

BANK OF AMERICA 



Tallahassee MARATHON & HALF MARATHON



Race Ready Gateway

(Packet Pickup)

Saturday, February 6, 2027



**Marathon & Half
Marathon Race Date**

Sunday, February 7, 2027

Start line: *Leon County Courthouse*

Finish line: *College Town*



Sponsorship Opportunity

The **Bank of America Tallahassee Marathon and Half Marathon** has emerged as one of the Southeast's most respected endurance events. With **2,994 participants** from **26 states and 50 Florida counties**, this signature race positions Florida's capital city as a must-visit destination for competitive and recreational runners alike.

Bringing visibility, vibrancy, and visitor dollars into the region, the event is a compelling platform for sponsors looking to align with health-conscious, community-minded, and highly engaged consumers.



563 runners traveled from outside Leon and Wakulla Counties, contributing directly to hotel occupancy, restaurant revenue, and retail foot traffic.

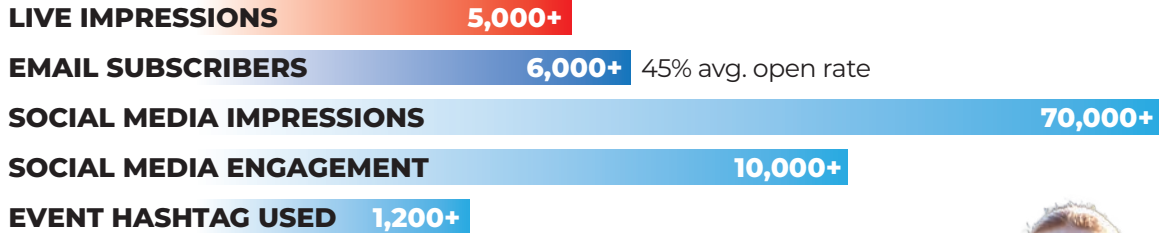


The marathon route is a curated city showcase—leading runners through **downtown landmarks, historic neighborhoods, canopy roads, and parks.**



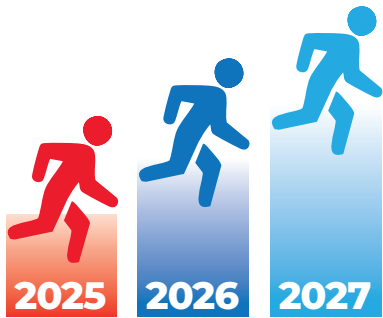
With a strong year-over-year increase in participation, the race drives measurable **economic benefits** and enhances the visibility of Tallahassee on the national race calendar.

Participant Profile & Sponsorship Exposure Snapshot



Engaged, Active, and Ready to Connect With Your Brand

The Bank of America Tallahassee Marathon and Half Marathon doesn't just attract runners—it creates a **high-impact marketing channel** reaching thousands of active, health-conscious, and community-minded consumers.



Audience Snapshot

- 2,994 registrants and 300+ volunteers in 2026, expecting 4000+ runners in 2027
- 563 out of town runners in 2026

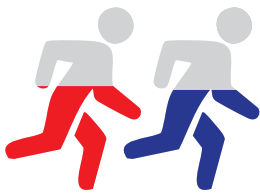


Demographic Highlights

- **67% of runners were under 30** – Prime audience for lifestyle, tech, beverage, fitness, and consumer brands
- **51% female, 49% male** – Balanced reach across genders
- **Participants from 26 states + 50 Florida counties** – Local loyalty + national visibility



UNDER
30YO



FEMALE MALE

Why This Matters for Sponsors

This is more than a feel-good community event. It's a **targeted platform to promote your brand** to an audience that's:

- Tech-savvy and social (Instagram, Strava, Facebook active)
- Brand-loyal and value-driven
- Eager to share new experiences, gear, and local businesses

From bib numbers and race shirts to cheer zones and packet pickup, your sponsorship gets real attention—**before, during, and long after race day**. Let's turn finish-line pride into brand recognition for you.



