

Gorham
SAVINGS BANK

Full - Relay - Half
MAINE MARATHON
Sunday, Oct. 3 - Start: 7:45
FINISH
mainemarathon.com

GET UNDER
THE
ARCHER
66



This is start of something great.

Please become a Maine Marathon sponsor



Robbie Foundation

Bridging the Gap for
Children with Special Needs

P.O. Box 1534
Scarborough, ME 04074
Email: robbiefoundation@gmail.com
www.robbiefoundation.com

Dear Friends & Supporters,

The Robbie Foundation is honored to have been selected as the beneficiary of the Maine Marathon 2014! Our goal is to produce and promote favorable results as we join in partnership for these up-coming events.


The Robbie Foundation was founded in 2010 and was inspired by Robbie Gierie, a young boy who lives with cerebral palsy. The foundation is a one-of-a-kind non-profit foundation that offers a safety net for children and youth with developmental disabilities in Maine. The foundation provides funding for families with children of all developmental disabilities to buy adaptive equipment, assistive technology, therapy treatments or other items not covered by insurance.

Experts predict one out of every ten children in Maine will be diagnosed with a developmental disability. The rate of special needs continues to skyrocket at a time when state and federal programs are being slashed. Insurance companies are continuing to deny coverage for kids with special needs at an alarming rate. That is where Robbie Foundation is bridging the gap for this special population. To date the foundation has raised more than 75-thousand dollars to help improve the quality of life for dozens of children and youth with developmental disabilities throughout Maine. From iPads, to adaptive wheelchairs, to horseback riding, to custom made beds. The Robbie Foundation is the resource families of children with special needs can count on. Through our fundraising events we hold throughout the year, we are continuing to build a growing list of community partners, from churches, businesses and corporate sponsors. All are committed to helping us improve the quality of life of children with special needs throughout the state of Maine. We know we have only scratched the surface when it comes to making a difference in the life of a child with a disability.

Our board of committed volunteer members and I are looking forward to our involvement with Maine Marathon. To learn more about Robbie Foundation and how you can help, visit our website at www.robbiefoundation.com or email me directly at lynn@robbiefoundation.com

Please consider supporting the Maine Marathon and Robbie Foundation as we join forces in making a difference in the lives of children with special needs.

Sincerely,


Lynn Gierie, Founder/President

FOR YEARS 2014-15,
THE ROBBIE FOUNDATION WILL
BE THE PRIMARY BENEFICIARY
OF THE MAINE MARATHON'S
FUNDRAISING EFFORTS.

About the Maine Marathon

AFTER MORE THAN TWO DECADES, THE MAINE MARATHON-Half Marathon-Relay is still a race organized by runners for runners. With 4,000 athletes and more than 800 race-weekend volunteers, it is the largest marathon event in Maine. Last year, we raised a record \$150,000 for community causes. We are very pleased Gorham Savings Bank, the race's title sponsor for 2011, 2012 and 2103, is again on board for 2014-15.

Three events are conducted simultaneously: a half marathon (13.1 miles); a marathon (26.2 miles); and a marathon relay for teams of two, three or four runners. Everyone who finishes is a winner for achieving their personal goals. The overriding mission is to hold a quality event that runners throughout Maine and from away appreciate and support.

The race was first established in 1978 as the Casco Bay Marathon. It has now run continuously since 1992 as the Maine Marathon-Half Marathon-Relay.

The fundraising aspect is very important to the organizers and to our sponsors. Traditionally, a beneficiary has been selected for a two-year cycle. This enables the Marathon, its sponsors and the charity to best utilize the marketing power of the event by delivering a prolonged period of visibility for the charity. For more than a decade, we have chosen children's charities as our beneficiary. In 2014-15, the largest share of the proceeds will go to the Robbie Foundation, an organization dedicated to improving the lives of children



living with special needs.

The Maine Marathon is managed and organized through the generous efforts of the Maine Track Club. The club, formed in 1979, is a non-profit, volunteer organization – the largest running club in Maine with more than 800 members. For all of our sponsors, this event is an ideal opportunity to bring co-workers together for a day of volunteer activity, and sponsors are encouraged to participate throughout the year of planning. Both primary and subsidiary sponsors are recognized in the Marathon's printed material and through many gracious thank you announcements that take place on race day.





