



2024 CAYMAN ISLANDS MARATHON SPONSORSHIP DECK



WHO WE ARE



The Team

Laurie-Ann Holding

Laurie-Ann's background is in marketing and sponsorship, but her forte is managing logistics for events and marketing campaigns, down to the minutest of details, a talent which is much appreciated by our clients. Her ability to manage budgets, from the leanest to most extravagant, often saving clients money in the process, is an asset to our company. Laurie-Ann has 25+ years of event management, marketing and sponsorship management experience and holds a bachelors degree from Florida International University.

Our Company

Kelly Holding Ltd. (KHL) is a Caymanian-owned and operated events and communications agency that has been in business for 21 years. During this time, the company's expertise has been called upon and utilised locally, regionally and internationally by governments, corporations, charitable organisations and individuals alike. The company offers a comprehensive portfolio of services and is a 'one-stop shop' for event management, marketing, media relations and sponsorship management.

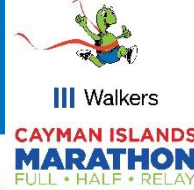
Rhonda Kelly

Rhonda's career experience started with Cable & Wireless as a Public Relations Manager (1987-1999) and then as the company's Regional Sponsorship Manager (1999-2002). That work was the catalyst for her to begin her own event and promotions company in 2003 with Laurie-Ann. Rhonda has 30+ years of public relations, sponsorship management and marketing experience and holds a certificate in Event Management from George Washington University and a bachelor of liberal arts from University of Massachusetts, Lowell. She is a founding member of the Cayman Islands Small Business Association and the YMCA of the Cayman Islands as well as a volunteer at the Alex Pantou Foundation.

Bev Sinclair

Bev joined KHL from the company's inception in 2003, after working in the Cayman Islands Government as a Public Relations and Advertising Officer. She has a bachelor's degree in General Communications from Purdue University and a master's degree in Organisational & Human Resource Development from Abilene Christian University. Bev is the writer of the KHL family and has 20-plus years of writing experience, from website copy and press releases to speeches for top government officials. She is happiest when she is editing one of her colleagues' writings.

GENERAL RACE INFORMATION



- **21 years** and running for the Cayman Islands Marathon!
- The **event is owned and organised by Kelly Holding Ltd.** Walkers law firm is the title sponsor.
- The event had **1,346 registered participants in 2023**, an increase of over 100 from 2022, demonstrating a return to higher pre-pandemic numbers. We had a RECORD **932 half marathon registrants** – highest ever in 21 years!
- The team event has continued to be very popular with 86 teams registering across four categories. This is a **great corporate element** as many companies participate as teams and it has become quite competitive over the years. It is also a great tool for companies to use to get employees healthy.
- Each year the race raises more and more funds for a variety of charities. In 2023, almost **\$35,500 was raised for several local organisations** through individuals or directly from the race itself.
- For 2023 over **400 individuals volunteered** their time to make sure race participants had a positive experience.
- The event receives **considerable local media coverage** leading up to and post-race and the 2023 social media series featuring ‘Why We Run’ stories proved extremely popular. We even had a marriage proposal at the finish line!



Our Growth By The Numbers...We've Come A Long Way Baby!

- 2002 – 198 runners
- **2023** – 1,346 runners
- 2002 – 1 visitor
- **2023** – 166 visitors registered (**approx. 400 overall with friends/family*)

*Best adrenaline rush on the planet and it starts building from the second you can register in late December (after just finishing your endorphin runners high). They're masters at keeping you motivated and excited year-round! - **Race Participant***

RACE CHARITIES



The Cayman Islands Marathon donates funds each year to two charities. This is in addition to the funds raised by runners for other charities via the event.

Cayman Islands Cadet Corps (CICC)

The Cadet Corps is an organisation operated by the Cayman Islands Government which focusses on moulding character in Cayman's young people. The Cayman Islands Marathon actually started in 2002 as a fundraiser for the Corps. The organisation provides dozens of volunteers for the events, and the cadets themselves participate in the race, assist with the Milo Kids Fun Run and take care of cleaning up the course after the race.



Cayman Islands Cancer Society

The Cayman Islands Marathon is proud to be able to support the Cancer Society's mission to increase awareness among the people of the Cayman Islands of cancer as a major health condition, to promote leadership in a range of areas, to prevent the development of cancer and to counsel and support cancer patients and their families. Each year the Society hosts a water stop at mile 13 where their enthusiastic volunteers cheer weary runners on to the finish line.



The Cayman Islands Marathon has donated over \$120,000 to these organisations to date.

