



YMCA CRITZ TYBEE RUN FEST

2024 SPONSORSHIP OPPORTUNITIES








































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The YMCA of Coastal Georgia is proud to carry on the tradition of the Tybee Marathon with the YMCA Critz Tybee Run Fest, annually the first week in February! The event retains its original format, where "Friday is the taste and Saturday is the test," consisting of five races of varying distances for which runners can register in any combination they like. Running all five adds up to a 26.2-mile full marathon.

Race weekend begins on Friday night with the Kiddie Run at 5:30 p.m., followed by a 5K at 6. A packed Saturday begins with a 10K bright and early at 7 a.m., a half-marathon at 8:30 a.m., a 2.8-mile beach run at noon, and then the final mile of the marathon is the weekend closer at 1 p.m.

Between events, participants can hang out and warm up in the big tent with live music, sponsor-provided refreshments, and two post-race beers (with valid ID and race bib). On Saturday, Savannah Magazine provides a special VIP experience including hot coffee, a private mimosa and bellini bar (with valid ID), locally-made treats, private comfortable seating, and a year subscription to Savannah Magazine.



Sponsorship Benefits	Lighthouse \$10,000+	Tybee Battery \$7,500	Tybee Pier \$5,000	Little Tybee \$2,500	Sea Turtle \$1,500	Sandpiper \$1,000
Complimentary race entries or t-shirts	15	10	8	6	4	2
Complimentary VIP experience passes	15	10	8	6	4	2
Logo and link on race registration website						
Post-race recognition in Savannah Magazine						
Recognition on in-tent thank you display						
Recognition in March YMCA newsletter (40k contacts)						
Post-race recognition on YMCA website, social media channels						
Logo on race t-shirt (1,000+ printed)						
Last-minute registration e-blast from YMCA (40k contacts)						
Specialty/named race sponsor (limited availability)						
Recognition on finish line signage (provided by the YMCA)						
Acknowledgment during pre- and post-event announcements						
Opportunity to present place medals at post-event awards						
Tags in Run Fest social media posts on multiple channels, plus dedicated sponsor spotlight posts	10	5				
Inclusion in RunSignUp emails ahead of race weekend	3	3				