



HOKA Festival of Miles

Sponsorship Packages

AT A GLANCE

The Festival of Miles Foundation is a non-profit organization whose mission is to promote the sport of track and field and give back to athletes in need. Our annual track meet starts with youth races for kids of all abilities and ends with a showcase of the nation's top distance running talent. Proceeds from event ticket sales go to an athlete in need.

Key metrics since 2008



100K+

Raised for Athletes in Need



1550

High school and professional athletes



2000+

Elementary and middle school participants



June 1, 2023 6:30 pm



St. Louis University High School



www.stlfestivalofmiles.com



info@stlfestivalofmiles.com

SPONSORSHIPS



Each year the HOKA Festival of Miles offers sponsorship packages to local and national organizations to help defray operational costs and allow us to raise additional funds for our athlete in need. As a sponsor, not only will you receive the marketing benefits of exposure to an engaged audience, but your organization will help us put on the most exciting 2.5 hours of track in the country.

OPPORTUNITIES



Named Race



In Kind Donation



On-site Booth

BENEFITS



1

In-Person Audience

The HOKA Festival of Miles event draws 2500 to 3000 spectators of all ages. Sponsors are provided signage, activation opportunities and in-stadium announcements.

2

World-Wide Streaming

The meet is live streamed for free on Runnerspace.com and drew 9,009 views in 2022. Race sponsors are given frequent on-air mentions.

3

Social Media Reach

The HOKA Festival of Miles provides sponsors bespoke social media posts on all platforms and email blasts to email list subscribers.