



**2025 Napa to Sonoma Wine Country Half Marathon
Post-Race Wine and Music Festival
Sunday, July 20, 2025 | 9:30 AM – 12:00 PM | 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.

Highlight your wines by participating in our Post-Race Wine & Music Festival and partnering on race weekend unique 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 20, 2025 | 9:30 AM – 12 PM
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



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

PROUD PARTNER AND MEMBER OF



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

*Wineries can provide images and preferred content for social. Content creation assistance provided by the Motiv Sports 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 (red, white, or mix) to pour during the festival.
- A staff member to pour your wine during the festival. Attending staff must have an RBS server license.
- 1 to 3 social/email inclusions showing you are participating.
- High-res file of winery logo/images.

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WINERY PARTNER 2025

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Please return the completed form to:
Jeanette Yoder jyoder@motivsports.com

Winery Name: _____

Contact Name: _____

Phone: _____

Email: _____

Winery/Tasting Room Address: _____

Website URL: _____

Winery Commitment*:

Below is the commitment to participate in the event. All wineries must also donate award wine. Please select your preference:

- ☒ Donate 4-5 cases (red/white or mix) and send at least one staff member to pour at the Post-Race Tasting Event.
- ☒ Donate Award Wine to help boost your brand to runners (check one):
____ **One** standard (750ml) bottle for Age Awards
OR ____ **One** 1.5L bottle for Top Finisher Awards

***NOTE:** As we approach the race, if you are unable to pour at the event, your wine donation is still required as part of your signed commitment.

Expand your Reach! Promotional Opportunities (select options below):

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

____ I would 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!

Date _____

Signature _____

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