



2024 SPONSORSHIP PACKAGE



SAVANNAH
SPORTS COUNCIL

SavannahSportsCouncil.com

EVENT OVERVIEW

The Savannah Sports Council will host the 9th Annual Publix Savannah Women's Half Marathon & 5K on April 6, 2024. Nearly 3,000 runners are expected to participate in a race that will highlight the scenic nature of Savannah's Historic District.

Branded just for women, this event is marketed as a boutique, girls' weekend getaway that features the beauty, history, and culture of Savannah throughout the entire weekend. The event has become one of the premier women's endurance events in the country, with the BROOKS Fashion Fitness Expo (Friday), Publix Savannah Women's Half & 5K (Saturday) and Yoga on the Square (Sunday).

EVENT DEMOGRAPHICS



3,000
PARTICIPANTS



2,000
SPECTATORS



450
VOLUNTEERS



52%
BETWEEN AGES
25-49



155,000
AVERAGE HOUSEHOLD
INCOME

Savannah Womens Half.

WEEKEND SCHEDULE

Friday, April 5, 2024

BROOKS Fashion Fitness Expo

11 a.m. – 7 p.m.

Charles Morris Center

Saturday, April 6, 2024

Publix Savannah Women's Half & 5K

7:30 a.m. – Noon

Forsyth Park

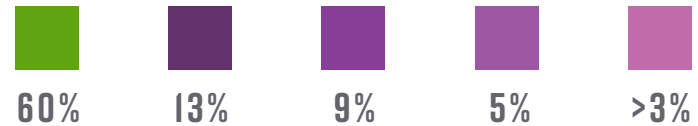
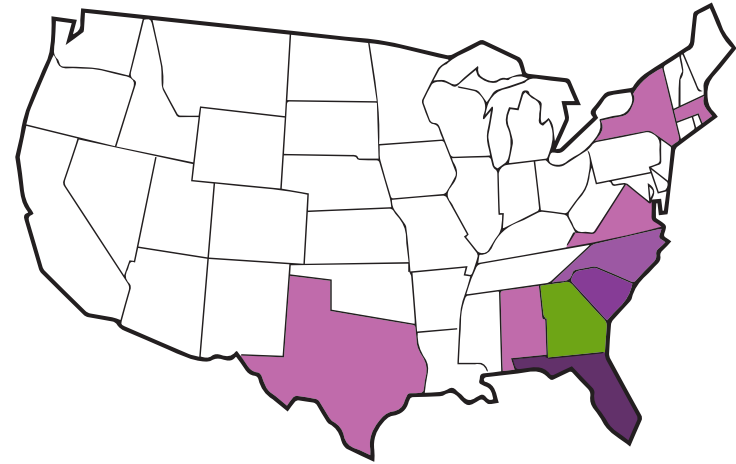
Sunday, April 7, 2024

Yoga in the Square

9 – 10 a.m.

Ellis Square

EVENT ATTENDEE GEOGRAPHY



NUMBER OF ATTENDEES

.com

(*All numbers above are based on the 2023 event.)

ADVERTISING EXPOSURE



450+

RADIO COMMERCIALS
(:15 & :30)
(DICK BROADCASTING COMPANY)



80

:30 TELEVISION COMMERCIALS
(WJCL)



2.1 Million

SOCIAL MEDIA IMPRESSIONS
(FACEBOOK, X, INSTAGRAM)



2.8 Million

PRINT MEDIA IMPRESSIONS
(RUNNER'S WORLD, REGIONAL MAGAZINES, AIRPORT ADS, ETC.)



6.4 Million

ONLINE MEDIA IMPRESSIONS
(EVENT WEBSITE, SMN, RADIO/TV STATION WEBSITES)



OWNED MEDIA REACH



SOCIAL MEDIA

Total reach & followers across all platforms

SAVANNAH SPORTS COUNCIL



VISIT SAVANNAH



SAVANNAH CHAMBER



606,600+ total followers



E-NEWSLETTERS

SAVANNAH SPORTS COUNCIL

- Dedicated Emails

VISIT SAVANNAH

- Featured story
- 103K opt-ins, 34% open rate

SAVANNAH CHAMBER

- Event and business promotion



WEBSITES

[VISITSAVANNAH.COM](https://visitsavannah.com)

• 8.6 million organic page views

[SAVANNAHSPORTSCOUNCIL.COM](https://savannahsportscouncil.com)

• 270,000+ organic page views



SPONSORED EDITORIAL CONTENT



VISIT SAVANNAH TV


(*All numbers above are based on the 2022 event.)

