



PORT FAIRY MARATHON
community running festival

SPONSORSHIP PROPOSAL

PORT FAIRY
SUNDAY 16 FEBRUARY 2025



WHY?

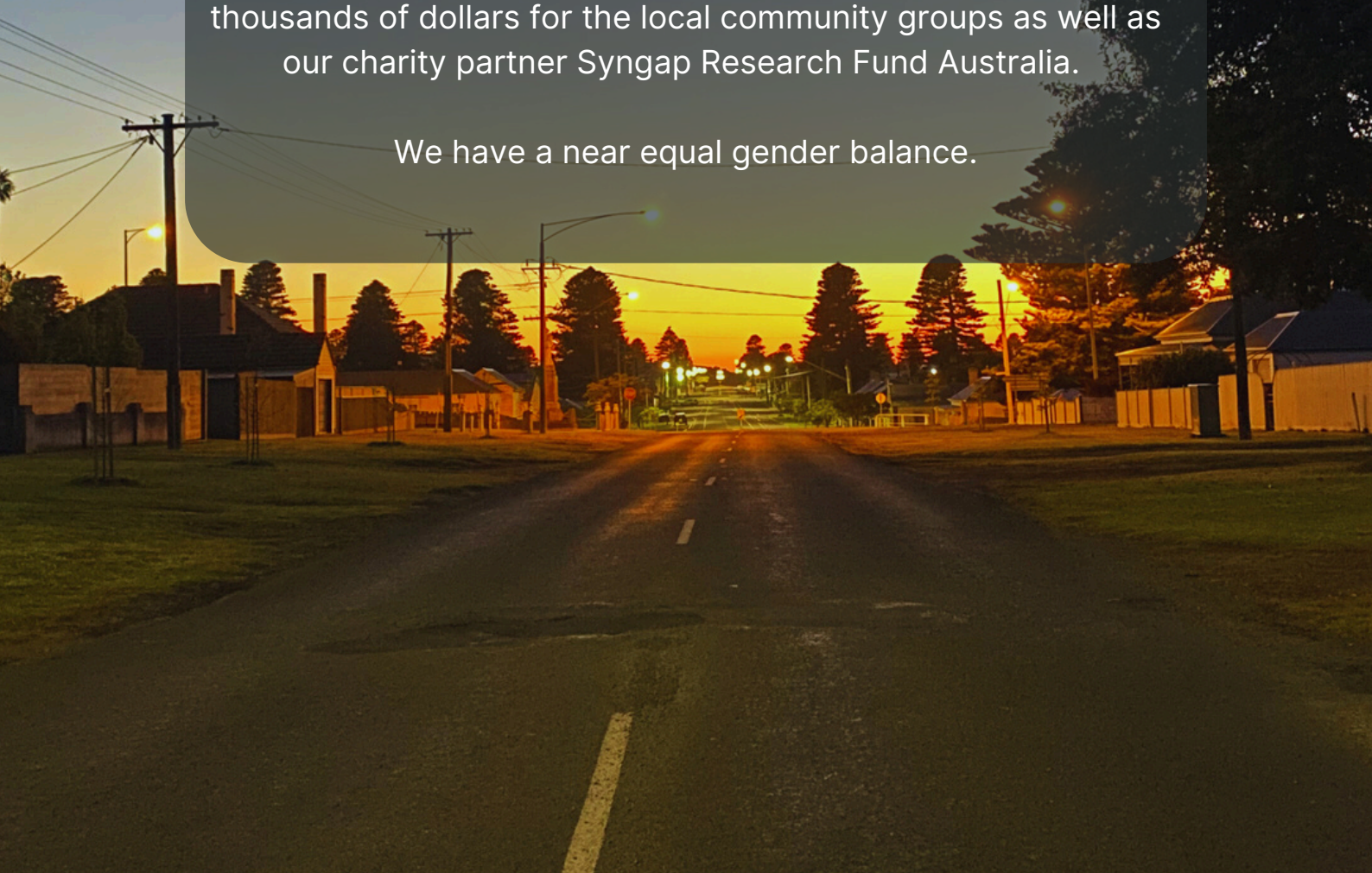
Become a sponsor of the Port Fairy Marathon and Community Running festival and be part of something bigger...

