

FINISH



MARKET HARBOROUGH
HALF MARATHON
2027 SPONSORSHIP OPPORTUNITIES

OVERVIEW

MARKET HARBOROUGH HALF MARATHON

Date: Sunday, 16th May 2027

Start Time: 09:00

Start/Finish Location: Welland Park, Market Harborough, LE16 9DN.

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

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

The inaugural event attracted c.1,300 entries and nearly 1,000 runners lined up to race on the day.

We anticipate a field of between 1,200–1,500 runners to line up for the second running of event, now that the event is more central to the town, with this number 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.

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.

THE INAUGURAL EVENT – 2026

PRESS COVERAGE

A good amount of press coverage was received in the lead up to the race as well as post race. This included the following post-race coverage in print and online.



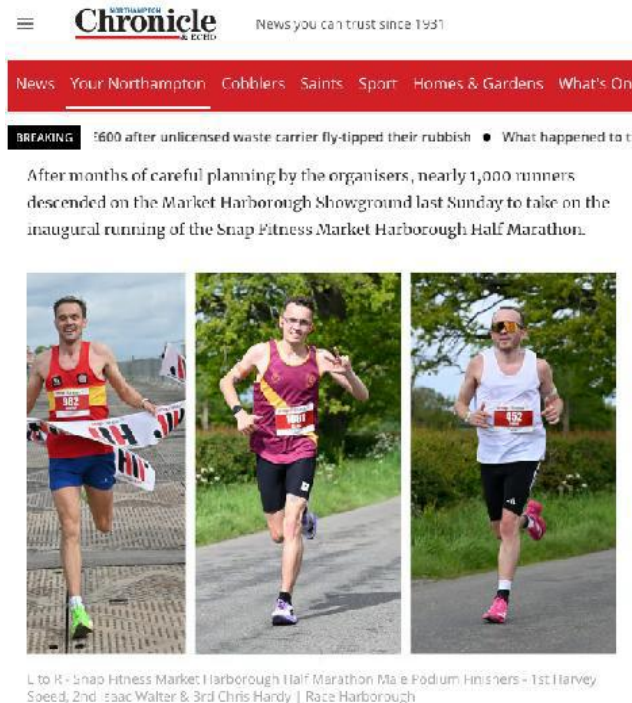
WINNERS: Left, Harvey Speed flanked by Isaac Walter and Chris Hardy. Above, Sarah Terry, right, with runner-up Lucinda Thompson
GESHOM NYATHI

Leicester Mercury

SPEED LIVES UP TO NAME TO WIN HALF-MARATHON

OUTSIDER Harvey Speed lived up to his name to win the men's senior title at the inaugural Snap Fitness Market Harborough Half Marathon, writes Geshom Nyathi. Unaffiliated runner...

Sports • Running • Athletics
20 May 2026



L to R - Snap Fitness Market Harborough Half Marathon Male Podium Finishers - 1st Harvey Speed, 2nd Isaac Walter & 3rd Chris Hardy | Race Harborough

Runners of all abilities came from far and wide, with a strong local contingent from Leicestershire and its neighbouring counties, to run an undulating and testing 13.1 miles, with Harvey Speed, representing Coventry Godiva Harriers, taking the crown in a time of 1:13:29.



L to R - Snap Fitness Market Harborough Half Marathon Male Podium finishers - 1st - Harvey Speed, 2nd Isaac Walters and 3rd Chris Hardy - Race Harborough

After months of careful planning by the organisers, nearly 1,000 runners descended on the Market Harborough Showground last Sunday to take on the inaugural running of the Snap Fitness Market Harborough Half Marathon.

Runners of all abilities came from far and wide, with a strong local contingent from Leicestershire and its neighbouring counties, to run an undulating and testing 13.1 miles, with Harvey Speed, representing Coventry Godiva Harriers, taking the crown in a time of 1:13:29.



ATHLETICS - Coventry Godiva Harriers athlete wins Market Harborough Half Marathon



Harvey Speed celebrates his race victory. Picture © Race Harborough.