NO
PARKING
THIS SIDE
OF STREET



493

457

Maine Marathon at a glance

The race was founded in 1978



4 events – full marathon,
half marathon, relay
and kids race



3,500 runners
and 100 relay teams in 2013



Runners from 42 states, the Dis-
trict of Columbia, several Canadi-
an provinces and other countries



Boston Marathon qualifying event



More than \$3million raised for
local and cancer charities

Event Statistics

THE MAINE MARATHON HAS GROWN ENORMOUSLY OVER the past several years. Efforts to market the event as a destination race have paid off, and in 2013, we posted a field of 3,500 athletes, including 100 relay teams.

We are proud to attract runners from across the United States, Canada, Asia and Europe. Last year, we welcomed athletes from 42 states, the District of Columbia, several Canadian provinces and many other countries. Aside from the picturesque and runner-friendly course, the event draws competitors because it is a qualifying event for the Boston Marathon, held in the spring of the following year.

Over the past 12-plus years, registrations have more than doubled. Word is spreading throughout the running world that “Maine is top notch,” well organized and fast becoming one of New England’s premier destination races.

“We are still completely over-
whelmed by the generosity of
the Maine Marathon team!”

Peter Brown, STRIVE
2012-13 Maine Marathon beneficiary organization

Sponsorship Levels

TITLE SPONSOR: GORHAM SAVINGS BANK

The Maine Marathon provides the opportunity for the title sponsor, once again Gorham Savings Bank, to highlight its brand in Maine and throughout New England. The event also offers nationwide exposure through advertising, runner registrations and other media opportunities.

- ◎ Approx. \$100,000 worth of marketability/exposure/advertising with local, regional and national media:
- ◎ Media coverage in *Portland Newspapers* and *The Forecaster*
 - *The Phoenix*, 75,000 circulation
 - *Official Program of the Boston Marathon*
 - *New England Runner* magazine, 4 issues; 12,000 exposures each issue; New England & NY distribution
 - *New England Runner Annual Calendar*, circulation 75,000
 - *The Forecaster*, 3 issues/all four editions; approx. 70,000 exposures each issue
 - *Marathon & Beyond* magazine; approx. 25,000 national exposures
 - Two weeks community exposure: one banner spanning Congress Street in front of Portland City Hall; one banner at the Baxter Boulevard start/finish area
- ◎ Your logo on 10,000 printed entry forms & Maine Marathon letterhead
- ◎ Hot link from Maine Marathon and Maine Track Club web sites
- ◎ Top exposure on all 4,000 runner shirts and 800 local volunteer shirts
- ◎ Total of 12 complimentary entries – a great opportunity to encourage employee community involvement and physical fitness with wellness and community service programs that can culminate on race day
- ◎ Prime booth location at Maine Marathon Expo during race weekend activities
- ◎ Opportunity to provide insert for 3,500 runner goodie bags
- ◎ No competing sponsors!

GOLD SPONSOR: **\$3,500**

All Silver Sponsor benefits, plus additional comps:

- ⊙ Name or logo on back of 4,000 race shirts
- ⊙ Name or logo on one of 14 course clocks visible to all runners
- ⊙ Total of 4 complimentary entries
- ⊙ No competing sponsors!

SILVER SPONSOR: **\$2,500**

All Bronze Sponsor benefits plus additional comps:

- ⊙ Name or logo on back of 800 local volunteer shirts
- ⊙ Authorized use of event in your advertising and promotion
- ⊙ Total of 3 complimentary entries
- ⊙ No competing sponsors!

BRONZE SPONSOR: **\$1,200**

All Supporting Sponsor benefit, plus additional comps:

- ⊙ Sponsor furnished banner displayed at start / finish area on race day
- ⊙ Opportunity to provide an insert for up to 3,500 runner goodie bags
- ⊙ Total of 3 complimentary entries
- ⊙ No competing sponsors!

Sponsorship Levels

SUPPORTING SPONSOR:

\$750

- ⦿ Name or logo on 10,000 entry forms
- ⦿ Hot link from Maine Marathon web site
- ⦿ Name on Maine Marathon letterhead (4,000+ mailing)
- ⦿ One complimentary table booth at Maine Marathon Expo during race weekend activities
- ⦿ Opportunity to provide an insert for up to 3,500 runner goodie bags
- ⦿ Your name included with the Maine Marathon's contribution to the Robbie Foundation

OTHER SPONSORSHIP OPPORTUNITIES:

More information about these sponsorship opportunities are available upon request. Please contact Race Director Howard Spear, mainemarathon@gmail.com or 207-749-9160 to learn more:

COURSE ENTERTAINMENT

Throughout the race, as many as 20 different bands play on the course and at the finish line to cheer on runners and keep the crowd pumped. Your name or logo will appear on the stage signage.

