



ONITSHA CITY MARATHON 2023

AN INITIATIVE OF ONITSHA BUSINESS SCHOOL

10KM AND 21KM ROAD RACE

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WHO WE ARE

Onitsha City Marathon is an Onitsha Business School initiative aimed at creating sport-preneurship opportunities in the city. Just as the name suggests, it is a public marathon which would see more than 300 participants race across a predetermined route, for a grand prize of \$10,000 amongst others.

The Idea of Onitsha City Marathon is a product of a PhD/MSc/MBA simulation class of Onitsha Business School, being a solution to observed environmental challenges in an otherwise energetic and vibrant youth populace idling away. The competition would eventually promote a healthy business narrative in the Onitsha environment while attracting multiple investments as well.

Vision

To be the undisputed best marathon reference in Africa.



Mission

To be a platform for discovering, developing and deploying the avalanche sporting energies within the host environment and Africa at large, adopting effective coordinating methodology and contemporary technology.

WHY ONITSHA CITY

Anambra is the eighth most populous state in Nigeria with an estimated population of over 12 million. Onitsha, is the state's biggest city - home to the biggest market in West Africa, and also to about 5 million people, making the city the second-largest urban area in Nigeria (behind Lagos) and the third in Africa.

By sponsoring Onitsha City Marathon, you are positioning your brand through a city worth its weight in gold



- Over 10 million residents, including those from sister towns like Asaba, Oba, Obosi, Nkwelle Ezunka, Awada and others, guarantee your brand great exposure to a large market.

- Onitsha is the commercial capital of the South-East, this presents a huge platform for your brand.

- Onitsha Main Market, established in 1550 is one of the largest markets in Africa.

- Traders from West African countries that visit the market daily guarantee international exposure for your brand

- With its urbane people, your brand is guaranteed patronage by consumers with high net worth

- Onitsha is not just a centre of commerce, it is the home of many industries. Hence, your brand is visible to the right populace

- The Onitsha City Marathon is fully supported by all the indigenes and residents of the iconic city. Key supporters range from the royal father Obi Igwe Nnaemeka Alfred Achebe to traders at Onitsha Main Market, Students, White and Blue collar workers and others.

HIGHLIGHTS OF THE PROJECT

- **Length:** 10KM and 21KM running through Onitsha City and its environs.
- **Proposed Date:** 30th September 2023
- **Location:** Onitsha City
- **Event Type:** Road Race
- **Start Point:** 10KM - Upper Iweka, 21KM - Shoprite, Onitsha Shopping Mall
- **End Point:** 10KM - Chuba Ikpeazu Stadium, 21KM Chuba Ikpeazu Stadium
- **Main Prize** - \$10,000 for both Male & Female Elite runners
Other Prizes - Up to N100 million in other prizes. Also, gold-plated trophies, medals, and certificates of participation.
- **Established:** May 2019
- **First Edition:** September 2019

✉ info@onitshacitymarathon.com

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AIMS International Measurement Certificate		IAAF Athletics	
Name of Race:	Onitsha 10km road race	Distance:	10000m
Location:	Onitsha	Country:	NGR
Type of Course:	loop	Date of Race:	05.10.2019
		Date of Measurement:	01.07.2019
Elevation Change:	+ 5.8 m / km	Separation:	27 % of race distance
Measurer's Name:	Norrie Williamson	IAAF-AIMS Grade:	A
		Country:	RSA
Certificate No.:	NGR2019-146	Expiry:	31.12.2023
International Measurement Administrator:	Hugh Jones		
Signed:	Registered on: 03.07.2019		

This Certificate certifies that the length of the above road race has been established by an accredited IAAF-AIMS Grade A or B measurer employing the method of a bicycle calibrated with a "Jones Counter". It remains valid for 5 years subject to the course defined in the full measurement report submitted by the measurer being unchanged in any way. Any modifications to the course, however minimal, will nullify this Certificate and require a new measurement to be undertaken. Possession of this certificate does not indicate any sanction of the race by IAAF or membership of AIMS.

