



Partnership & Sponsorship opportunities

2019 Race Information:
Sunday, October 13
Fayetteville, Arkansas

The Race

Now in its sixth year, the Hero Half Marathon is hosted by The Spark Foundation in partnership with Fayetteville Firefighters Association - IAFF Local 2866 to honor and celebrate the dedication and contribution of our everyday heroes and help our community get active outside. Race proceeds benefit local IAFF Local 2866's chosen charities and The Spark Foundation's school and community outreach programming that increases access to fitness education opportunities for all ages. Will you join us?

2018 Demographics at a Glance: 670 runners - 61% female, 47% ages 30-49, 42% from Fayetteville, 14% out of state; 216 volunteers

Benefits of Sponsorship

Your donation is tax-deductible. Furthermore, your business will be recognized in our announcements during race day commentary and known as an organization that gives back to the community. All levels of sponsorship include listing on race registration site and race week emails in addition to 20% off all race registrations in addition to the following perks by sponsorship level.



Sponsorship Levels*

Chief: \$5,000+ (Exclusive Presenting Sponsor)

- Premier logo placement & noted as presenting sponsor on race shirt
- Logo in all print, social media, and email race promotion
- Prime booth location at event

Battalion Chief: \$3,000-\$4,999

- Large logo on race shirt
- All print and electronic promotion
- Booth at event

Captain: \$1,000-\$2,999

- Medium logo on race shirt
- All print and electronic promotion

Driver: \$500-\$999

- Small logo on race shirt
- Select print and electronic promotion

Firefighter: \$250-\$499

- Company name on race shirt
- Most promotional materials



If you wish to become a sponsor or have any questions, we would love to hear from you!

The Spark Foundation: Melissa Caffrey, director@mysparkfoundation.org, 479-387-7116

Please let us know your commitment ASAP so that we may include you in promotional materials. Final deadline for inclusion: August 1, 2019.