CHAMPION SPONSOR

\$10,000

COMPANY WILL RECEIVE CATEGORY EXCLUSIVITY AND WILL RECEIVE THE FOLLOWING LEADING UP TO AND DURING THE EVENT:

- Company name and/or logo will be screen printed on the back of all shirts
- Company name and/or logo on the sponsor page of the official race website
- Company logo will be included in premium location of finish line structure
- Company logo will be on all event posters
- Company will receive three (3) dedicated social media post on SSC outlets
- Company will receive at least two (2) featured editorials in race e-newsletter (35,000 subscribers)
- Company name and/or logo in race media (TV, newspaper, radio, social) when applicable
- Company will receive full page ad in the digital program (online only)


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- Company will receive premium logo placement on event app
 - Company will receive a premium booth at the Fashion Fitness Expo
 - Company will receive optional booth space at Post-Race Party in Forsyth Park
 - Company will receive option to provide premium insert for participation amenity bag (3,000 quantity)
 - Fifteen (15) complimentary registrations in the event and VIP tent
 - Company will receive naming rights to one of the following:
 - 5K race (presented by)
 - Post-Race Party
 - "Official" category sponsor

PREMIER SPONSOR

\$5,000

COMPANY WILL RECEIVE CATEGORY EXCLUSIVITY AND WILL RECEIVE THE FOLLOWING LEADING UP TO AND DURING THE EVENT:

- Company name and/or logo will be screen printed on the back of all shirts
- Company name and/or logo on the sponsor page of the official race website
- Company logo will be included on finish line structure
- Company logo will be on all event posters
- Company name and/or logo in race media (TV, newspaper, radio, social) when applicable
- Company will receive full page ad in the digital program (online only)


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- Company will receive logo placement on event app
 - Company will receive a booth at the Fashion Fitness Expo
 - Company will receive a booth space at Post-Race Party in Forsyth Park
 - Company will receive option to provide premium insert for participation amenity bag (3,000 quantity)
 - Ten (10) complimentary registrations in the event and VIP tent

COMMUNITY SPONSOR

\$2,500

COMPANY WILL RECEIVE CATEGORY EXCLUSIVITY AND WILL RECEIVE THE FOLLOWING LEADING UP TO AND DURING THE EVENT:

- Company name and/or logo will be screen printed on the back of all shirts
- Company name and/or logo on the sponsor page of the official race website
- Company logo will be included on finish line structure
- Company will receive option to provide premium insert for participation amenity bag (3,000 quantity)

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- Company will receive half page ad in the digital program (online only)
 - Company will receive logo placement on event app
 - Company will receive a booth at the Fashion Fitness Expo
 - Company will receive option to provide premium insert for participation amenity bag (3,000 quantity)
 - Five (5) complimentary registrations in the event and VIP tent

ABOUT US



Mission: To provide quality customer service and programs that meet the needs of our members, improve the economic environment of our community, and build a legacy of leadership for the next century.



Mission: To serve as the tourism destination marketing organization for the Savannah/Chatham County area and is committed to increased visitor spending, economic vitality and quality of life for the region, while continually building upon Savannah's image as a world-class destination.



Mission: To develop sport-related events that impact our community by working with local, regional, national and international organizations, supporting a wide range of events that offer a diverse opportunity to athletes of all ages and all sports.

TOURISM IN SAVANNAH BY THE NUMBERS

17.3 million

ESTIMATED OVERNIGHT & DAY VISITORS

2.3 nights

AVERAGE STAY

239,797

ANNUAL TRACKED HOTEL ROOM NIGHTS SOLD

\$4.4 billion

ESTIMATED ANNUAL VISITOR SPENDING

\$1.526 billion

LODGING

\$1.103 billion

FOOD/BEVERAGE

\$717 million

RETAIL

\$534 million

RECREATION

\$521 million

TRANSPORTATION

(Source: Longwoods Travel USA)



WHAT WE DO

Sports Tourism

The SSC works to attract regional and national sporting events to our community. The SSC works closely with events rights holders from around the country to bring high quality sporting events to Savannah to positively impact local hotels/businesses.

Event Production

The SSC annually owns and operates several major sporting events in Savannah to positively impact sports tourism. The SSC then reinvests event profits back into sports tourism to enable them to attract more events to Savannah.

OUR EVENTS



COMMUNITY IMPACT

31
SSC-ASSISTED
EVENTS ANNUALLY

\$30,000
ANNUAL CHARITABLE
DONATIONS

60,200
ANNUAL SPORTS-RELATED
TRACKED ROOM NIGHTS

\$46,000
EVENT REVENUE INVESTED
IN COMMUNITY ANNUALLY

CONTACT US



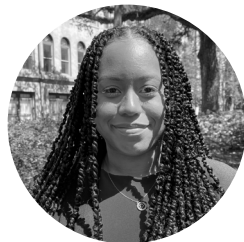
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