



Camp Dream

Where Disabilities .. Disappe

HOTLANTA Half Marathon & 5K

Sunday, June 11, 2023

Atlanta, GA

Sponsorship Opportunities

Benefiting Camp Dream



About the HOTLANTA Event

The HOTLANTA Half Marathon has been attracting runners from across the country and around the world to the streets of Atlanta since 2014.

Offering a half marathon, relay, and 5k, the 2023 race taking place on June 11th at Pemberton Place, is expected to have a minimum of 2,000 runners and a minimum of 6,000 spectators.

Debuting in 2014, over 12,500 runners have crossed the finish line, running over 150,000 miles combined!

The race day experience includes a large post-race party in beautiful Pemberton Place, with music, refreshments, vendors, and more.

HotlantaHalf.com



About Camp Dream

Camp Dream offers recreational Summer Camp and Camp Out programs for children and young adults with moderate to severe physical and developmental disabilities.

Camp Dream programs are 100% volunteer, providing a 1:1 camper to counselor ratio during Summer Camp sessions. Staff and Counselors work very closely with each Camper to provide an individualized experience, so every Camper has FUN, while also feeling empowered to find success in their daily lives long after leaving camp.

Camp Dream serves children and young adults with a disability, regardless of their ability to pay.

Camp Dream is a 501(c)3. All Donations are 100% Tax Deductable.



Sponsorship Opportunities

Gold Medal Sponsorship Package
\$10,000

Silver Medal Sponsorship Package
\$5,000

Bronze Medal Sponsorship Package
\$2,000

Finisher Sponsorship Package
\$500



Gold Medal Sponsorship Package

\$10,000

Includes:

- **Name on Race Shirt**
- **Advertisement in HOTLANTA Email List**
- **Promotional Email to Camp Dream Email List**
- **Clickable Logo Banner in all Camp Dream 2023 Email Newsletters**
- **Recognition Post on HOTLANTA Social Media**
- **Recognition Pre and Post-Race on Camp Dream Social Media**
- **Monthly Promotion on Camp Dream Social Media for 1 Year**
- **Listed on HOTLANTA Website**
- **Advertisement in Digital Race Bag**
- **5 Complimentary Race Entries**
- **Race Results Email Notification Placement**

Optional: 10x10 Space at Post-Race Festival with tent, tables, and chairs provided



Silver Medal Sponsorship Package

\$5,000

Includes:

- **Name on Race Shirt**
- **Advertisement in HOTLANTA Email List**
- **Promotional Email to Camp Dream Email List**
- **Recognition Pre and Post-Race on Camp Dream Social Media**
- **Listed on HOTLANTA Website**
- **Advertisement in Digital Race Bag**
- **5 Complimentary Race Entries**

Additional \$1,000: 10x10 Space at Post-Race Festival with tent, tables, and chairs provided



Bronze Medal Sponsorship Package

\$2,000

Includes:

- **Promotional Email to Camp Dream Email List**
- **Recognition Pre and Post-Race on Camp Dream Social Media**
- **Listed on HOTLANTA Website**
- **Advertisement in Digital Race Bag**
- **2 Complimentary Race Entries**

Additional \$1,000: 10x10 Space at Post-Race Festival with tent, tables, and chairs provided



Finisher Sponsorship Package

\$500

Includes:

- **Recognition in Camp Dream Email Newsletter**
- **Recognition Pre and Post-Race on Camp Dream Social Media**
- **Advertisement in Digital Race Bag**

Additional \$1,000: 10x10 Space at Post-Race Festival with tent, tables, and chairs provided



Runner Demographics

General Runner Demographics:

The average age of a runner is 41.7 years old.

36.3% of runners are women and 63.7% are men

73% of runners make over \$75,000 per year

*Data from <https://www.runningguru.com/SM/Demographics.asp>

Hotlanta Half Marathon Runner Demographics:

79% of runners reside in Georgia

48% of runners are women and 52% are men

76% of runners make over \$95,000 per year



Reasons to Sponsor the Hotlanta Half Marathon

100% of your sponsorship donation will go directly to Camp Dream.

Your sponsorship will help support the efforts of Camp Dream, which will allow for more children and young adults with moderate to severe physical and developmental disabilities to attend its Summer Camp.

Hotlanta and Camp Dream have a combined social media following of over 26,700 people, with a combined yearly social media reach of over 163,000 people, and combined email lists with over 5,000 recipients.

This sponsorship will also allow your business to be promoted to the supporters of Camp Dream, the local and international running community, and all the volunteers, friends, family, and participants involved in the HOTLANTA event.



To Sponsor or Learn More:

Please Contact:

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To Learn More About Camp Dream:

visit www.CampDreamGA.org

To Learn More About the HOTLANTA Half Marathon:

visit www.HotlantaHalf.com



Camp DreamSM

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