AIMS International Measurement Certificate		IAAF Athletics	
Name of Race:	Onitsha 21.1km road race	Distance:	21097.5m
Location:	Onitsha	Country:	NGR
Type of Course:	loop	Date of Race:	05.10.2019
		Date of Measurement:	01.07.2019
Elevation Change:	+ 0.1 m / km	Separation:	2.5 % of race distance
Measurer's Name:	Norrie Williamson	IAAF-AIMS Grade:	A
		Country:	RSA
Certificate No.:	NGR2019-145	Expiry:	31.12.2023
International Measurement Administrator:	Hugh Jones		
Signed:	Registered on: 03.07.2019		

This Certificate certifies that the length of the above road race has been established by an accredited IAAF-AIMS Grade A or B measurer employing the method of a bicycle calibrated with a "Jones Counter". It remains valid for 5 years subject to the course defined in the full measurement report submitted by the measurer being unchanged in any way. Any modifications to the course, however minimal, will nullify this Certificate and require a new measurement to be undertaken. Possession of this certificate does not indicate any sanction of the race by IAAF or membership of AIMS.

SPONSORSHIP BENEFITS

We offer distinctive sponsorship prospects for the Onitsha City Marathon. Become a sponsor and relish benefits including logo branding, products placement, event participation, signage, hospitality support, tax waiver and more.

Get your brand and product impressions within this highly sought after market. Use this event to ensure your entity's sustainability presently and annually as a platform to continue building brand recognition in Onitsha, Africa and beyond.

Beyond traditional marketing, as a sponsor your brand and products will have exposure to:

- Athletes and runners from around the world
- The Rapidly Growing "Onitsha Running Market"
- The Nigerian local, regional and national television, online and press media.
- The International running press
- Event press coverage and promotions through third party press and direct social media channels including Facebook, Twitter, Instagram, blogs and more
- Event endorsement and support by relevant authorities and stakeholders
- Host environ - residents and athletes through local event promotions
- Product visibility and business development
- Identification and accessibility of new emerging organisation

Ambassadors

Multiple sponsorship level packages are available to best fit your level of contribution. Sponsorship packages can be customised to meet your marketing objectives and budget. Additionally, contributions can be made in monetary and/or products that will be used at the event.



Available sponsorship windows include

OFFICIAL FINANCIAL INSTITUTION

OFFICIAL AIRLINE

OFFICIAL KITTING COMPANY

OFFICIAL HOTEL

OFFICIAL SOFT DRINK

OFFICIAL MALT DRINK

OFFICIAL BEVERAGE DRINK

OFFICIAL MEDIA PARTNER

OFFICIAL TRANSPORT COMPANY

OFFICIAL AUTOMOBILE COMPANY

OFFICIAL TELECOMMUNICATIONS

OFFICIAL FAST FOOD COMPANY

OFFICIAL PHARMACEUTICAL COMPANY

OFFICIAL BREWERY

OFFICIAL OIL AND GAS COMPANY

OFFICIAL HOSPITAL

OFFICIAL INSURANCE COMPANY

OFFICIAL TIMER

... and so much more!

SPONSORSHIP PACKAGES

PRESENTING SPONSOR N650, 000,000

As presenting sponsor you will receive category exclusivity as well as prominent recognition and extensive benefits through this sponsorship position. Your name will be linked with the event and you will have far-reaching exposure.

Benefits/Brand Awareness

Your logo will be included prominently on the following:

- All race entry forms/promotional postcards
- All participant shirts
- All volunteer shirts
- Finish line ribbon
- Race handbook
- BIB numbers
- Course mile markers and signs
- All print advertising for the event
- International exposure on television
- Website with link to your website
- All email newsletters
- Social media channels

Product offered as prize or raffle drawing

Products offered to event participants and volunteer staff

Public Relations

- Introduction as the presenting sponsor through press release to local, regional, and international online and offline publications.
- Guest speaker at race review meetings.
- Photo opportunities with the winners of the races at the finish line.
- Opportunity for company officials to hold the finish line tape for race winners of each distance (i.e., first overall male or female)



PRESENTING SPONSOR N650, 000,000

Sales/Promotions

- Space at the Onitsha City Marathon check-in and expo where product or service can be displayed, demonstrated and/or sold.
- Opportunity to be included in the runner goodie bag, including but not limited to company information, offers, promotions, and products.
- Opportunity to create cross-promotions, sweepstakes, etc., using the Onitsha City Marathon name and/or logo.
- Post-race bonfire ceremony.
- Product/service exclusivity.

