



**2024 Napa to Sonoma Wine Country Half Marathon
Post-Race Wine and Music Festival
Sunday, July 21, 2024 | 9:00AM – 12:00PM | Sonoma Plaza**

Connect with over 5,000 active, affluent, and well-traveled participants who share a passion for running and the wine country experience.

Our Napa to Sonoma race sells out annually and attracts runners from all over the world traveling to wine country to run, sip, and explore. When you sign on as a Winery Partner, you will receive digital marketing benefits and access to our local audience of over 75K email subscribers and 200K social reach, as well as two complimentary entries and two half priced entries, over \$500 in value.

Showcase your wines by participating in our Post-Race Wine & Music Festival and partnering on race weekend special events, VIP events, and tastings.

**The Napa to Sonoma Wine Country Half Marathon
named one of the top 7 most scenic courses in the
U.S. by Forbes Magazine!**

Napa to Sonoma Wine Country Half Marathon
Sunday, July 21, 2024
Sonoma Plaza, 453 1st St E
Sonoma, CA 95476

For more information:

Contact Jeanette Yoder
jyoder@motivsports.com

MEET OUR DEMOGRAPHIC

56%
IN STATE

44%
OUT OF STATE



70%
WOMEN

30%
MEN

\$155K

AVERAGE HOUSEHOLD INCOME

\$685

AVERAGE WEEKEND
EXPENDITURE

53%

PURCHASED WINE
FROM LOCAL WINERIES

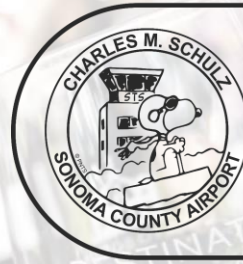
22%

UTILIZED SPECIAL
OFFERS AND DISCOUNTS
AT LOCAL WINERIES

PROUD PARTNER AND MEMBER OF



80% OF GUESTS VISIT LOCAL WINERIES
PARTNERS DURING THEIR STAY



**NAPA TO
SONOMA**
WINE COUNTRY
HALF MARATHON & ROSÉ 5K

WINERY PARTNER BENEFITS

The earlier you sign up, the more marketing benefits you'll receive!



DIGITAL MARKETING

- Year-round logo, link, and blurb on race website (please submit along w/ partner form)
- Inclusion in winery-dedicated emails to our participants.
- Social Media mentions*. Sign up early and earn more posts!
- Additional opportunities include:
 - Ad placement in our Virtual Event Bag, sent to every runner before and after the race.
 - Logo or winery name inclusion on official event merchandise and materials
 - Opportunity to donate award wine for winners, additional visibility
 - Special event cross-promotion

*Images and preferred content can be provided by winery.
Content creation assistance provided by event marketing team.



RACE ENTRIES

- Receive two complimentary entries!
- Receive two entries at 50% off
- Opportunity to raffle off these highly sought-after entries to wine club members, or as a tasting room promotion!



YOUR COMMITMENT

- 4-5 cases of red, white, or mix, to pour during the festival
- Staff to pour your wine for the duration of the festival*
- 1 to 2 social/email inclusions of event and your participation!
- High-res file of winery logo/images

*Participating wineries will be responsible to adhere to the most current guidance related to health protocols and safety measures, including supplying own cleaning supplies and any relevant PPE.

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WINERY PARTNER 2024

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Marathon Sunday, July 21, 2024
Sonoma Plaza, 453 1st St E
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Please return completed form to:
Jeanette Yoder jyoder@motivsports.com

Winery Name: _____

Contact Name: _____

Phone: _____

Email: _____

Winery/Tasting Room Address: _____

Website URL: _____

Winery Commitment:

Please check the boxes below to confirm participation and award wine donation preference:

- Yes, I will donate 4-5 cases (red/white or mix) and will send one staff member to pour at the Post-Race Tasting Event.
- Yes, I will donate Award Wine to help boost my brand to runners (select one):
 - ___ **One** standard (750ml) bottle for Age Awards
 - ___ **One** 1.5L bottle for Top Finisher Awards

Expand your Reach! Promotional Opportunities (select one or both):

___ I'd like to offer runners who show their bib/medal over race weekend "Member for a Day" benefits.

___ I'd like to offer runners who show their bib/medal over race weekend 2-for-1 tastings.

Complimentary Race Entries for Winery Staff:

___ Yes! Please send me two complimentary entries to the race!

___ Yes! Please send me two 50% off entries to the race!

Signature _____

Date _____

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