

Sunday, November 12, 2023

Four fantastic races
Three cities
One incredibly inspirational day



Marathon racing returns to the Lehigh Valley with the St. Luke's D&L RaceFest on November 12, 2023.

As the region's most prolific day of racing, St. Luke's D&L RaceFest expects over 2,000 participants in its inaugural year with expectations to grow in 2024 and beyond to 3,000 participants or more.

Now produced by the Delaware & Lehigh National Heritage Corridor (DLNHC), the event taps the legacy of distance running established by Via, which offered its final events in partnership with St. Luke's in 2019.

#### The St. Luke's D&L RaceFest includes four events:

- The St. Luke's D&L Marathon, "The Lehigh Valley's Marathon," which will cover a USTAF-certified, Boston-qualifying 26.2-mile course from downtown Allentown to downtown Easton, a majority of which follows the mostly flat and net downhill D&L Trail along the Lehigh River.
- St. Luke's D&L Marathon Relay, the region's *only* marathon relay, which will cover the same course as the full marathon as a five-person team with legs ranging about 4 miles to 7 miles.
- The D&L Heritage Half Marathon, presented by St. Luke's. The 13.1-mile Run or Walk will both start in historic downtown Bethlehem and follow the D&L Trail to Easton. It is one of the only half marathons in the region with a dedicated walking category with awards. This half marathon is a continuation of DLNHC's previous event and will be its 12<sup>th</sup> annual half marathon.

All races will end with a post-race party in downtown Easton!



## **SPONSOR**

Join St. Luke's University Health Network in sponsorship

Proceeds from your sponsorship will benefit the Delaware & Lehigh National Heritage Corridor Inc., a 501(c)3 EIN 23-2977618, for heritage and environmental programming.

Sponsorship also helps the ongoing development and promotion of the D&L Trail, the longest multiuse trail in Pennsylvania, stretching over 165 miles from Wilkes-Barre to Bristol.



"Our marathon spans the Pennsylvania cities of Allentown, Bethlehem, and Easton on one of the most beautiful trails in the country. Our St. Luke's nationally recognized sports medicine, EMS, and physical therapy teams will be on hand to ensure a safe and healthy race."

Ken Szydlow, SLUHN Vice President & Chief Marketing Officer



### **Sponsor Levels and Benefits**

We invite your company to become a Premier, Platinum, Gold, or Silver sponsor and align your brand with this highly-anticipated event. By joining us as a sponsor of the 2023 St. Luke's D&L RaceFest, you have the unique opportunity to make a significant and meaningful contribution to your community while also increasing your brand exposure alongside other prominent Lehigh Valley leaders. **Employee volunteer opportunities, community goodwill, and supporting local heritage area & PA's longest multi-use trail is GUARANTEED for EVERY sponsor!** 

Benefits	Premier \$20,000+ (1 Available)	Platinum \$15,000 (2 available)	Gold \$10,000 (4 available)	Silver \$5,000 (8 available)	In-Kind Sponsor (Several available)
Event Signage	Featured at the four Marathon Relay points Prominently featured along race route	Prominently featured at the "Finish" location Recognized along race route	Featured at Half Marathon Start Recognized along race route	Recognized along race route	Based on Support
Promotional Materials & Website	Prominent logo display as Premium Sponsor	Prominent logo display as Platinum Sponsor	Logo display as Gold Sponsor	Logo display as Silver Sponsor	Based on Support
Race Shirts	Prominent logo as Premium Sponsor	Logo	Logo	Text listing	Text listing
Event Presence Recognition	Verbal Recognition; Onsite booth at Finish line and Expo	Onsite booth at Finish line and expo	Booth at Expo	Booth at Expo	Based on Support
Event Presence for Employees	Designated Tent for Post-Race Celebration for Employee Participants				
Media Exposure	Across Lehigh Valley; Across mid-Atlantic	Across Lehigh Valley; Across mid-Atlantic	Across Lehigh Valley	Across Lehigh Valley	Across Lehigh Valley
Social Media	Promoted by DLNHC, SLUHN, and DLV	Promoted by DLNHC, SLUHN, and DLV	Promoted by DLNHC and DLV	Promoted by DLNHC	Promoted by DLNHC
Complimentary Participant Entries	Based on Support	15 Marathon or Half Marathon entries (or 3 Marathon Relay Teams)	10 Marathon or Half Marathon entries (or 2 Marathon Relay Teams)	5 Marathon or Half Marathon entries (or 1 Marathon Relay Team)	Based on Support

## **DEMOGRAPHICS**

The St. Luke's D&L RaceFest attracts participants from a wide range of demographics, including:

- Age: 18-70+

   (although Marathon Relay participants can be as young as 10 y.o.)
- Gender: Approximately 40% male, 60% female as well as non-binary participants
- Income: \$50,000-\$150,000+
- Education: Majority college-educated or higher
- Interests: Fitness, outdoor recreation, health and wellness, philanthropy, community engagement
- Geography: Our marathon attracts a diverse audience from the Lehigh Valley and beyond.
  - Nearly 60% of will come from the Lehigh Valley
  - 25% travel locally from Northeastern PA, Philadelphia metro region or New Jersey
  - 15% will come from across the U.S.



# **THANK YOU!**

For more information, tailored sponsorship packages or questions, contact:

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To register for RaceFest or to follow on social media:

https://race.delawareandlehigh.org/

Facebook: dlraces Instagram: dlraces



"St. Luke's is excited to sponsor the St. Luke's D&L RaceFest this coming Fall. Together with the Delaware & Lehigh National Heritage Corridor, we are bringing back Lehigh Valley's most significant running event."

Ken Szydlow, SLUHN Vice President & Chief Marketing Officer

