We invite you to become a sponsor of the Black Bear Race Series 2017
The Black Bear Race Series attracts thousands of runners, spectators and volunteers each year to the University of Maine campus and the surrounding Orono and Old Town areas.

Our two most popular races, the Healthy High 5k/10k & 1 mile Fun Run and the Black Bear Marathon/Half-Marathon & 10K offer unique opportunities for your organization to reach a diverse audience ranging from the casual student runner to the competitive marathoner and everyone in between.

Any contribution you make as part of your sponsorship will go to fund the production of the events, making them the biggest and best they can be while providing your organization with large exposure. Donations of any kind are welcome!

The race proceeds from the Healthy High and Black Bear Marathon go directly to the Student Wellness Resource Center (SWell) and the Bodwell Center for Service and Volunteerism.

The SWell office promotes all facets of health and wellness on campus through outreach and programming. The office also provides students with counseling for substance use and abuse issues and offers a recovery program, Black Bears for Recovery.

The Bodwell Center’s mission is to create civic mindedness by building an engaged campus through the promotion of service learning and volunteerism. Their notable Black Bear Exchange program serves the community as an on-campus food pantry and clothing exchange.
HEALTHY HIGH

60% OF RUNNERS WERE UMAINE STUDENTS

40% MALE
60% FEMALE

57% AGES 19-29

BLACK BEAR MARATHON

RUNNERS CAME FROM 28 DIFFERENT STATES AND 4 CANADIAN PROVINCES

35% MALE
65% FEMALE

57% AGES 30-49
In 2016 over 600 runners participated in the 9th annual Healthy High event. In addition, there were over 100 volunteers made up of various student organizations, athletic teams, and peer education groups. Runners competed for 1st, 2nd and 3rd place trophies within their age divisions.

Also in 2016, the 1-mile walk/run was dedicated to Sexual Assault and Relationship Violence Prevention with posters advocating for consent and healthy relationships lining the route. The Bodwell Center for Service and Volunteerism collected shoes for their Soles 4 Souls program at the registration table as well.
In 2016 we had 550 runners and over 200 volunteers and their families in attendance! We are anticipating 800-1000 runners in 2016. Our course loop begins on the University campus, travels into downtown Orono, along the beautiful Stillwater River, through downtown Old Town and ends at the Alfond Stadium back on campus. The full marathon is a double loop. This event is also a Boston Marathon qualifying event on the USATF certified course.

On the day before race day, we will be holding our vendor expo. Interested companies can reserve a table for displaying merchandise or information.
## Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Benefits</th>
<th>Black Bear Marathon</th>
<th>Healthy High</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Title (1)</td>
<td>Gold</td>
</tr>
<tr>
<td>Race will be named after your company</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsor-furnished banner at start/finish area &amp; packet pick-up</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on bib numbers</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Double booth at vendor expo at prime entry location in the expo</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Named Mile Markers</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Complimentary table at vendor expo</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Logo on Electronic sign board</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Sponsorship table at registration area</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Logo on entry forms, posters and race letterhead</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Org name listed on all signage</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Race day advertisement signs</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Hot link from the race website</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Org name listed on website</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Org name listed on appreciation poster</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Inserts for runners</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

*As part of the Black Bear Marathon title sponsor’s sponsorship, the organization is responsible for cutting the checks to the marathon winners as part of the $3000 sponsorship.

** Or in-kind donation of equal value
Sponsor our Volunteer T-Shirts!

In exchange for purchasing 500 volunteer shirts through our distributor, your logo will be the sole logo on the back of all volunteer shirts for the Healthy High and Black Bear Marathon.

Become a Food/Beverage Sponsor
Provide pre-race or post-race food to the runners with a logo or banner at food stations

Sponsor a Water Station
There are up to 12 water stations along the marathon and half-marathon course. Sponsorships are available for one or more locations.

Sponsor a Photographer
By sponsoring a photographer, your logo will appear on the official pictures.

Sponsor a Band or DJ
Throughout the race, live music will play along the course and at the finish line. Your organization’s name or logo can appear by the stage!

Expo Vendor ($200)*
Display table plus 10x12 ft space for information or merchandise (we are looking for clothing, running supplies, food samples, business displays, etc.)

*For the Black Bear Marathon Only

We are also open to any other creative opportunities you may wish to explore as part of your sponsorship. More information about these sponsorship opportunities are available upon request. Please contact Race Director Lauri Sidelko at sidelko@maine.edu or (207) 581-3642 to learn more.
Management of the University of Maine Black Bear Marathon, Half-Marathon and 10k is coordinated closely with the Student Wellness Resource Center by a committee of university and community members who run, direct races and love to give back.

Black Bear Marathon Management:

**Lauri Sidelko**, Co-director:  
Course Logistics and Event Management  
(207) 581-3642/ sidelko@maine.edu

**Chris Walters**, Event Management  
(207) 581-1430/ christopher.walters2@maine.edu

**Mamie Clarke**, Volunteer Coordination  
(207) 581-1430/ mamie.clarke@maine.edu

For more information on the Student Wellness Resource Center and our races feel free to visit [umaine.edu/wellness/races](http://umaine.edu/wellness/races)
Please indicate your desired sponsorship(s) below:

<table>
<thead>
<tr>
<th>Black Bear Marathon, June 4th 2017</th>
<th>Healthy High, April 20th 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title ($3000)</td>
<td>Title (<em>Claimed</em>)</td>
</tr>
<tr>
<td>Gold ($200)</td>
<td>Gold ($500)</td>
</tr>
<tr>
<td>Silver ($1000)</td>
<td>Silver ($250)</td>
</tr>
<tr>
<td>Supporting Sponsor ($100-500)</td>
<td>Bronze ($100)</td>
</tr>
<tr>
<td>Expo Vendor ($200)</td>
<td>Supporting Sponsor ($100-500)</td>
</tr>
</tbody>
</table>

**Organization Name** ________________________________
**Address** ________________________________________
**Contact Name** _________________________________
**Phone** ________________________________
**Email** ________________________________

**Questions:** sidelko@maine.edu

Please mail or email this form to:
Chris Walters
5748 Memorial Union, Room 235
Orono, ME 04469
--
christopher.walters2@maine.edu
(207) 581-1430

Please describe any non-monetary support you would be willing to provide below

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________

_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________
_______________________________________________________________________