



**MARKET HARBOROUGH
HALF MARATHON
SPONSORSHIP OPPORTUNITIES**

OVERVIEW

MARKET HARBOROUGH HALF MARATHON

Date: Sunday, 17th May 2026

Start Time: 09:00

Start/Finish Location: The Showground, Market Harborough, Leicestershire, LE16 7WB.

The *Market Harborough Half Marathon* will provide a quality, affordable, friendly, and inclusive running event that will bring together participants of varying running abilities from across the region and from further afield.

The event will encourage health, fitness, and community engagement, as well as showcasing the beautiful countryside surrounding the town.

We anticipate a field of between 1,200–1,500 runners to line up for the inaugural event, growing year on year.

GETTING INVOLVED

In the following pages you will find a number of ways for your business to get involved with this exciting and dynamic event.

As well as gaining direct access to the participants, you will also gain invaluable exposure to the supporters and spectators who will be at the event, as well as the wider local community via press and media coverage.

As part of your sponsorship package there is also the opportunity to have a presence in the 'Event Village' on race day to promote your business or actively trade.

We are delighted to have the backing of Harborough District Council who will be utilising their marketing and comms teams to promote and support the event.

In addition, the event will partner with local charities, encouraging participants to fundraise and raise awareness for local causes, and participants will also have the option to donate to these charities at entry.

ABOUT RACE HARBOROUGH

Race Harborough is a well established race event company offering new and experienced participants exciting, diverse, friendly, and well organised events, as well as the opportunity to belong to a dynamic and inclusive community.

Our mission is simple:

“To deliver quality, friendly, inclusive and enjoyable events in beautiful surroundings, at fair prices, and with a minimal impact to the environment.”

We enjoy the support of a loyal community across our social media channels (4,400 followers), as well as having a healthy number of email newsletter subscribers of c. 5,200.

Our vision for the future is to grow our community and the range of events we offer, whilst always being mindful of our mission.

Our event portfolio currently consists of 12 events of varying sizes, and is set to grow to 15 events in 2026 including the inaugural running of the **Market Harborough Half Marathon**.



GETTING INVOLVED

TITLE SPONSORSHIP – £2,500

Title sponsorship of the Market Harborough Half Marathon naturally attracts the naming rights to the event, in addition to the other key benefits listed below.

Branding – logo/text to be carried (level 1 prominence) on:

- event medal ribbon*
- marketing collateral
- event participant information guide
- event emails
- event newsletters
- Race Harborough monthly newsletter*
- Race Harborough website (footer logo across all pages)*
- event web pages
- event race numbers*
- banner positions at start/finish
- podium back-drop (sponsor to provide)*
- official event merchandise**
- official race pacer vests/t-shirts*

Marketing Opportunities:

- naming rights to event*
- @mentions in event social media posts
- promotions/offers via Race Harborough social media accounts
- narrative/promotions/offers in emails to participants (pre & post-race)
- race pack vouchers/offers
- at event presence in the Event Village**
- at event product sampling/lead generation/direct sales**
- product placement in participant goody bags
- Race Harborough website content – intro to sponsor editorial & further editorials as sponsorship activated*
- Race Harborough newsletter advertising/editorial** (frequency tbc)
- Race Harborough newsletter promotions/offers (frequency tbc)

Media Exposure via:

- press releases
- event previews and reports

*exclusive to Title Sponsor / **exclusive to Title Sponsor & Official Partners

OFFICIAL PARTNERS – £1,000

Maximum of four

Official Partners are our primary level sponsors after the title sponsor, and receive all of the key benefits listed below.

Branding – logo to be carried (level 2 prominence) on:

- event marketing collateral
- event participant information guide
- event emails
- event newsletters
- event web pages
- banner positions at start/finish (sponsor to provide banners)
- official event merchandise*

Marketing Opportunities:

- @mentions in event social media posts (frequency tbc)
- promotions/offers via RH social media accounts (frequency tbc)
- promotions/offers in emails to participants (pre & post-race)
- race pack vouchers/offers
- at event presence in the Event Village*
- at event product sampling/lead generation/direct sales*
- product placement in participant goody bags
- Race Harborough website event content – intro to sponsor editorial
- Race Harborough newsletter advertising/editorial* (frequency tbc)
- Race Harborough newsletter promotions/offers (frequency tbc)

Media Exposure via:

- press releases
- event previews and reports

*exclusive to Official Partners & Title Sponsor

OFFICIAL SUPPORTERS – £500

Maximum of eight

Official Supporters are our next tier of sponsors and receive all of the key benefits listed below.

Branding – logo to be carried (level 3 prominence) on:

- event marketing collateral
- event participant information guide
- event emails
- event newsletters
- event web pages
- banner position at start/finish (sponsor to provide banners)

Marketing Opportunities:

- @mentions in event social media posts (frequency tbc)
- promotions/offers in emails to participants (pre & post-race)
- race pack vouchers/offers
- product placement in participant goody bags
- Race Harborough website event content – intro to sponsor editorial
- Race Harborough newsletter promotions/offers (frequency tbc)

Media Exposure via:

- press releases
 - event previews and reports
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MEDIA PARTNERS

Media Partners play a pivotal role providing pre and post-event coverage and exposure via their digital and print channels – i.e. event launch and on-going news, previews and reports.

Branding – logo to be carried (level 3 prominence) on:

- event marketing collateral
- event participant information guide
- event emails
- event newsletters
- event web pages

Marketing Opportunities:

- @mentions in event social media posts (frequency tbc)
 - website event content mentions/links
 - website event content
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SUMMARY

As you can see, there are a number of ways to get involved with the event and work with a team who are truly passionate about delivering friendly, inclusive and enjoyable events. A team who are equally passionate about working with like minded partners to deliver the aims and objectives of their sponsorship/support.

It is very much our vision to create a landmark event for the town, celebrating both fitness and community spirit. By bringing together runners, volunteers, supporters, local businesses and charities, we hope to create a lasting, positive impact on the local economy, health, and culture.

We hope that you'd like to get involved, and very much look forward to working with you.

GET IN TOUCH

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