



Don't see what you're interested in to activate your brand? Call us and let's get creative together.

NANCY BRANDON



nancy@runningusa.org



202-631-8831



FEBRUARY 2-4, 2025

**GALT HOUSE HOTEL,
LOUISVILLE, KY**

RUNNINGUSA.ORG

SPONSORSHIP OPPORTUNITIES

Name Badge Lanyards - \$5,500

Is name brand visibility important? Then this is the opportunity for you! Incorporate your company name and logo onto the official conference lanyard that will be provided to all conference attendees to display their badge.

Back of Event Badge - \$7,500

Exclusive opportunity to sponsor the backside of the official conference credential with your logo or design. Sponsor to provide approved artwork to Running USA. 2 designs maximum.

Meter Boards (2-Sided) - \$825 each or \$2,400 for 3

Promote your brand on the heavily trafficked path between general session and expo ballroom spaces at the conference venue. You provide the design and we do the rest.

Hotel Room Key Cards - \$5,000

Back by popular demand! Place your company logo and message on custom branded hotel key cards for attendees staying at the host hotel, the Galt House Hotel.

Elevator Clings - \$4,000 for 4 elevators

Position your brand as the one attendees see as they step into any of the four elevators traveling between guest rooms and the conference.





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Front Entrance Revolving Door Clings - \$2,500

Showcase your brand prominently at the main entrance of the East Tower lobby, capturing the attention of attendees as they arrive.



Floor and Window Branding Wraps

**Please call for pricing as it depends on location and how many days. Be the brand that attendees see at all access points of the conference.*

Morning Run Sponsor - \$5,000/day

Receive the exclusive opportunity to promote your company by creating morning run swag for attendees. Past morning run sponsors have provided items such as T-shirts, hats, medals, drawstring bags, and gloves. This is a great opportunity for apparel and medal vendors.

**Category exclusivity applies*

Mobile App Presenting Sponsor - Exclusive - \$5,000

"Mobile app brought to you by:" with your company logo incorporated into the opening splash screen that appears each time a user opens the app. The Running USA conference app is the go-to source for all event information and has a 95% adoption rate. The app is launched at least one week prior to the event, making this one of the most engaging sponsorships even before the event begins.

Mobile App Push Notification - \$500 (6 Available)

Get noticed using the conference app with messaging of your choice sent to all attendees at a predetermined time during the event. One notification and outbound URL per purchase. (Subject to character restrictions.)

Sponsored Idea Lab Breakout Sessions - \$2,500/each

4 opportunities to sponsor and speak at a 45-minute breakout session. Running USA to determine the time slot of the presentation.

Keynote Speaker Sponsor - \$10,000

Dedicated industry email and logo recognition in video showcasing the Keynote Speaker in advance of the conference. Logo recognition on the website and appropriate signage during the conference. Conference app recognition in the form of one banner ad, recognition in the event app, and one push notification.

**Please note that sponsorship does not include the selection of speakers.*



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General Session Sponsor - \$8,000

Dedicated industry email announcing the presenting sponsor when your general session is revealed. Logo recognition on the website and appropriate signage during the conference. Conference app recognition in the form of one banner ad, recognition in the event app, and one push notification. *Please note that sponsorship does not include the selection of speakers for the General Session.

Host Hotel Room Drops - \$500 BASE + \$15 per room

Coordinate with Running USA to have a special package delivered to the conference guests you select. Minimum of 10 drops is required to participate.

Innovation Showcase - \$1,000 per slot (8 Available)

30-minute presentation slot. Unique opportunity to present and demonstrate your company and/or product. These opportunities will take place on Sunday afternoon, 2/2/25. A/V will be provided.

Dedicated Email Send - \$2,000/each (4 Available)

Running USA will send a dedicated email to conference attendees on your behalf. You supply the creative message, content, outbound links and brand graphics. Four send dates available on a first-come, first-select basis.

Daily Conference Emails Sponsor - \$3,500 (1 Available)

Your logo or banner ad will be featured on each daily email sent during the event, four in total. (pre-event, Sunday, Monday and Tuesday distributions). With open rates of up to 65 percent, this is a great way to keep your brand top of mind for all event attendees during and after the conference.

Speaker Green Room Sponsor - \$1,000 for the conference entirety

Provide a place of solace for our 50+ conference speakers as the official green room sponsor. You will have the opportunity to place branding in the green room and offer branded gifts to all speakers, along with acknowledgement in the event app and 1 push notification.

Conservatory Bar Sponsor - \$6,000

As the premiere bar space in the Galt House Hotel, as the Conservatory Bar Sponsor you will gain access to attendees in a prime location. This sponsorship includes branded napkins, coasters, table tents, and 100 drink tickets to be used at the bar throughout the conference.





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Opening Reception Sponsor - \$10,000

Be the brand behind the conference kickoff by sponsoring the opening reception. NEW in 2025: the Opening Reception will take place off site at the internationally renowned Muhammad Ali Center. Includes one push notification and recognition in the conference app, ability to place branding inside the reception space in the Ali Center, as well as event signage with a logo.

Refreshment Break Sponsor - \$2,000 each

Help keep the attendees ready to learn throughout the event with a coffee or refreshment break sponsorship. Includes signage and one push notification in the conference app announcing when the break will take place.

Monday Night Puppy Happy Hour Host - \$5,000 minimum

As day one concludes, help our attendees unwind during this expo happy hour with puppies on site from a local animal shelter (Running USA will make a donation to the shelter in sponsor's name). Includes one push notification and recognition in the conference app, as well as event signage with a logo.

Bidding Farewell to New Friends: Sponsor the Closing Reception - \$5,000 minimum

That's a wrap! The closing reception is always a special grand finale to an amazing conference and a chance to continue networking with colleagues. Includes one push notification and recognition in the conference app, as well as event signage with a logo.

Relaxation Station Sponsor - \$5,000

Includes 1 conference registration and access to the seating nook in the main hallway between the hotel rooms and Grand Ballroom. Use this area to activate your branding and set up a table for attendee interaction.



Expo Lounge Sponsor - \$15,000

Includes 3 conference registrations and standard blue or black carpet (16x30 area). All power and furnishings are the responsibility of the sponsor.