



BMO  Harris Bank

MESA-PHX MARATHON





BMO Harris Bank MESA-PHX Marathon

Our Races

Full Marathon

Beginning at Usery Mountain Park, runners experience nearly 1000 feet of net elevation loss in this fast race to Mesa Riverview Shopping Center

Half Marathon

Beginning near WAXIE, runners experience nearly 350 feet of net elevation loss & enjoy diverse scenery from the desert vistas down to the beautiful citrus groves, through downtown Mesa to Mesa Riverview Shopping Center

10K

Starting at Fitch Park, this easy course for beginning runners winds through historic downtown to Mesa Riverview Shopping Center

KIDS 1K

This FREE run offers children the experience of entering the finish chute with thousands of spectators cheering them on. Each child will receive a race bib, shirt, & a finisher ribbon



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Quick Statistics

- 10k+ Runners
- 56% Female Athletes (2016)
- 44% Male Athletes (2016)
- Age 30-55: 68% (2016)
- Runners from Arizona: 74% (2016)
- Representation from all 50 states & over 20 countries
- **USA Track & Field** certified **Boston** qualifying race
- 16.9% of the running field qualified for the Boston Marathon in 2015
- BMO Harris Bank Phoenix Marathon nominated to the **World's Top Ten Overall Best** Marathons (*April 2013...rateruns.com*)
- Each marathon participant has four supporting spectators (*average....marathonguide.com*)
- One of fastest growing races in the United States



BMO Harris Bank MESA-PHX Marathon Impact

- Significant direct marathon operating expenses realized by Mesa businesses
 - Printed materials, food/beverage, equipment rental, office space, apparel, public services, consumables, etc.
- Race Expo/Package Pick-up held in Mesa (2016 moved to Sheraton Mesa's Ballroom); with over 60 retail vendors, & 20k in attendance
- Over 1100 volunteers for race weekend...90% reside in Mesa. Partner with Mesa Public Schools, Scout Groups & Faith-Based Organizations
- Marathon site is the most visited webpage on Visit Mesa's Website
- Nearly 2000 Mesa residents crossed the finish line in 2016
- Collaboration with Visit Mesa to direct participants to Mesa hotels & restaurants
- Several Mesa schools, churches & charities receive recurring annual financial marathon donations for their assistance.



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Our Charity Partners



PHOENIXMARATHON
FOUNDATION

The Phoenix Marathon Foundation provides scholarship funds & financial assistance for high school students who participate in running-related athletics who are dedicated to the pursuit of a higher education.

To date, the marathon committed **\$88,000 in such scholarships.**

A proposed shift of focus to Mesa Counts on College to provide funds for Mesa students to pursue higher education (i.e. assistance with tuition, transportation challenges to college, purchase of books, etc.)



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Our Mesa Partners

- BMO Harris Bank
- Mesa Riverview
- Empire
- Sports Authority
- Smart and Final
- Arnett Insurance
- Sprouts
- SRP
- Smarty Pants Vitamins
- Ideal Physical Therapy
- Massage Envy
- LeSueur Car Company
- Rubio's
- City of Mesa
- Mesa Sheraton
- United Rentals
- Kneaders
- Affiliated Dermatology
- Dole
- Gatorade Endurance
- CLIF
- Famous Dave's
- 24 Hour Fitness
- Sole Sports
- Scott James Jewelry
- Visit Mesa
- Mesa Hyatt Place
- Boeing
- United RX
- Pepsi
- Welch's
- White Water
- Muscle Milk
- PRI Graphics
- Holmes Homes
- A Company
- Chick-fil-A



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Current City of Mesa & Visit Mesa Partnership

- Recently completed a 3-year Host City Sponsorship
- \$30K Financial Contribution (split equally between City of Mesa & Visit Mesa)
- City of Mesa In-Kind Contributions include:
 - Mesa Fire & Medical Department Personnel
 - Solid Waste & Recycling Collection
 - Transportation staff race planning services & onsite race day support
 - Parks & Recreation stage & special event assistance
 - Public Information promotion through utility bill inserts & other media & sound system
- Visit Mesa In-Kind Contribution:
 - Stay & Play Hotel Packages
 - Development & promotion of marathon through Visit Mesa's Website & other media



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Proposed Future Partnership Commitment

- Official name change from Phoenix Marathon to Mesa-PHX Marathon beginning with the promotion of the February 25, 2017 race
- Continue previous initiatives promoting the City of Mesa
- Continue previous financial & in-kind contributions from the City & Visit Mesa
- Partner with Mesa Counts on College & direct scholarships to Mesa students pursuing higher education
- Partner with Visit Mesa & Mesa hotels to incentivize runners to lodge in Mesa
- Partner with the City of Mesa to seek sponsorship funds to rebrand Marathon promotional materials & inflatables with new logo & race name



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Proposed Future Partnership Commitment

- Health & Wellness Programs & awareness – Donated by Arnett Insurance Consulting Services, including expanding benefit of Health & Fitness Programs throughout the City's organizations through existing providers.
- Joint collaboration in creating a new route maintaining a fast, Boston-qualifying course, while reducing impacts on citizens and other resources (i.e. barricading costs, off-duty police, etc.)
- Provide a three-year sponsorship (2017-2019)
- Increase City/Visit Mesa financial assistance to \$20K in 2017, 2018, & 2019 (split equally)



**WELCOME TO THE 2017
BMO Harris Bank MESA-PHX Marathon
February 25, 2017**

Questions/Direction