Attracting people from across all parts of Australia and around the world, the Port Fairy Marathon has grown to become one of Australia's premier destination running events. We attract thousands of runners, representing a wide range of abilities, from World Class marathon runners such as Reece Edwards and Ella McCartney, to locals running their first event.

Our course is scenic but also fast. 27 participants qualified for the Boston marathon in our AIMS certified 2024 event.

Our event is run by a committee of volunteers to raise funds to benefit the local community. Our event has helped raise tens of thousands of dollars for the local community groups as well as our charity partner Syngap Research Fund Australia.

We have a near equal gender balance.



PORT FAIRY

An aerial photograph of Port Fairy, Australia, showing a rocky coastline, a lighthouse, and a road leading inland. The lighthouse is a white tower with a red top, situated on a rocky outcrop. A road runs along the coast, and inland, there are green fields and a river. The sky is clear and blue.

Port Fairy is at the end of the Great Ocean Road and just over three hours drive from Melbourne.

It is the must see charming seaside village with bluestone buildings, historic wharf, nineteenth century cottages and great Norfolk pines surrounded by diverse natural attractions including the Southern Ocean and Moyne River.

Port Fairy is famed for its festivals. Every year visitors flock to Port Fairy in February for the Jazz Festival, March for the Folk Festival, in June for the Winter Weekends and in Summer for the Moyneyana Festival.

NOW, on the third weekend in February, runners come from all around the globe for the **Port Fairy Marathon and Community Running Festival**.

THE EVENT

The Port Fairy Marathon and Community Running Festival is:

- **in its fourth year;**
- **all abilities;**
- **professional;**
- **AIMS certified (Association of International Marathons and Distance Races); and**
- **a marathon, half marathon, 10km, 5km and 2.5km.**

Our participant growth trajectory is 75% year on year. In 2025, we expect over 2500 participants.

The Marathon Committee are VOLUNTEERS from Port Fairy Consolidated School Parents & Friends and auspiced by Port Fairy Tourism Incorporated.

ALL FUNDS RAISED go back into the community via the primary school, local community groups and charities.

The Committee works collaboratively with Moyne Shire Council, Belfast Volunteers, local sporting clubs, local businesses and community groups to create a phenomenal inclusive event.



ECONOMIC BENEFIT

- 20% year on year growth in Port Fairy in total expenditure for the weekend of our event over the past two years
- 65% of local businesses surveyed experienced an increase in trade as a result of the 2024 event, including accommodation, retail and hospitality
- Some business reported an increase in trade of more than 100% over the weekend of our event with the majority reporting an increase of between 10% and 100%
- 30% of attendees visited 5 or more businesses in town
- 43% of out of town entries stayed two or more nights in Port Fairy
- 62% of participants spent at least one night in Port Fairy



SPONSORSHIP PACKAGES

Super Sponsorship Package

- Greatest marketing impact
- Logo placement on website, running bibs, e-news & marketing materials
- Start/Finish area exposure & signage
- 4 sponsor posts on event social media
- On course signage

\$3000

Major Sponsorship Package

- Maximum brand exposure
- Logo placement on website, running bibs, & select promotional materials
- 2 sponsor posts on event social media
- Start/finish area exposure & signage

\$2500

Community Sponsorship Package

- On course signage or sponsorship of water station
- 1 social media post
- Logo placement on website & select promotional materials

\$1500

Essential Sponsorship Package

- Logo on website & select promotional materials
- 1 social media post

\$500

Custom packages also available.

Please reach out to us at portfairymarathon@gmail.com

CONTACT US

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**“WHAT AN
INCREDIBLE
RUNNING EVENT.
WE LOVED IT AND
CANNOT WAIT
FOR NEXT YEAR”**

**“WELL DONE TO
THE ORGANISERS.
COUNT ME IN FOR
NEXT YEAR!”**

**“IT WAS SO WELL
ORGANISED, SAFE &
COMPLIANT WITH LOTS
OF ENCOURAGING
MARSHALS”**

**“THE VOLUNTEERS
WERE AMAZING
AND HAVING LOCAL
BUSINESSES
INVOLVED MADE IT
UNIQUE”**