Aaron Sutcliffe
28th May, 2025

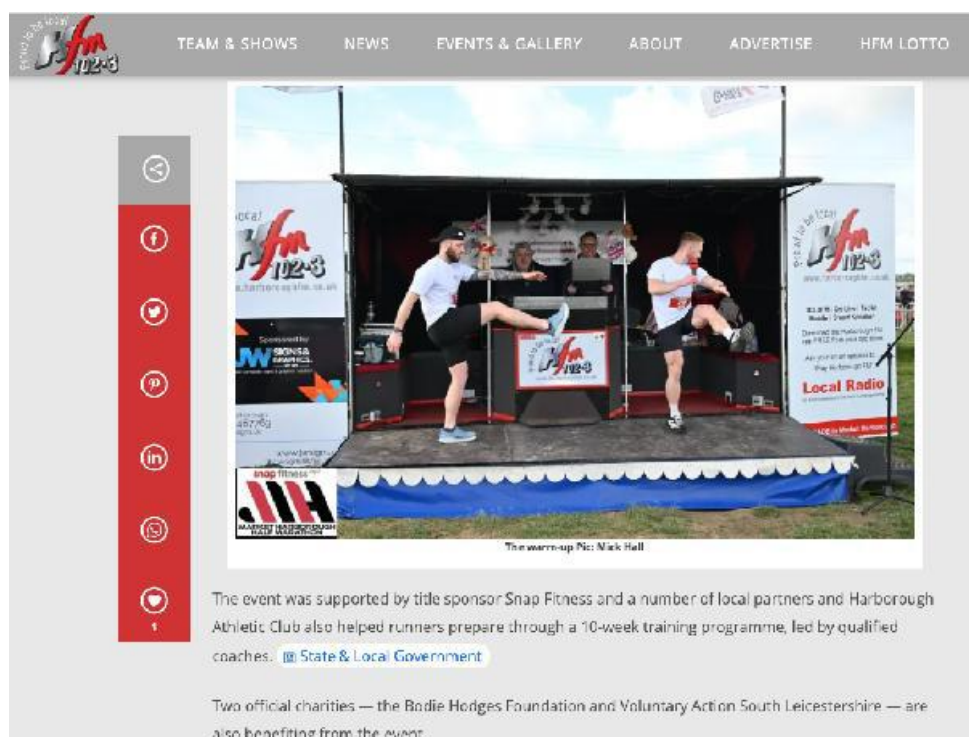
COVENTRY Godiva Harriers athlete Harvey Speed won the Market Harborough Half Marathon in a field of almost 1,000 runners.

Speed won the race in a time of 1 hour 13 minutes and 29 seconds, almost five minutes ahead of Isaac Walter who took second place.

The inaugural Market Harborough Half Marathon attracted runners from Leicestershire and neighbouring counties to run a 13.1-mile route.

Rare sponsors Snap Fitness led an exuberant warm-up for the runners assisted by the team at Harborough FM who provided the soundtrack to the event throughout.

Speed and Walter, the latter running for Northampton Road Runners, led the field from the off with the route interspersed by a team of pacers.



SOCIAL MEDIA ENGAGEMENT

The race enjoyed a massive amount of social media coverage across Facebook, Instagram and TikTok.



41,242 views | 182 reactions
28 comments



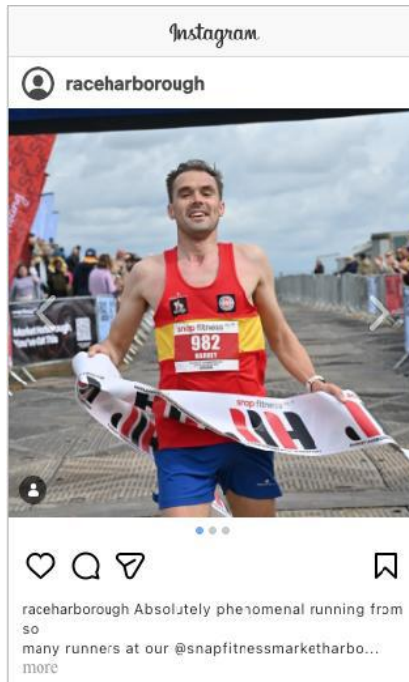
24,342 views | 246 reactions
56 comments



18,279 views | 231 reactions
16 comments



4,400 views | 1,800 reach
116 interactions



2,800 views | 1,200 reach
94 interactions



2,100 views | 951 reach
85 interactions

At event and post event social activity by Race Harborough alone generated:

Facebook

126,732 views

66,686 reach

1,302 reactions/comments/shares

Instagram

14,061 views

5,187 reach

393 likes/comments/shares

Year to date the Snap Fitness Market Harborough Half Marathon web pages have received 25,217 page views.

