



4 PERSON RELAY

HALF MARATHON

MARATHON

III Walkers

**CAYMAN ISLANDS**  
**MARATHON**

**SPONSORSHIP**  
**DECK 2025**





# ABOUT THE ORGANISERS



Kelly Holding Ltd. (KHL) is a Caymanian-owned and operated events and communications agency that has been in business for 22 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.

A small but powerful force in Cayman's event management, marketing and communications space, the KHL team works together as a cohesive unit, automatically knowing how to best use each other's strengths to better assist clients and attain maximum benefit. The company is owned by Rhonda Kelly (CEO) and Laurie-Ann Holding (MD).

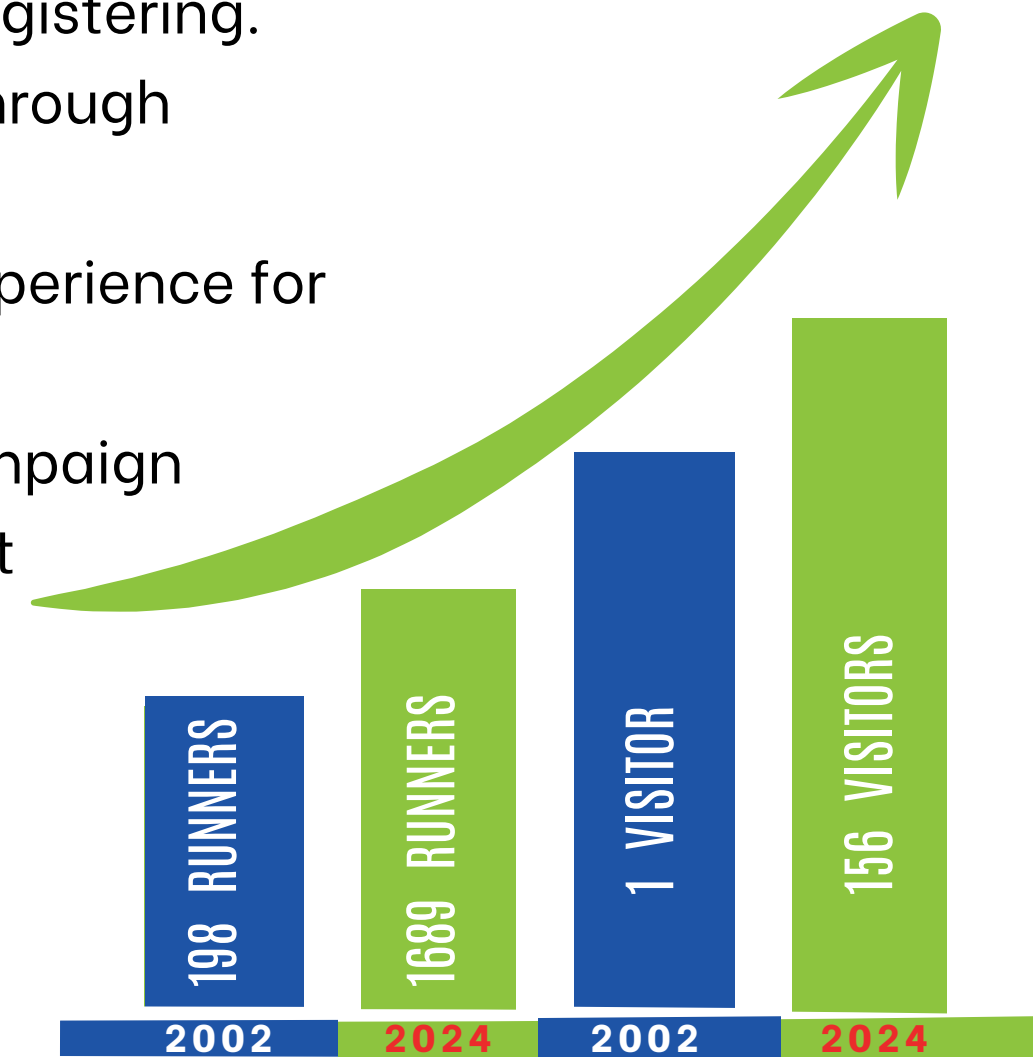


# GENERAL RACE INFORMATION

- This year marks 22 years for the Cayman Islands Marathon!
- The event is owned and organised by Kelly Holding Ltd with **Walkers** as committed title sponsor for 3 years.
- Participation each year continues to increase with almost 1700 registrants across three events in 2024.
- The half marathon reached a huge milestone with a record 1122 registrants, an increase of 20% over 2023.
- Another increase was in the Milo Kids Fun run with 250 kids registering.
- The event raised over **CI \$35,000** in 2024 for local charities through participant and event-driven fundraising.
- Over **400** volunteers helped deliver a smooth and positive experience for all involved.
- Strong media coverage and a well received social media campaign including the popular 'Why We Run' series elevated the event profile.



