

HALF MARATHON

MAIN STREET MILE

Lexington Medical Center  
**GOVERNOR'S CUP**  
 COLUMBIA, SC'S *Running* FESTIVAL

5K RUN/WALK

KID'S MAIN ST. MILE

HALF MARATHON • 5K • MILE



2020  
 Sponsorship Opportunities



Join us February 21-22, 2020





Friday + Saturday, February 21 + 22  
Governor's Cup Road Race

Main Street  
Columbia, S.C.

We are pleased to announce that the Governor's Cup Road Race has as new date of February 21 and 22. In recent years the event has been held in May, and warmer than ideal conditions have been experienced. The Event Committee that manages the Governor's Cup is committed to providing an outstanding race experience for participants of all types, ranging from world class half-marathoners to kids who are experiencing their first organized running event.

South Carolina's Running Festival kicks off on Friday, February 21 at 1312 Main Street where several hundred kids participate in the Kid's Main Street Mile. After kids and families participate in this fun run, we shift gears to our open and elite adult Main Street Mile.

On Saturday, February 22, the Half Marathon begins at 8:00 am and the 5K Run/Walk will follow at 8:20 am. Both races will experience a fun, challenging, and scenic course that includes historic areas and will encounter entertainment from more than 25 Spirit Corps locations on the course. Our finish area includes music, food, vendors, and activities leading up to our award ceremonies and post-race celebration.

You can expect that our attendance will reach over 2,000 participants including over 800 kids on Friday night. As a sponsor of the event, you will have the opportunity to reach over 5,000 potential clients. You will also receive several sponsor benefits which can be found on pages 3-5.

Thank you for your consideration of supporting Governor's Cup Road Race. We expect to meet the highest standards for competitive running events as our motto has always been, "Our events are managed by runners for runners." We appreciate your review and look forward to hearing from you.

Sincerely,  
The Governor's Cup Road Race Event Committee

- Russ Pate, Event Director
- Kerry McIver Cordan, Kids Main Street Mile
- Mark Stout, Race Operations
- Ed Bosch, Race Operations
- Katie Miller, Event Coordinator
- Jeremy Becraft, Main Street Mile
- Ray Renner, Finish Line Environment
- Kathryn Cavanaugh, Elite Athletes
- Dawn Catalano, Spirit Corps

**Event  
Committee**



# 2019 Governor's Cup weekend at a glance:

TOTAL NUMBER OF REGISTRANTS

2,003

HOW MANY PARTICIPATED IN KIDS MAIN STREET MILE ?

