



1 West Market Street, Suite 103, Corning, NY 14830

Office (607) 654-7601

Email info@wineglassmarathon.com

wineglassmarathon.com

Board Members

Chris Sharkey
President
Dawn Marie Castellana
Kevin Corliss
Coleen Fabrizi
John Sirianni

Wineglass Staff

Sheila Sutton
Race Director
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CORNING

January 23, 2017

We are pleased to invite you to be part of the 36th Annual Wineglass Marathon on Sunday, October 1st by advertising in the **2017 Wineglass Marathon Runner's Program**. Our community is where runners and spectators spend their time enjoying the Wineglass weekend experience.

- ❖ Wineglass Marathon participants are educated, active and many are here for a weekend getaway with family and/or friends.
- ❖ The Wineglass Full Marathon is almost 65% women and the Half Marathon is over 75% women. Studies show that 85% of all brand purchases are made by women.
- ❖ Core runner demographics show 76% have a college degree and 73% report household income >\$75,000 (vs. U.S. median of 30% and \$52,000).
- ❖ The Wineglass Marathon attracts runners from 45 states and 8 countries.
- ❖ With nearly 6,500 runners and over 2,000 volunteers, the Wineglass Marathon continues to grow in popularity.

The Runner's Program reaches nearly 6,500 runners and their families and is distributed to Full and Half Marathon runners as well as the 5K runners. Additionally, the Runner's Program will be listed on the Wineglass Marathon website a few weeks in advance so runners and their families can plan their trip to the Corning area.

We are very excited to be celebrating the 36th Annual Wineglass Marathon and hope you will decide to be part of the 2017 Runner's Program! Please review the attached advertising information sheet and contact us with any questions you may have.

Sincerely,

Stephanie F. Morris
Business Manager, Wineglass Marathon



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Advertiser Information:

Name (Primary Contact): _____

Business/Organization: _____

Address: _____

City: _____ **State/Province:** _____

Zip/Postal: _____

Telephone: _____ **Fax:** _____

Email: _____

2017 Runner's Program Ads

Item	Price (before 6/1/17)	Number	Total
Full Page Back Cover Program Ad * (8" x 10")	\$1,200		
Full Page Program Ad (8" x 10")	\$800		
Half Page Program Ad (4" x 10" Vertical or 8" x 5" Horizontal)	\$450		
Quarter Page Program Ad (5" x 4")	\$290		
Business Card Program Ad (4" x 2.375")	\$200		

**Pricing for the Full Page Back Cover Program Ad cannot be combined with of a sponsorship and will be awarded on a first come, first serve basis (payment required).*

**After June 1, 2017 program ad prices will increase 25%.
Camera-ready artwork is due no later than Wednesday, July 12, 2017.
No exceptions.**

Checks Payable to:

Wineglass Marathon
1 West Market Street, Suite 103
Corning, NY 14830
Attn: Business Manager

For More Information:

smorris@wineglassmarathon.com

To View 2016 Runner's Program:

http://www.wineglassmarathon.com/files/public/WGM_Program_2016_web.pdf