COURSE CLOCKS - TOTAL OF 12 LOCATIONS

At key locations along the marathon and half marathon route, course clocks let runners know how they are doing. You may sponsor one or several clock locations.

COURSE WATER STOPS

There are up to 12 water stops along the marathon and half marathon course. Sponsorships are available for one or more locations.

ENTRY FORMS

Name or logo on 10,000 entry forms.

MAINE MARATHON BEACH TOWELS

Every runner will receive a beach towel at the conclusion of the race to help them dry off and get warm. Your logo will be printed on what is sure to become a popular race day memento.

SWEAT TOWELS

In 2014-2015, we will provide logo sweat towels in each of the 3,500 runner goodie bags that are handed out at registration, as well as thank you gifts for our 700 race volunteers.



“ This marathon is amazing. The community support is fantastic. So many volunteers. Thank you so much for an incredible event. I can't wait to come back next year.”

Runner, St. John

“ As a newbie marathoner, I'd like to express my gratitude to the residents and volunteers who came out to support runners. Running the last 10th of a mile into the huge crowd on Baxter Boulevard was an indescribable high. . .”

Runner, Yarmouth, ME

“ I wanted to thank you for putting on another successful race this year! Thank you for the perfect weather, the great entertainment along the course, having enough water on the course, and all you do for making that day such a success.”

Runner, USA

“ I'm not sure where you found so many volunteers, but I couldn't believe how many of them lined the course, cheering me and all of the other participants on nearly every step of the way. I don't think I stopped smiling for a minute.”

Runner, Bedford, NH

“ First of all, thank you for a great and well organized run. This being my 16th marathon, I will be sure to let others know what a great event it is.”

Runner, East Granby, CT

“ Another great Maine Marathon this morning. Thank you and everyone for continuing to put on arguably the best annual race in Maine.”

Runner, Portland ME

“ Ran my first half marathon today and had a great time. I was told by my personal trainer that this was the place to be for a great run, supportive community and beautiful all around atmosphere. She was 100 percent right!”

Runner, Dartmouth, MA

Runner Comments

“ Just wanted to thank you for the wonderful job you did – and the volunteers for making Sunday's marathon a huge success. This by far was the most organized run I've ever encountered.”

Runner, Scarborough, ME

“ Please thank all the volunteers and a special thanks to you and your co-race directors for putting on one of the finest races in the country (I have run all 50 states, so I know a thing or two about marathons and race directing).”

Runner, Wheaton, IL



2014-15 Race Management

MANAGEMENT OF THE MAINE MARATHON is coordinated by a team of Maine Track Club officer and member volunteers, all of whom have more than 50 years combined experience in race management. This year we are pleased to welcome back the following experienced team of race co-directors. Their long-time dedication to making the the Marathon and other Maine Track Club races a success is what make this all-volunteer event a success!

RACE CO-DIRECTORS

Bob Aube, Race Co-Director / Webmaster / Technical Support
207-650-2939 | bobaube@mainetrackclub.com

Howard Spear, Race Co-Director / Event Coordinator
207-749-9160 | 207-797-6771 | racedirector@mainemarathon.com

Bonnie Topham, Race-Co-Director / Awards / Merchandise Coordinator
207-776-3648 | auntblovessme@aol.com

Kathy Bowe, Race Co-Director/Registration Coordinator
katbowe@gmail.com

THE MAINE MARATHON IS A “DESTINATION RACE” THAT ATTRACTS ATHLETES from across the U.S., Canada and abroad. Year after year, those who have taken part have told us what a great race this is. . . that runners can feel a special energy on the course and hundreds of race weekend volunteers who are the heart and soul of this event.

For the Maine Track Club, this is our signature event. We are very proud to have seen it grow and flourish. Last year, registrations were capped at 3,500, and more than \$150,000 was raised for charities through race proceeds and by participants. For 2014-2015, we are pleased to announce the Robbie Foundation as the Maine Marathon’s primary beneficiary.

Let’s do good and run with it!

PLEASE JOIN US AND BECOME A SPONSOR OF THE MAINE MARATHON. Your support will help inspire more individuals to discover the joy of running – and make the world better for young adults with disabilities.

Sincerely,

Howard Spear

Race Co-Director / Event Coordinator

207-749-9160 | 207-797-6771 | racedirector@mainemarathon.com





www.MaineMarathon.com