



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