



PORT FAIRY MARATHON

community running festival

Sunday 18 February 2024

SPONSORSHIP PROSPECTUS

ABOUT

The Port Fairy Marathon and Community Running Festival is:

- eco-friendly
- all abilities
- professional
- AIMS certified (Association of International Marathons and Distance Races)
- features 5 distances - marathon, half marathon, 10km, 5km and 2km.

Our participant growth trajectory is 75% year on year. In just our third year, we expect over 1500 participants in 2024.

The Marathon Committee are **VOLUNTEERS** from Port Fairy Consolidated School Parents & Friends, under the auspice of Port Fairy Tourism Incorporated.

ALL FUNDS RAISED go back into the community via the primary school, local community groups and charities. The Committee works collaboratively with Moyne Shire Council, Belfast Volunteers, local sporting clubs, local businesses and community groups to create a phenomenal inclusive event.

Click here to view a short clip of our 2023 event: [Port Fairy Marathon 2023](#)



PORT FAIRY

At the end of the Great Ocean Road and just over three hours drive from Melbourne, Port Fairy is a charming seaside village. Its streets are lined by Norfolk Pines, bluestone buildings and quaint cottages, alongside diverse natural attractions including the Southern Ocean and Moyne River.

Port Fairy is famed for its festivals. Every year visitors flock to Port Fairy in February for the Jazz Festival, March for the Folk Festival, in June for the Winter Weekends and in December for the Moyneyana Festival.

Now, on the third weekend in February, they come from all around the globe for the Port Fairy Marathon and Community Running Festival.



WHY SPONSOR OUR EVENT

We are Victoria's **THIRD largest marathon** behind the Melbourne Marathon and the Great Ocean Road Marathon! We are the South West 2022 Community Sport and Recreation Event of the Year!

Our course is scenic, but also fast. In 2023, 27 participants qualified for the Boston marathon. We have a near equal gender balance.

We attract participants from across all Australian states and seven different countries across North America, Europe, Asia and the Pacific.

That's just the sell for your commercial team. Here's why you **MUST** get involved:

- in just two years, we have created an event like no other
- 88% of our participants are “very likely” to attend again
- our 120+ volunteers return each year and bring friends along because it is “spectacular”
- ALL funds raised are returned to the community through the local primary school, sporting groups and local charities
- ...oh and of course, running is amazing for your health and wellbeing!



OUR PARTICIPANTS

Participants aged between 3 and 85

- 51% aged between 30 and 49
- 23% aged 50 and over
- 26% under 30

Near equal gender participation

- 48% Female
- 52% Male

Only 24% of participants came from Port Fairy

- 18% came from the Melbourne Metro area
- 8% came from interstate or further
- 46% travelled more than 2 hours to attend

Over 120 volunteers

- volunteers aged between 3 and 83
- committed between 2 hours and 240 hours each
- varied roles: Amazing Course Clappers; Hyper Hydrators; Medical Marvels; People Pleasers!



OUR ECONOMIC IMPACT

Local Expenditure

- 20% year on year growth in total expenditure for the weekend of our event over the past two years.

Increase in Trade

65% of local businesses surveyed experienced an increase in trade as a result of the 2022 and again at the 2023 event including accommodation, retail and hospitality

- some business reported an increase in trade of more than 100%
- over the weekend of our event the majority had an increase of between 10% and 100%
- 30% of attendees visited 5 or more businesses in town

Attracting visitors to the region

- 43% of out of town entries stayed two or more nights in Port Fairy
- 65% of participants spent at least one night in Port Fairy

All businesses surveyed want the event to be held again in 2024!



PACKAGES

\$3000 Super Sponsorship

Greatest marketing impact. Highest visibility and deepest integration opportunities.

WHAT YOU'LL GET:

- Specialised website placement of your logo and links to your website
- Logo on participant running bibs
- 4 x social media posts (FaceBook and Instagram)
- Access to an engaged audience of 2000+ mailing list
- Logo on email signature, promo materials to sporting clubs, participants, running forums
- Start/Finish area brand exposure and signage
- On course signage OR sponsorship of a water station



