BECOME A WINERY PARTNER



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%

44% OUT OF STATE



70% WOMEN

30%



\$155K

\$685

AVERAGE WEEKEND EXPENDITURE 53% PURCHASED WINE FROM LOCAL WINERIES

22%

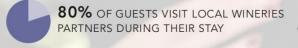
UTILIZED SPECIAL

OFFERS AND DISCOUNTS

AT LOCAL WINERIES

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 soughtafter 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.

For more information:

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WINERY PARTNER 2025



Signature____

WINERY PARTNER 2025 Napa to Sonoma Wine Country Half Marathon Sunday, July 20, 2025, 9:30am-12pm Sonoma Plaza, 453 1st E Sonoma, CA 95476	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.
Please return the completed form to: Jeanette Yoder <u>iyoder@motivsports.com</u>	 ✓ Donate Award Wine to help boost your brand to runners (check one): One standard (750ml) bottle for Age Awards OROne 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 a part of your signed commitment.
Expand your Reach! Promotional Opportunities (se	elect options below):
I would like to offer runners who show their bib/m	edal over race weekend "Member for a Day" benefits.
I would like to offer runners who show their bib/m	edal 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 r	
Date	
	 -

as

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