802

*Breakdown of the 1,201 adults who participated*

570 MALE



642 FEMALE



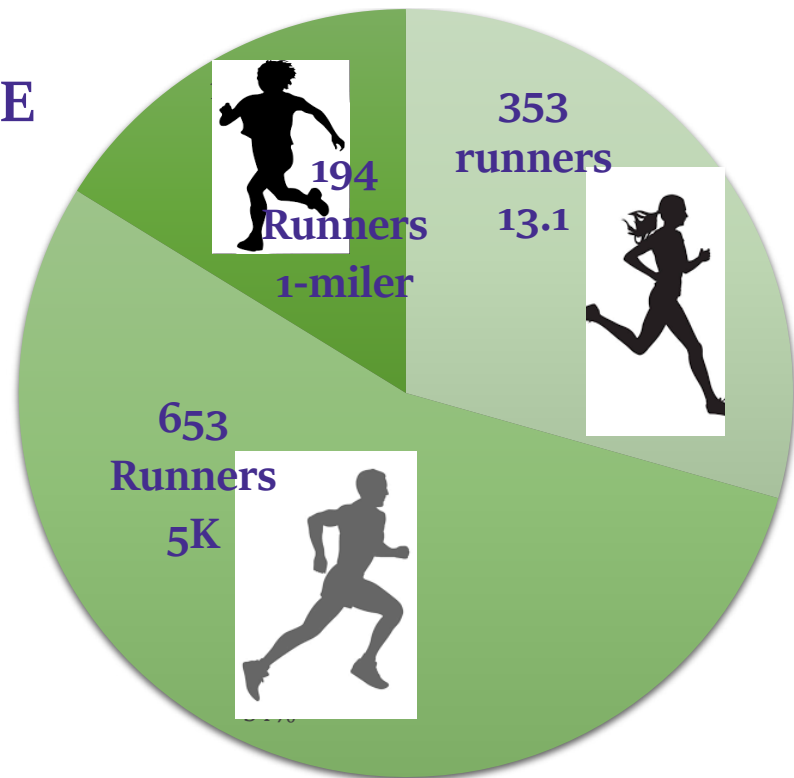
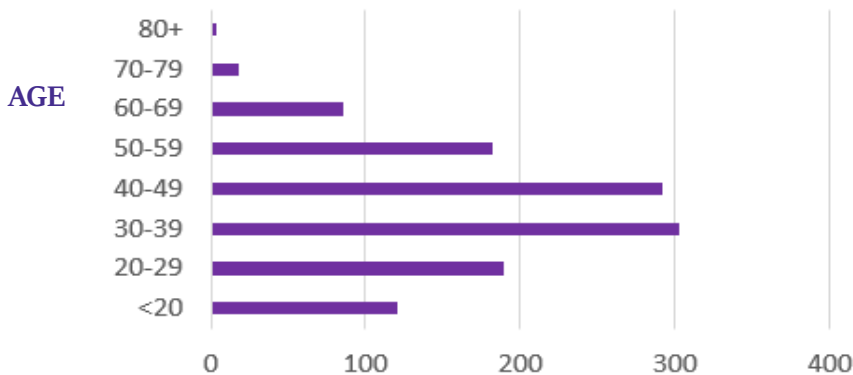
Top 3 States



SC  
NC  
GA

registrants from 19 states

No. of registrants



Target household income:

\$75,000-\$99,000

Second highest:

\$100,000-\$124,000






























# SPONSORSHIP OPPORTUNITIES

Cash + In kind

**Special Thanks to  
Lexington Medical Center,  
Title Sponsor  
2020 Governor's Cup Road  
Race**



**LEXINGTON  
MEDICAL CENTER**

Benefits	Platinum \$25,000	Gold \$15,000	Bronze \$10,000	Silver \$5,000	Emerald \$2,000
complimentary registrations to walk or run	10	8	5	3	
recognition during opening ceremony					
50-word writeup and ad space on website					
logo with hyperlink in the sponsor section of website					
name listed in the sponsor section of website					
logo placement in all printed and electronic materials					
logo on finish line chute					
opportunity for table at the finish line on February 22					
recognition on the Governor's Cup social media channels					
opportunity to add a promotional item to race bags for Kids Mile, 1 Mile, 5K and Half Marathon (approx. 2,000)					



# EXCLUSIVE SPONSORSHIP OPPORTUNITIES

cash + in-kind | 2020 first right of refusal (due 10/16/20)