PACKAGES

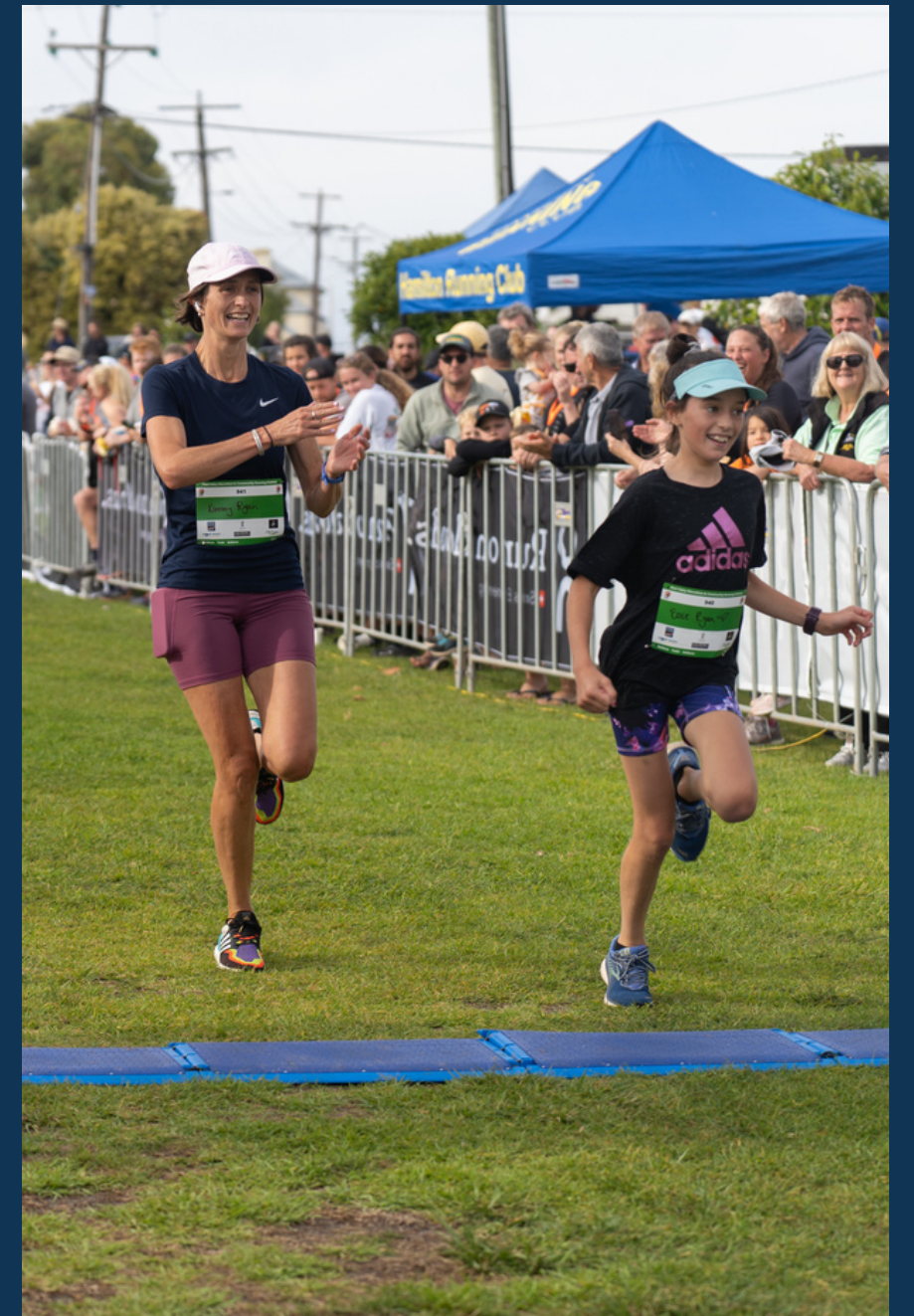
\$2000 Major Sponsorship

Maximise your brand exposure, opportunities to target specific audience.

WHAT YOU'LL GET

- Specialised website placement of your logo and links to your website
- Logo on participant running bibs
- 2 social media posts (FaceBook and Instagram)
- Start/Finish area exposure and signage
- Key email exposure to 2000+ mailing list and select promo materials

Optional specialised course signage at sponsor's cost



PACKAGES

\$1500 Community Sponsorship

Maximise race day impact for your brand

WHAT YOU'LL GET:

- On course signage OR sponsorship of a water station
- 1 social media post (FaceBook and Instagram)
- Your logo featured on our website and link to your website
- Exposure on select promo materials

Optional specialised course signage at sponsor's cost

\$500 Essential Sponsorship

Low cost brand exposure

WHAT YOU'LL GET:

- Logo on our website
- 1 social media post (FaceBook and Instagram)



Custom packages also available. Please reach out to us at portfairymarathon@gmail.com