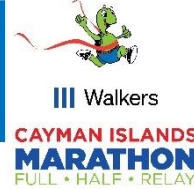
SOME RACE STATS



- The Cayman Islands Marathon Facebook page has over 10,000 likes and a reach of between 10k to 20k per week while the Instagram account has about 2000 followers. We post periodically during the first quarter of the year, increasing to almost daily posts from May onwards. According to Running USA, 43% of runners use Facebook as their primary source for race information.
- According to a Running USA's survey, 70 percent of female runners and 76 percent of male runners have an annual household income over \$75,000, and more than three-quarters of both groups have a college degree; both statistics are notably higher than the national average.
- Half marathon participation has nearly doubled in the past decade, and it continues to be the favourite distance for runners globally (both male and female) according to Runner's World. **Our record number of registered half marathoners for 2023 support this trend.**
- The most popular age groups in the marathon are female 30-39 and male 40-49.
- But age doesn't matter! At 100 years old, Fauja Singh became the oldest person to run a marathon in 2011, when he completed the Toronto Waterfront Marathon in 8:25:16! And incredibly, at age 3, Budhia Singh became the youngest to complete a marathon.
- The global athletic footwear market was valued at US\$82.56 billion in 2022 and is expected to expand at a CAGR of 4.8% during the forecast period, ranging from 2023 to 2033, reaching US\$ 135.6 billion.



TYPICAL VISITING RUNNER IN 2023



For 20% of us, this is the 1st marathon we've ever run!

If I've run a major race before, this is at least my 6th! (55%)

I came to Cayman specifically to run this marathon! **(66%!)**

I convinced 2.28 other people to come to Cayman with me!

We are staying for 5.92 nights – **that's approx. 1,600 room-nights!**



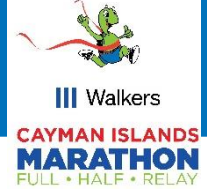
I'm in the Cayman Islands for the 1st time! (51%)

My household income is between \$151K-200k (22%)

I'm from the USA! (65%)
(Canada was 21%)

My party is staying at the Westin Resort (Official Hotel) (37%)

FEEDBACK FROM RUNNERS



"It was a great race. It felt very inclusive with runners and walkers all participating together. The drinks stations were fun and friendly. Really well done."



"Wonderful time here, the stingrays were cool, will come back!"



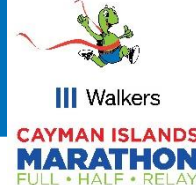
"Amazing and beautiful island. Very friendly"



"This was such an amazing experience!! It felt like it was 2 separate courses since the first half was in the dark. Watching the sun rise was incredible. The water stations were AMAZING and super motivational!!"

"The water stops and support was excellent. The communications was very good and consistent. For the Cayman Islands: everyone was very friendly!"

OFFICIAL PARTNER PACKAGE



Sponsor Benefits:

- Four (4) banner locations at start/finish area
- Company logo and/or name mentions in/on the following:
 - Runner tech shirts and tank tops
 - Volunteer and sponsor shirts
 - Press advertisements and printed material
 - Radio advertising and media appearances
 - Race start/finish arch
 - Presentation stage backdrop
- Logo and link to your company website on caymanislandsmarathon.com
- Three (3) teams or six (6) full or half marathon registrations (to be used for staff)
- Ability to place gifts and/or literature in the following:
 - Runners' bags (1500)
 - Visitors' bags (400)
 - Kids Fun Run bags (400)
- Right to use CI Marathon to promote any/and all of partner's products/services at the event
- One dedicated press release
- Right to present awards at the end of the race
- Exclusivity within product/service category



Package Investment:
CI\$10,000

OFFICIAL SUPPORTER PACKAGE



Sponsor Benefits:

- Two (2) banner locations at start/finish area
- Company logo and/or name mentions in/on the following:
 - Runner tech shirts and tank tops
 - Volunteer and sponsor shirts
 - Press advertisements and printed material
 - Radio advertising and media appearances
 - Race start/finish arch
 - Presentation stage backdrop
- Logo and link to your company website on caymanislandsmarathon.com
- Two (2) teams or four (4) full or half marathon registrations (to be used for staff)
- Ability to place gifts and/or literature in the following:
 - Runners' bags (1500)
 - Visitors' bags (400)
 - Kids Fun Run bags (400)
- Right to use CI Marathon to promote any/and all of supporter's products/services at the event



Package Investment:
CI\$5,000

MILE SPONSOR PACKAGE



Sponsor Benefits:

- 1 banner location at start/finish area
- Company logo and/or name mentions in/on the following:
 - Runner tech shirts and tank tops
 - Volunteer and sponsor shirts
 - Press advertisements and printed material
 - Radio advertising and media appearances
 - Race start/finish arch
 - Presentation stage backdrop
- Logo and link to your company website on caymanislandsmarathon.com
- One (1) team or two (2) full or half marathon registrations (to be used for staff)
- Ability to place gifts and/or literature in the following:
 - Runners' bags (1500)
 - Visitors' bags (400)
 - Kids Fun Run bags (400)



Package Investment:
CI\$3,500

JOIN US! SUNDAY, 1 DECEMBER 2024



#RUNCAYMAN