



SUNDAY, NOVEMBER 6, 2022



OCTOBER 1-31, 2022

August 2022

The Delaware and Lehigh National Heritage Corridor, Inc (DLNHC) is once again holding the Delaware & Lehigh Heritage Half Marathon on Sunday, November 6, 2022. This annual event, which is our 11th Annual Half Marathon, is a leading Lehigh Valley running and walking event and one of the only walker-friendly half marathons in Pennsylvania.

Your sponsorship of the D&L Heritage Half Marathon will reach our more than 1,000 participants and their families and friends who spectate, as well as support the signature programs of the Delaware & Lehigh National Heritage Corridor. This year, we are also **cross-promoting sponsorship** by co-branding the event with our month-long, on-your-own D&L Trail Challenge that attracts an additional 250 participants. I invite you to enhance your company's visibility and support the mission of the DLNHC by becoming a sponsor. Visit our website at <http://race.delawareandlehigh.org> for more information about the race and sponsor benefits, or review the enclosed form.

The 2022 Heritage Half Marathon course is set along the scenic Lehigh River on the D&L Trail in Fall color. We welcome all skill levels and enjoy **participation from the five counties we serve (Luzerne, Carbon, Northampton, Lehigh, and Bucks), the Philadelphia metro region, New Jersey and 20 more states!** Our participants say it's "one of the best managed, promoted, and organized events."

The Delaware & Lehigh National Heritage Corridor, Inc., a registered non-profit that relies on charitable donations to carry out our mission, preserves the historic pathway that carried anthracite coal and iron from Wilkes-Barre to Historic Bristol Borough. Today, the Corridor and **over 165 miles of D&L Trail** are a vital connection to nature, recreation, our nation's industrial heritage, and **more than \$476 million in annual economic impact**. Our signature programs include the National Canal Museum, Tales of the Towpath Curriculum, Trail Towns, Trail Tenders, Get Your Tail on the Trail, and more.

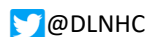
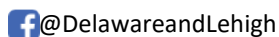
To become a sponsor, please fill out the attached form and mail it to: DLNHC, 2750 Hugh Moore Park Rd., Easton, PA 18042. **If you have any questions or wish to customize a sponsorship package**, please contact Kathleen Ward at advance@delawareandlehigh.org or 610-923-3548 x 238. We look forward to your partnership. Thank you!

Sincerely,

Claire W. Sadler
Executive Director



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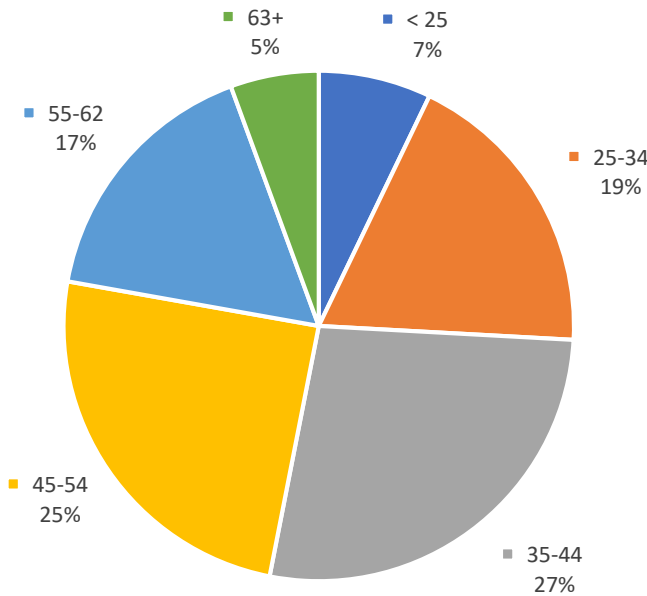