OUR STRATEGIC FRAMEWORK

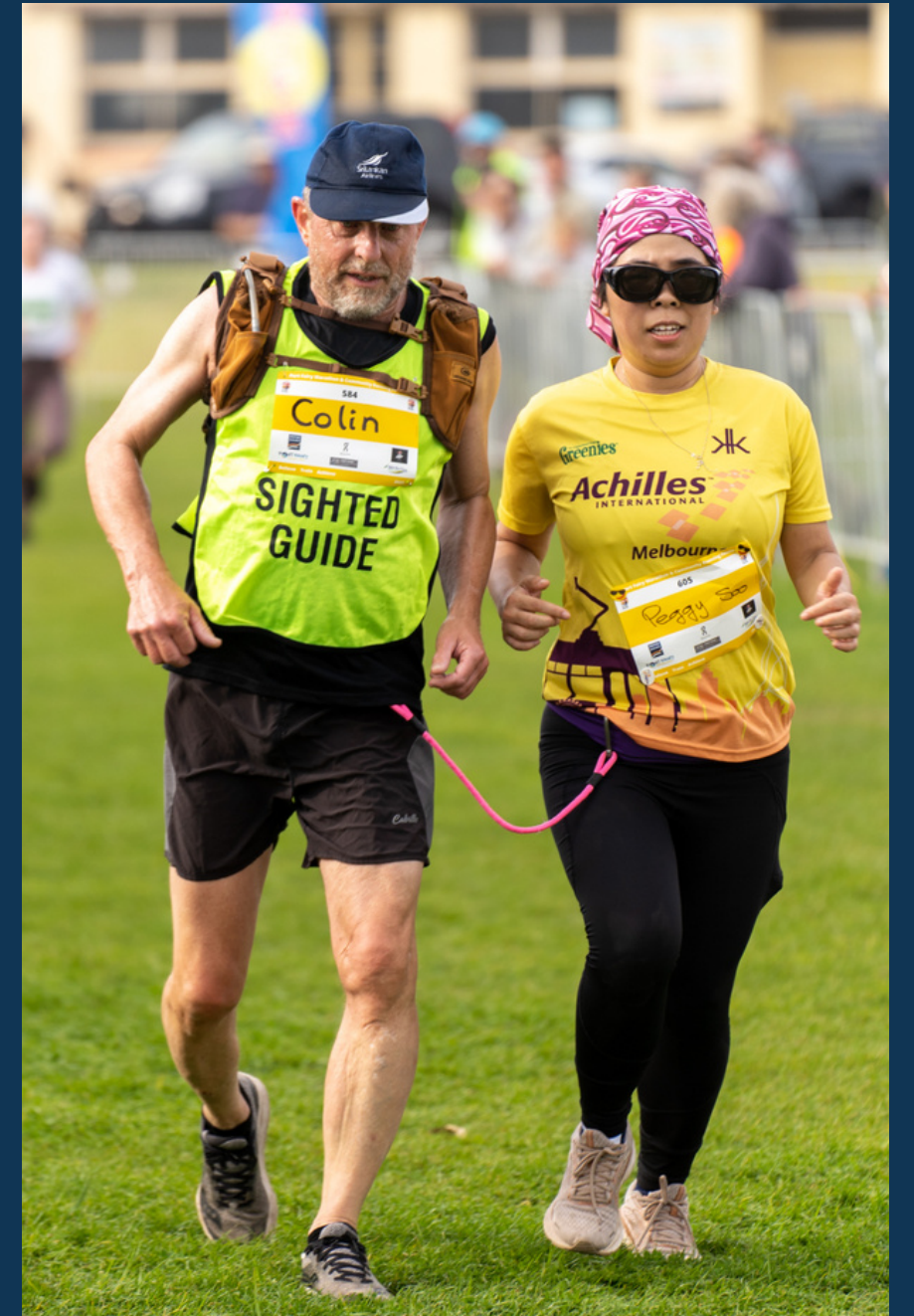
Our Values

Community - Sustainability - Health and Wellbeing - Inclusivity - Professionalism

Strategic Framework

1. Achieve financial sustainability for the Port Fairy Marathon and Community Running Festival.
2. Continue to be eco-friendly.
3. Grow participation to consistently over 2000 participants, within four years.
4. Promotion of health and wellbeing through a fun, inclusive, all abilities event.
5. Enhance the profile of running in Port Fairy and surrounding districts.
6. Develop sustainable partnerships to promote event growth, aligned with local and regional population involvement.
7. Help support the local community through the promotion of tourism in Port Fairy.

Our **2024 focus** is to grow and promote inclusiveness and team participation, and increase broader community benefits!



WHAT OUR PARTICIPANTS SAY...

“The course was excellent - it showed off Port Fairy.”

“What an incredible running event. I can assure you we are going to make this an annual trip. We absolutely loved it and cannot wait till the next race.”

“Love that there is now a Port Fairy Running Festival, and can't wait to run the marathon distance.”

“Thanks again for putting the event on, was such a great day and the family loved visiting Port Fairy.”

“I had a great time, thanks so much for all the work it took to put on a fantastic event. I'll definitely be returning.”

“Congratulations on a great event. I ran the 10km which was picturesque and great fun. Well organised and very relaxed vibe!”



WHAT OUR VOLUNTEERS SAY...

“It was an honour to be a volunteer and do a very small part to make it all run so well.”

“Well done to all organisers. Put me on the list for 2024.”

“What a great success, I’ll be back next year.”

“Loved being involved! Well done to PF Marathon for pulling it together in spectacular fashion! Count me in for the next one.”

“A great success! I thoroughly enjoyed helping out.”

“Loved the involvement of the kids at the check in point ably assisting the runners with lovely smiles!”

“It was such a well organised event, safe and compliant, lots of encouraging marshals.”





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FOR MORE INFORMATION:

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