Race Bag	\$5,000	<ul style="list-style-type: none"> <li>• Sport drawstring backpack with logo on approx 1,200 bags for runners</li> <li>• Name listed in the sponsor section of website</li> <li>• Name mentioned on Governor Cup's social media channels</li> <li>• Opportunity to put giveaway item in approximately 2,000 bags for participants</li> </ul>
Shoe Wallet	\$5,000	<ul style="list-style-type: none"> <li>• Keep runners' hands free with a branded shoe wallet. Easily secures to the shoe laces with a hook-and-loop closure. (approx. 2,000)</li> <li>• Name listed in the sponsor section of website</li> <li>• Name mentioned on Governor Cup's social media channels</li> <li>• Opportunity to put giveaway item in approximately 2,000 bags for participants</li> </ul>
Half Marathon Mile Marker	\$2,000	<ul style="list-style-type: none"> <li>• Logo on mile marker signs along half marathon route (miles 4-13)</li> <li>• Name listed in the sponsor section of website</li> <li>• Name mentioned on Governor Cup's social media channels</li> <li>• Opportunity to put giveaway item in approximately 2,000 bags for participants</li> </ul>
Running Scarf	\$2,000	<ul style="list-style-type: none"> <li>• Logo placement on bandana scarf for participants (approx. 1200)</li> <li>• Name listed in the sponsor section of website</li> <li>• Name mentioned on Governor Cup's social channels</li> <li>• Opportunity to put giveaway item in approximately 2,000 bags for participants</li> </ul>
5K Mile Marker	\$1,500	<ul style="list-style-type: none"> <li>• Logo on 3 mile marker signs along 5K route (miles 1-3)</li> <li>• Name listed in the sponsor section of website</li> <li>• Name mentioned on Governor's Cup social media channels</li> <li>• Opportunity to put a giveaway item in approximately 2,000 bags for participants</li> </ul>
Hospitality Tent	\$1,500	<ul style="list-style-type: none"> <li>• Logo on sign next to Hospitality Tent located at finish line on Saturday</li> <li>• Heaters provided along with food and beverage</li> <li>• Name listed in the sponsor section of website</li> <li>• Name or business mentioned on Governor Cup's social media channels</li> <li>• Opportunity to put a giveaway item in approximately 2,000 bags for participants</li> </ul>
Selfie Station	\$1,500	<ul style="list-style-type: none"> <li>• Logo on Selfie Station sign for Friday evening</li> <li>• Logo on sign attached to Selfie Station located at finish line area on Saturday</li> <li>• Name listed in the sponsor section of website</li> <li>• Name or business mentioned on Governor Cup's social media channels</li> <li>• Opportunity to put a giveaway item in approximately 2,000 bags for participants</li> </ul>
Spirit Corps	\$1,000	<ul style="list-style-type: none"> <li>• Name/logo recognition at all Spirit Corp locations along the routes</li> <li>• Name listed in the sponsor section of website</li> <li>• Name or business mentioned on Governor's Cup's social media channels</li> <li>• Opportunity to put a giveaway item in approximately 2,000 bags for participants</li> </ul>
Balloons	\$1,000	<ul style="list-style-type: none"> <li>• Balloon tower in prominent locations with signage with sponsor's name</li> <li>• Name listed in the sponsor section of website</li> <li>• Name mentioned on Governor Cup's social media channels</li> <li>• Opportunity to put a giveaway item in approximately 2,000 bags for participants</li> </ul>
Volunteer Shirts	\$1,000	<ul style="list-style-type: none"> <li>• Logo placement on volunteer T-shirts (approx. 150)</li> <li>• Name listed in the sponsor section of website</li> <li>• Name mentioned on Governor Cup's social channels</li> <li>• Opportunity to put giveaway item in approximately 2,000 bags for participants</li> </ul>

**SOLD to Columbia Fireflies**

Presenting sponsorships available for our signature events, including the 5K, Main Street Mile and Kids Main Street Mile. For more information on these sponsorships or to customize an exclusive sponsorship, contact Katie Miller at 803-960-6202 or [Katie.Miller@Governorscupsc.org](mailto:Katie.Miller@Governorscupsc.org).

# Governor's Cup Road Race

## 2020 Commitment Form

Yes! I would like to support Governor's Cup Road Race as a \_\_\_\_\_ sponsor, at a value of \$ \_\_\_\_\_.

Company (how it will appear in print) \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Work Phone \_\_\_\_\_ Cell phone \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Social channels/handles \_\_\_\_\_

Signature \_\_\_\_\_

Send acknowledgement to \_\_\_\_\_

Address \_\_\_\_\_ City/State/ZIP \_\_\_\_\_

Invoice me for my gift of \$ \_\_\_\_\_ in \_\_\_\_\_ installments

Check enclosed (made payable to Carolina Marathon Association) | Federal Tax ID # is 57-0989561

Visa  MasterCard  American Express  Discover

Account number: \_\_\_\_\_

Name on card: \_\_\_\_\_

Expiration date: \_\_\_\_\_

Amount to be charged to credit card: \$ \_\_\_\_\_

Signature: \_\_\_\_\_

If logo inclusion is part of your sponsorship, please send the following file formats: eps, jpg, ai, png.  
Send both black and white and 4-color files.

Return your completed form and logos to Katie Miller at Governor's Cup Road Race  
Katie.Miller@governorscupsc.org | 803-960-6202 | www.Governorscupsc.org