



## Des Moines Marathon Become A Sponsor

Since its inception in 2001, the Des Moines Marathon (DMM) has been dedicated to its mission of promoting health and fitness in greater Des Moines, across Iowa and throughout the Midwest. Also in furtherance of its mission, the DMM supports charitable organizations like the Leukemia and Lymphoma Society, Organization For Autism Research, National Hospice Foundation, American Cancer Society and Restoration Ingersoll. The DMM promotes a positive image of Des Moines as a great place to live and play, as well as a city invested in physical fitness for its residents.

The IMT Des Moines Marathon is unique in scope and size to Iowa. It is a highly visible event that attracts athletes and spectators not only locally, but from around the world, including those who otherwise may not make a visit to Des Moines. The DMM has gained national attention over the past several years being named as one of the five fastest growing races in the United States, and has also been named as one of the most scenic.

The IMT Des Moines Marathon is good for the local economy. Over 3,300 athletes participated in the IMT Des Moines Marathon in 2006 with an estimated 5,000 spectators taking part in the race experience over the course of the weekend. 70% of the athletes were from the state of Iowa, with 42 states and 3 different countries also represented. Further, these numbers don't reflect the over 800 volunteers who dedicated their time and efforts to organize and put on an event of this magnitude.

The 2007 IMT Des Moines Marathon will include the following activities:

Jeff Galloway – Run Injury Free 'Till 100 – training seminar - Thursday, October 18

Sports & Fitness Expo – Friday and Saturday, October 19 and 20

Speaker Series– Friday and Saturday, October 19 and 20

Pasta Dinner - Friday and Saturday, October 19 and 20

Marathon and Half Marathon - Sunday, October 21

5-Person Marathon Relay Challenge - Sunday, October 21

5K Road Race – Sunday, October 21

Kid's Run – Sunday, October 21

Together, we can develop a customized plan that will detail how your organization will benefit as an event partner. The Des Moines Marathon promotes your company on both a local and national level.



## Des Moines Marathon Become A Sponsor

The DMM offers exposure through website, television, print and radio promotion, as well as in store promotion, products or demos on display at the Sports & Fitness Expo. Race weekend signage and broadcasts throughout race weekend are also available.

Sponsorship of the Des Moines Marathon is an investment in our community. Involvement in this event plays a significant role in drawing people to Des Moines. Your company's support provides a family friendly event that focuses on health and wellness in Des Moines.

There are a variety of ways to join the DMM from becoming a presenting sponsor, hosting water stations and mile markers or donating in-kind items that are essential to the quality of the event.

Please feel free to contact me if you would like additional information. I would be happy to meet with you to further discuss the Des Moines Marathon.

Chris Burch  
Director of Racing and Events  
IMT Des Moines Marathon