



# HUDSON VALLEY MARATHON AT THE WALKWAY OVER THE HUDSON

PARTNERSHIP DECK



MAY 5, 2024





**Alpha Win**, formerly HITS Endurance, is an endurance sports race company and national brand established in 2021 to give endurance athletes a safe and exciting race with a distance for everyone!

**Alpha Win** is proud to bring back the Hudson Valley Marathon at the breathtaking Walkway over the Hudson, which is the longest elevated pedestrian bridge in the world!

The **May 5** race will feature five distances in one day including a **Marathon, Half Marathon, 10K, 5K** and a **1 mile family race**.

More than 1,500 runners and over 4,500 spectators will be part of this historic event.







## RUNNING IS THE CORE OF HEALTH & WELLNESS IN THE U.S.

Running has become synonymous with “self-care” – an outlet for both physical and mental fitness – as evidenced by the 19 million Americans who enter running events every year.

### RUNNERS ARE HEALTHY

85% of runners classify themselves as “healthy”

79% credit running with improving their physical health 81% credit running with improving their mental health

### RUNNERS ARE WEALTHY

57% earn over \$100,000 per year

\$1,795 spent on running-related expenses per year, on average

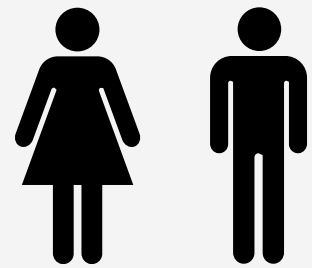
### RUNNERS ARE COMMITTED & MOTIVATED

55% run at least 4 days/week

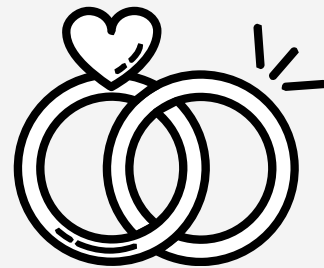
10 events entered each year, on average



# DEMOGRAPHICS



75% Male  
25% Female



80%  
Married



89% College Grad  
63% Post-College



\$118k  
Average HHI



71%  
Age 24-44







# ***SPONSOR OPPORTUNITIES***

Title (1 Available) \$10,000	Presenting (3 Available) \$2,500-\$5,000	Supporting \$1,000
<ul style="list-style-type: none"><li>• Full naming rights &amp; category exclusivity</li><li>• Inclusion in official press release</li><li>• Logo inclusion and link on all emails and website pages</li><li>• A banner ad and link in registration confirmation email</li><li>• Four co-branded email and social posts (FB, IG, IG Story) to all participants</li><li>• A Full Page ad in Athlete Guide</li><li>• Logo inclusion on all event merchandising including race shirt, medal ribbon, bib and finisher certificate</li><li>• Major footprint at pre-race expo and post-race festival</li><li>• High visibility signage and activation at the above plus on-course</li><li>• A minimum of eight (8) sponsor announcements during the event</li><li>• The opportunity to include a product and/or offer in every athlete bag</li><li>• 10 complimentary race registrations</li></ul>	<ul style="list-style-type: none"><li>• Presenting Sponsor of one of the five distances</li><li>• Logo inclusion and link on all emails and website pages</li><li>• A banner ad and link in registration confirmation email</li><li>• A Full Page ad in Athlete Guide</li><li>• Logo inclusion on race shirt and medal ribbon for sponsored distance.</li><li>• Three (3) co-branded emails and social posts (FB, IG, IG Story) to all participants</li><li>• Major footprint at pre-race expo and post-race festival</li><li>• High visibility signage and activation at the above plus on-course</li><li>• The opportunity to include a product and/or offer in every athlete bag</li><li>• 8 complimentary race registrations</li></ul>	<ul style="list-style-type: none"><li>• Logo inclusion and link on all emails and website pages</li><li>• A Full Page ad in Athlete Guide</li><li>• One (1) co-branded email to all participants</li><li>• One (1) co-branded social post (FB, IG, IG Story) to all participants</li><li>• Logo inclusion on race shirt</li><li>• A 10x10 booth at the pre-race expo</li><li>• The opportunity to include a product and/or offer in every athlete bag</li><li>• 4 complimentary race registrations</li></ul>
		<b>Expo Vendor \$350</b>
		<ul style="list-style-type: none"><li>• 10 x 10 space at the pre race expo</li><li>• 10 x 10 space the day of the race</li></ul>



# 2023 SPONSORS



New York State  
Parks, Recreation and  
Historic Preservation



**ZYM**  
HYDRATION



Morgan Stanley





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# THANK YOU



*We look forward to working with you!*

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