VIDEO CONTENT

As well as creating an official video for the event, which will be released to align with the opening of entries for the 2027 event. A number of local content creators/influencers filmed their runs and shared on their social channels.

The Official Event Video: [watch video](#)



Jan @run_with-Pacman: [watch video](#)



Maisie Runs: [watch video](#)



PARTICIPANT FEEDBACK

Thank you for organising such a brilliant event on Sunday! The atmosphere was great as were the volunteers and considering it was the first event it went very smoothly!

I want to say what an amazing race Sunday was. The support on the course from the marshals was the best I have ever experienced during any race. They were so encouraging and informative about the route, how much further, hills, water stations etc. The route was amazing and the water stations were spaced out really well.

Loved, the music, the personalised name shout out as people were crossing the finish line, the photographers dotted around the course, the face recognition on the official photos. Friendly staff and locals out and about on the route.

Having lived in Market Harborough for 10 years and taking up running 9 years ago, I was very excited for this new local race. It did not disappoint. The organisation like all other Race Harborough events was fantastic. The marshals were incredibly as always. The spectators were also fantastic and much needed at some points! I can't wait to do it all again next year.

Really enjoyed this run. Organisation was spot-on, communications were good throughout and the course was marshalled superbly. The community support was very welcome and the whole experience, other than the blisters, was fantastic. Definitely recommend and we'll certainly be back.

Everything was wonderful, volunteers, communications, organisation, scenery was stunning. Village supporters were superb. Loved the name on my number, and shout out across the line.

Well organised, excellent event. Well done. Special thanks to all the marshalls and volunteers for giving up your time to make it happen.

Great Marshalls, great atmosphere, great (hilly) route!

Half marathon is not my fave distance but I absolutely loved every minute of this run, even the hills! Incredible atmosphere, outstanding support across the route and lovely finish. Great company.

ENTRIES ANALYTICS | 966 runners started the race

- Number of entries: 1,141
- Predominant Age Range: 21-55 years old
- Percentage Male: 63.8%
- Percentage Female: 36.2%
- Participant Radius (Avg.): 15 miles

GETTING INVOLVED

SOLD

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 race pack
- event emails
- event newsletters
- Race Harborough monthly newsletter*
- Race Harborough website (footer logo across all pages)*
- event web pages
- event race numbers*
- 8 banner & flag positions at start/finish (sponsor to provide banners/flags)
- podium back-drop (sponsor to provide)*
- official event merchandise**

Marketing Opportunities:

- naming rights to event*
- @mentions in event social media posts
- promotions via RH social media accounts (x2 insertions)
- promotions in emails to participants (pre & post-race)
- race pack advertising
- presence at event in the Event Village**
- intro to sponsor editorial on Race Harborough website & further editorials as sponsorship activated*
- Race Harborough newsletter advertising** (x4 insertions)

Media Exposure via:

- press releases
- event previews and reports

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

OFFICIAL PARTNERS – £1,000

2 AVAILABLE

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 race pack
- event emails
- event newsletters
- event web pages
- 4 banner & flag positions at start/finish (sponsor to provide banners/flags)
- official event merchandise*

Marketing Opportunities:

- @mentions in event social media posts
- promotions via RH social media accounts (x2 insertions)
- promotions in emails to participants (pre & post-race)
- race pack advertising
- presence at event in the Event Village*
- intro to sponsor editorial on Race Harborough website*
- Race Harborough newsletter advertising* (x2 insertions)

Media Exposure via:

- press releases
- event previews and reports

*exclusive to Official Partners & Title Sponsor

OFFICIAL SUPPORTERS – £500

6 AVAILABLE

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 race pack
- event emails
- event newsletters
- event web pages
- 2 banner/flag position at start/finish (sponsor to provide banners/flags)

Marketing Opportunities:

- @mentions in event social media posts
- promotions in emails to participants (pre & post-race)
- race pack advertising
- intro to sponsor editorial on Race Harborough website*
- Race Harborough newsletter advertising (x1 insertion)

Media Exposure via:

- press releases
- event previews and reports

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 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

Mary Pearson, Owner/Event Director – Race Harborough

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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 (6,100 followers), as well as having a healthy number of email newsletter subscribers of c. 6,500.

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 16 events of varying sizes, and is set to grow further in 2028.





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