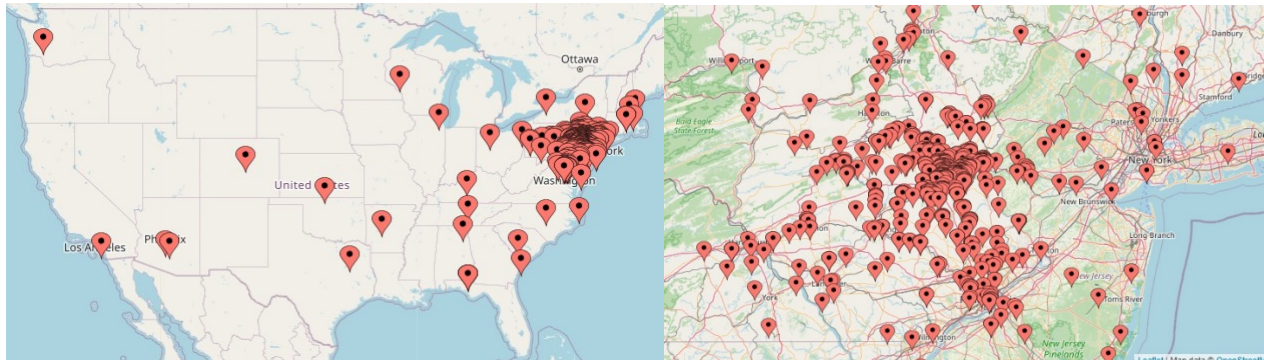
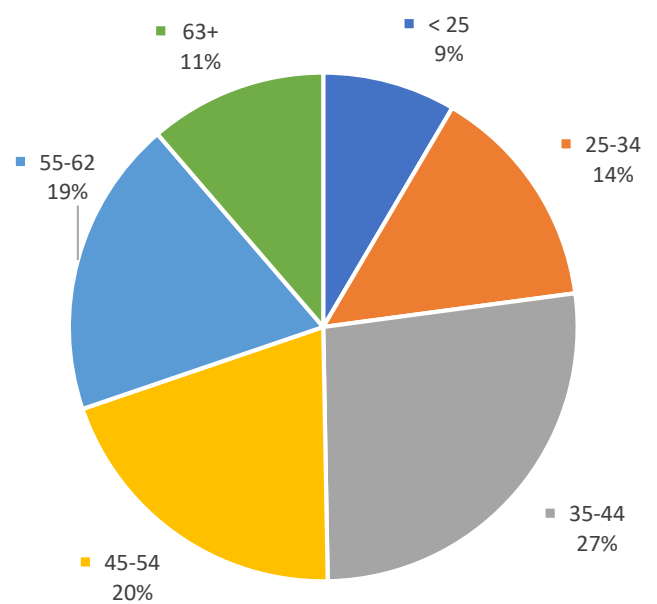
DEMOGRAPHICS

HALF-MARATHON PARTICIPANTS

Women, by Age (n = 518)



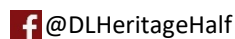
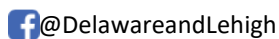
Men, by Age (n = 354)



- Nearly 60% of our 872 D&L Half-Marathon registrants for 2021 came from the Lehigh Valley, while another 10% travelled from Northeastern PA, over 10% from the Philadelphia metro region and 5% were from New Jersey.
- D&L Half Marathon participants (2021) registered from 31 PA counties and 22 states across the US.

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MEDIA REACH

Website: 27k users visit the D&L website monthly

Social Media:

- D&L Facebook: Reaches > 32k monthly - Posts 3-5 X per week
- DLHeritageHalf Facebook: Over 3k followers - Active posts in “race season”
- Instagram: 4.2k followers
- Twitter: 1.9k followers

Email list:

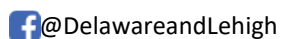
- Exceeds 15k subscribers
- E-newsletters sent every Thursday
- Open rates range from 15-30%

PARTICIPANT SHIRT



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SPONSORSHIP AND CORPORATE OPPORTUNITIES

PRESENTING SPONSOR \$10,000 (1 AVAILABLE)

- Presenting sponsor of the Half Marathon and Trail Challenge in all communications
- Top logo placement on Half Marathon shirt
- Top logo placement on Half Marathon and Trail Challenge websites, with link to your website
- Half Marathon finish line banner and company booth
- Company representative can address Half Marathon participants and spectators
- Logo on all marketing material
- Pre/post event social media posts (3) featuring partnership
- 10 complimentary Half Marathon entries and 10 Trail Challenge entries, with participant shirts