Sponsorship Opportunities

SPONSORSHIP TIER	PRICE & AVAILABILITY	BRAND REACH	AUDIENCE ACCESS	BRAND ACTIVATION
TITLE SPONSOR	\$20,000 Sold	Logo on bibs, medals, race shirt. Top placement in all race promotions Social media takeover.	10 race entries Premium 10x10 booths at Expo & Finish Festival	Finish line arch branding Branded mile markers Custom cheer zone or selfie wall
PRESENTING SPONSOR	\$10,000 Limit 1	“Presented by” in all marketing, Logo on shirt & website Social + email features.	8 entries Expo & Finish Festival space	Branded recovery zone, packet pickup display
START LINE GATEWAY SPONSOR	\$7,500 Limit 1	Logo on start structure, Website & race guide presence Social feature.	8 entries Expo + Finish Festival access	Branded warm-up zone Staff engagement at start line
FINISH FESTIVAL SPONSOR	\$7,500 Limit 1	Logo on shirt and stage area signage Website logo	8 entries Prime Finish Festival booth	Festival stage branding Emcee recognition
PLATINUM SPONSOR	\$5,000 Limit 1	Logo on shirt Website logo Email and social mentions	6 entries Expo + Finish Festival booth	Sponsor hydration station, selfie wall, or insert in race packet
GOLD SPONSOR	\$1,500 Limit 5	Logo on shirt & website Social media post	4 entries Expo booth	Mile marker signage Swag bag or packet insert
SILVER SPONSOR	\$1,000 Limit 10	Website logo Group social mention	2 entries Shared vendor space at Expo	Packet insert
FRIENDS OF THE RACE	\$500 Unlimited	Name listed on website & signage	Recognition on sponsor boards	Name/logo on shared signage at finish

Make Your Brand More Than a Logo — Make It an Experience

Beyond visibility, today's sponsors want engagement. The Bank of America Tallahassee Marathon & Half Marathon offers memorable, high-touch opportunities to create lasting brand impressions. These add-on activations and naming rights give sponsors the chance to **own key moments**, interact with runners, and become part of the story.

Signature Add-On Sponsorships:

SPONSORSHIP	INVESTMENT	SPONSORSHIP BENEFITS
VOLUNTEER SHIRT SPONSOR	\$3,000	Logo on all volunteer shirts; thank-you signage; name included in volunteer communications
MEDICAL TENT SPONSOR	\$2,500	Prominent signage at medical tent area; name included in course safety announcements and thank-you signage; recognition on race website as a safety partner
AWARDS CEREMONY SPONSOR	\$2,500	Stage signage; branded podium backdrop; verbal recognition during awards; name on race results page
MILE MARKER SPONSOR	\$750 per mile	Signage at your sponsored mile; option to staff the station with your team; mention in course materials



Experiential Activation Ideas

Include these in existing packages or customize your own.

- **Branded Cheer Zone:** Bring music, signs, and high energy to a dedicated stretch of the course
- **Photo Wall or Selfie Station:** Feature your logo on a backdrop runners can't resist sharing
- **"Powered By" Warm-Up Area:** Provide branded mats, signs, or trainers pre-race
- **Finish Festival Engagement Tent:** Host a game, massage chair, or product sample tied to your brand
- **Digital Story Integration:** Sponsor a race-day Instagram Story or post-race photo album featuring your name

Why These Opportunities Work

- **Runners remember the brands that supported their best moments:** the welcome smile at packet pickup, the coffee that hit just right, the music that pushed them up the final hill.
- These activations go beyond passive impressions—they **create emotional, shareable, and loyalty-building moments.**
- Perfect for brands looking to **engage locally while expanding reach digitally.**

Next Steps

Sponsoring the Bank of America Tallahassee Marathon and Half Marathon is a chance to connect with thousands of health-minded consumers, travelers, and families—while supporting a beloved community event that puts Florida's capital city on the national stage.

Contact: marathonteam@gulfwinds.org | TallahasseeMarathon.com
Let's build a partnership that runs far beyond race day.



Participant Feedback: The Reflective Glow That Sponsors Get to Share

When you sponsor the Bank of America Tallahassee Marathon and Half Marathon, you're not just supporting an event—you're becoming part of a story that participants cherish, celebrate, and share long after the finish line.

Here's what runners had to say:



"The finish line energy was electric—music, cheering, people everywhere. I felt like a rockstar."



"Running through **Cascades Park was magical**. The views, the shade, the people waving—it's everything you want in a race."



"The course was **a perfect tour of Tallahassee**. From downtown to the parks to the FSU campus, it made me fall in love with the city."



"The volunteers were incredible—encouraging, energetic, and everywhere I needed them to be."



"Loved the post-race atmosphere—live music, food, and everyone hanging out together. It felt like a community block party."



"Spectators were amazing! People were out cheering with signs, kids giving high-fives—it really pushed me to keep going."



"I was so happy to see photos and emails after the race. I felt proud to share it with my family and friends."



"Would love to see even more local vendors at the expo. It's such a great opportunity to shop and connect with the community."



"The **'Run TLH' shirts were a hit**—people were stopping me at the airport asking about the race."

Sponsors who show up become part of the joy, part of the celebration, and part of what makes the day unforgettable.