## GROWTH BY NUMBERS



4 PERSON RELAY



**CAYMAN ISLANDS  
CADET CORPS**

HALF MARATHON



**CAYMAN  
ISLANDS  
CANCER  
SOCIETY**

MARATHON

# RACE CHARITIES

The Cayman Islands Marathon donates funds each year to two charities: the Cayman Islands Cadet Corps (CICC) and the Cayman Islands Cancer Society (CICS). This is in addition to all the funds raised by runners through the event for a variety of other charities.

## Cayman Islands Cadet Corps

- The Cadet Corps is a youth development organisation for male and female high school students between the ages of 12 and 17. The programme has full-time staff members but is mostly made up of enthusiastic volunteers from a cross-section of the Cayman community who serve in the adult officer and Adult NCO ranks.
- The Corps is designed to teach high school students the value of citizenship, leadership, service to the community, personal responsibility, and a sense of accomplishment while instilling in them self-esteem, teamwork, and self-discipline. It prepares them for responsible leadership roles while making them aware of their rights, responsibilities, and privileges as Caymanians.
- The Cadets provide dozens of volunteers for the event and assist with the Kids Fun Run.

## Cayman Islands Cancer Society

- The Cayman Islands Cancer Society is a non-profit charitable organisation established in 1995. It receives no assistance from the government and is entirely reliant on donations which it receives from individuals and corporations.
- The CICS uses those donations to help the community in several ways: support public health initiatives; financial aid and assistance; prevention and education; and the voucher programme
- The organisation hosts a water stop every year.



# INTERESTING



**#RUNCAYMAN**

**REGISTER TODAY**



# INFO & STATS

- The Cayman Islands Marathon Facebook page has over 10,000 followers and a reach of between 10k to 20K per week. We post regularly throughout the year and according to Running USA 43% of runners use Facebook as their primary source for race information. The event's Instagram account continues to grow with just over 2000 followers.
- According to a Running USA survey, 73 percent of runners have an annual household income over \$75,000, and more than three-quarters have a college degree; both statistics are notably higher than the national average.
- Half marathon participation has nearly doubled in the past decade, and continues to be the favourite distance for runners globally (both males and females according to Runner's World).
- 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 5, Budhia Singh became the youngest to complete a marathon.
- The global athletic footwear market was valued at US\$110.91 billion in 2024 and is expected to expand at a CAGR of 5.49% during the forecast period, ranging from 2024 to 2032, reaching US\$ 16.92 billion.



# OFFICIAL PARTNER

## Sponsor Benefits:

- 4 banner locations at start/finish area
- Company logo and/or name mentions in/on the following:
  - Runner tech shirts
  - Volunteer and sponsor shirts
  - Press advertisements and printed materials
  - All radio advertising
  - Race start/finish structure
  - Presentation stage backdrop
- Logo and link to your company website on [caymanislandsmarathon.com](http://caymanislandsmarathon.com)
- 3 teams or 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 business/company's products/services at the event
- Right to present awards at the end of the race
- Exclusivity within product/service category



**PACKAGE  
PRICE:  
CI\$10,000**



# OFFICIAL SUPPORTER

## Sponsor Benefits:

- 2 banner locations at start/finish area
- Company logo and/or name mentions in/on the following:
  - Runner tech shirts
  - Volunteer and sponsor shirts
  - Press advertisements and printed materials
  - All radio Advertising
  - Race start/finish structure
  - Presentation stage backdrop
- Logo and link to your company website on caymanislandsmarathon.com
- 2 teams or 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 business/company's products/services at the event

**PACKAGE PRICE: CI\$5,000**



**4 PERSON RELAY**

**HALF MARATHON**

**MARATHON**



# MILE SPONSOR

## Sponsor Benefits:

- 1 banner location at start/finish area
- Company logo and/or name mentions in/on the following:
  - Runner tech shirts
    - Volunteer and sponsor shirts
    - Press advertisements and printed materials
    - All radio Advertising
    - Race start/finish structure
    - Presentation stage backdrop
- Logo and link to your company website on [caymanislandsmarathon.com](http://caymanislandsmarathon.com)
- 1 teams or 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 PRICE: CI\$3,500**



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#RUNCAYMAN

MARATHON

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# RUNNERS FEEDBACK

I have run 100 marathons and have a great deal of experience. Your race is well-oiled and went very smooth!  
– Race Participant

I really enjoy this race. It is well planned, registration is easy with so many welcoming and friendly faces, and the water stations are the best in the world!  
– Race Participant



“The water stops and support was excellent. The communications was very good and consistent. For the Cayman Islands: everyone was very friendly. Everywhere I went was clean and litter free unlike back home!”  
– Race Participant







III Walkers

**CAYMAN ISLANDS**  
**MARATHON**  
FULL • HALF • RELAY  
**2025**

# THANK YOU.

■ **GET IN TOUCH  
WITH US**

🌐 [WWW.CAYMANISLANDSMARATHON.COM](http://WWW.CAYMANISLANDSMARATHON.COM)



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