Onsite Exposure

- Banner placement at race check-in and expo.
- Banner placement in start/finish line area.
- Recognition by announcers throughout the event.

Hospitality

- Ten (10) complimentary individual entries for the event.



PLATINUM SPONSOR N450, 000,000

As a Platinum sponsor, you will receive extensive benefits and will be recognized as an official product or service of Onitsha City Marathon & Ultra

Benefits/Brand Awareness

Your logo will be included prominently on the following:

- All race entry forms/promotional postcards
- All participant shirts
- All volunteer shirts
- Race handbook
- Course mile markers and signs
- International exposure on television
- All print advertising for the event
- Website with link to your website
- All email newsletters
- Social media channels



Product offered as prize or raffle drawing

Products offered to event participants and volunteer staff

Public Relations

- Introduction as the Platinum sponsor through press release to local, regional, and international online and offline publications.
- Guest speaker at race review meetings.
- Photo opportunities with the winners of the races at the finish line.
- Opportunity for company officials to hold the finish line tape for race winners of each distance (i.e., first overall male or female)

PLATINUM SPONSOR N450, 000,000

Sales/Promotions

- Space at the Onitsha City Marathon check-in and expo where product or service can be displayed, demonstrated and/or sold.
- Opportunity to be included in the runner goodie bag including but not limited to company information, offers, promotions, and products
- Opportunity to create cross-promotions, sweepstakes, etc. using the Onitsha City Marathon name and/or logo.

Onsite Exposure

- Banner placement at race check-in and expo.
- Banner placement in start/finish line area.
- Recognition by announcers throughout the event.

Hospitality

- Six (6) complimentary individual entries for the event.



GOLD SPONSOR N350, 000, 000

As a Gold sponsor you will receive the following:

Benefits/Brand Awareness

Your logo will be included prominently on the following:

- All race entry forms/promotional postcards
- Race handbook
- Website with link to your website
- All email newsletters
- International exposure on television
- Social media channels
- Product offered as prize or raffle drawing
- Products offered to event participants and volunteer staff Sales/Promotions
- Space at the Onitsha City Marathon check-in and expo where product or service can be displayed, demonstrated and/or sold
- Opportunity to be included in the runner goodie bag including but not limited to company information, offers, promotions, and products.
- Opportunity to create cross-promotions, sweepstakes, etc. using the Onitsha City Marathon name and/or logo.



Onsite Exposure

- Banner placement at race check-in and expo.
- Banner placement in start/finish line area.
- Recognition by announcers throughout the event.

Hospitality

- Four (4) complimentary individual entries for the event.

SILVER SPONSOR N200, 000,000

As a Silver sponsor you will receive the following:

Benefits/Brand Awareness

Your logo will be included prominently on the following:

- Race handbook
- Website with link to your website
- International exposure on television
- Product offered as prize or raffle drawing
- Products offered to event participants and volunteer staff

Sales/Promotions

- Space at the Onitsha City Marathon check-in and expo where product or service can be displayed, demonstrated and/or sold.
- Opportunity to be included in the runner goodie bag including but not limited to company information, offers, promotions, and products.

Onsite Exposure

- Banner placement at race check-in and expo.
- Banner placement in start/finish line area.
- Recognition by announcers throughout the event.

Hospitality

- Two (2) complimentary individual entries for the event.



TRADE SPONSOR (MINIMUM OF N5,000,000)

As a trade sponsor you will receive the following in exchange for trade of services or product

NOTE: This is for Businesses in Onitsha.

Benefits/Brand Awareness

Your logo will be included prominently on the following:

- Race handbook
- Website with link to your website

Product offered as prize or raffle drawing

Product offered to event participants and staff

Sales/Promotions

- Opportunity to be included in the runner goodie bag including but not limited to company information, offers, promotions and products.

Hospitality

- One (1) complimentary individual entry for the event.



ALSO FROM OUR TEAM...



CONTACT

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