STEEL SPONSOR \$5,000 (1 AVAILABLE)

- Logo placement on commemorative 1,000 Half Marathon “Mulebells” (cowbells) given to Half Marathon spectators
- Same benefits as Silk Sponsor

SILK SPONSOR \$2,500 (4 AVAILABLE)

- Signage at Half Marathon finish line
- Prominent logo placement on participant shirt
- 4 complimentary Half Marathon entries and 4 Trail Challenge entries, with participant shirts
- Prominent logo placement on Half Marathon and Trail Challenge websites, with link to your site
- Pre/post event social media post highlighting partnership

ANTHRACITE SPONSOR \$1,000 (8 AVAILABLE)

- Logo placement on participant shirt
- 2 complimentary Half Marathon entries and 1 Trail Challenge entry, with participant shirts
- Logo placement on Half Marathon and Trail Challenge websites, with link to your website
- Pre/post event social media mention

IRON SPONSOR \$500 (10 AVAILABLE)

- Name on Half Marathon event shirt
- 1 Half Marathon entry
- Name on Half Marathon and Trail Challenge websites, with link to your website
- Pre/post event social media mention

AID STATION SPONSOR \$250

- Logo posted on one Aid Station along Half Marathon route
- 1 Half Marathon entry
- Name on Half Marathon and Trail Challenge websites
- Pre/post event social media mention

MILE MARKER SPONSOR \$150

- Logo or Name on Mile Marker along Half Marathon route
- Name on Half Marathon and Trail Challenge websites

DONATION OR IN-KIND GIFTS

(GIFTS OF PRODUCT/SERVICES) – Any amount!

- You help DLNHC carry out our mission of connecting **over 165 miles of D&L Trail** create connections through our signature programs, including the National Canal Museum, Get Your Tail on the Trail and more!

What offerings are most important to you? Call Kathleen Ward at 610-923-3548 x 238 or advance@delawareandlehigh.org to discuss **tailoring a sponsorship package** to suit your needs.

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SPONSORSHIP FORM

Company/ Family Name: _____
(as you would like it to appear in materials)

Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Level (please choose one):

- | | |
|--|---|
| <input type="checkbox"/> PRESENTING SPONSOR - \$10,000
<i>CALL 610-923-3548 x 238 to see if available</i> | <input type="checkbox"/> ANTHRACITE SPONSOR - \$1,000 |
| <input type="checkbox"/> STEEL SPONSOR - \$5,000
<i>CALL 610-923-3548 x 238 to see if available</i> | <input type="checkbox"/> IRON SPONSOR - \$500 |
| <input type="checkbox"/> SILK SPONSOR - \$2,500 | <input type="checkbox"/> AID STATION SPONSOR - \$250 |
| | <input type="checkbox"/> MILE MARKER SPONSOR - \$150 |

Other Contributions:

I cannot sponsor the D&L Heritage Half Marathon or Trail Challenge this year, **but please accept MY DONATION** of \$_____ to help DLNHC carry out our mission of connecting over **165 miles of D&L Trail** and create connections through our signature programs

I would like to donate a **GIFT OF PRODUCT OR SERVICE** to the D&L Heritage Half Marathon or Trail Challenge. Please contact me. The best time to call is: _____.

Payment:

Check enclosed of \$_____ (make payable to **DLNHC**)

OR Please charge my:

Visa Mastercard AmEx Discover for the amount of \$_____

Card #: _____

Exp Date: _____ CVV Code: _____

To become a sponsor, please mail form and payment by September 15, to:

Delaware & Lehigh National Heritage Corridor
2750 Hugh Moore Park Road Easton, PA 18042

Shirt artwork: Please email a 300 dpi company logo in .jpeg or .tiff format to advance@delawareandlehigh.org by September 15.

Questions? Please contact: Kathleen Ward at 610-923-3548 x 238 or advance@delawareandlehigh.org

The Delaware & Lehigh National Heritage Corridor (EIN 23-2977618) is an approved 501(c)(3) organization and gifts are tax-deductible. The official registration and financial information of Delaware & Lehigh National Heritage Corridor may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999. Registration does not imply endorsement.

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