



# ERBIL MARATHON

The Third Erbil International Marathon for Peace  
- The 25<sup>th</sup> of October 2013  
Erbil, Iraqi Kurdistan Region



# Discover Erbil



- Erbil is the fourth largest city in Iraq with a population of 1.3 million inhabitants.
- The city offers spectacular surrounding nature with a not only tradition but also a rapid modern development.
- Erbil attracts it's many visitors annually because of the city's stunning landscapes, lively bazaar, shopping malls and it's interesting nightlife.





# About the Marathon



- The Erbil Marathon is a international peace sport event with a purpose of raising attention for the world about a non-violence and peaceful commitment for the community.
- Every October since 2011 has held a running marathon that has attracted over 5,000 people from 49 different countries that doesn't include only professionals but also families and individuals who want to participate to show their dedication to the world.
- This year the event will be held on the 25<sup>th</sup> of October will include three stages which are:

Full Marathon – To run 42.195 K.M

Over 15 Years Old – To run 10 K.M

Family and Fun – To run 4 K.M

All stages start and finish at the **Park Sami Abdulrahman.**

There will be awards given away for the winners and runner-up for each of these stages.

# Marathon Licensing



- On the 28<sup>th</sup> of June this year Erbil Marathon became a member of at the Association of International Marathons and Distance Races also known as AIMS.
- All AIMS races must be measured by an qualified AIMS/IAAF course measurer. In addition, in order for a road race world record to be approved by IAAF, it must satisfy certain conditions. Among these are that:
  - Course must not be, from start to finish, downhill by more than 1 meter in height per kilometer of length
  - That the separation between start and finish must not be more than 50% of the length of the course.

# Advertising and Promotions



## The Plan -

- The Marathon will be advertised in various ways to wake awareness about the event, there will be
  - TV & Radio ads on different Iraqi channels
  - Newspaper ads for a duration of 20 days approximately
  - Featured on much visited online websites
- A banner will be situated above the participants in the beginning and end to show where the start-line and finish-line is. Some of the sponsors are going to have their logo printed on the banners as well as on the covering of the surrounding fences along the finish-line.
- Along the run there will be water stands from water suppliers for the runners where it will be covered by the sponsors.

# The Last Event



- The finish-line is another important part of the event as family and friends will be gathered to support the runners and enjoy each others company. Therefore there will be some tents and stands for the products and services of some sponsors. It will be where the public can socialize from one point to another during the race.





**Online ads on famous and well visited websites such as Facebook, Erbil Lifestyle, Rudaw and Xandan.**



**Your company will also be advertised in the TOP 4 Newspaper Ads + PR which will be shown in the whole Iraq with Hawler, Xebat, Kurdish Globe and Hawlati for 20 Days.**

**100,000 A5 Brochures with details to be distributed in the whole Kurdistan Region.**

**There will be out-door banners in Erbil, Dohuk and Slemani for one month where you will be able to advertise your company as much as the marathon itself.**



**We will also organize way banners along the end where you logo is going to be included. (Small Sized)**

**750.000 SMS will be sent out to the public where they will include your company as a sponsor.**



**Total Price For Silver**

**USD: 15,000**

# The Tents



- We can offer three sizes of tents, each one includes three roll-up. The sizes are:

- 5X5 - USD 3,000
  - 5X10 - USD 4,000
  - 10X15 - USD 5,000
- 10% Discount to the Sponsor





# The Water Supplier



- The water supplier will have a range of points throughout the marathon where they will be able to advertise their brand.

The 42.195 K.M together with 10 K.M run requires 40 stands

The 4 K.M run requires 16 stands

- In Total 56 Stands

Total Cost USD 30,000

