Sponsorship Opportunities

2019

BATAAN

Memorial Death March

WHITE SANDS MISSILE RANGE

www.BataanMarch.com

2018 was the 29th Anniversary of the Bataan Memorial Death March taking place at White Sands Missile Range. This year's event set an all time registration record of 8,459 marchers coming from every state in the US as well as 11 other countries, accompanied by over 5,000 spectators and volunteers.

Bataan Memorial Death March Details

The Bataan Memorial Death March is a patriotic event that takes place at White Sands Missile Range, New Mexico. This event commemorates the Bataan Death March that occurred in the Philippines in 1942, and pays tribute to Bataan Veterans for the sacrifices they made while defending Luzon, Corregidor and the harbor defense forts of the Philippines during World War II.

The 26.2 mile (or the shorter 14.2 mile) memorial march throughout the sandy and mountainous Chihuahuan Desert terrain located on White Sands Missile Range is a challenge for young and old alike. The Bataan Memorial Death March is an active history lesson and a true test of endurance. Marchers choose between two routes.

Photo By Airman 1st Class James Crow 3rd Combat Camera Squadron

Course Details

The Full Marathon is the 26.2-mile Bataan Memorial Death March. Marchers can choose to participate in the heavy category that requires you to carry a pack that weighs 35lbs or more. Those marching the 26.2 miles will be able to experience, in part, what Soldiers endured during their long forced trek through the Philippines. **The Half Marathon or "Honorary Route"** is 14.2 miles in length. This shorter march is designed for participants who would like to memorialize Bataan but do not wish to march the full 26.2-mile route.

From the start line the route proceeds on paved roads, dirt trails, around a mountain, through desert hills, and sand trails. There are two extremely challenging parts of the route to expect. The first is a 1400 foot elevation climb. The second area is known as the "Sand Pit," featuring deep sand. Please be aware, the dirt trails elsewhere along the route can be sandy and very dusty as well.

The event concludes with an award recognition ceremony honoring the March Participants, the Bataan Veterans and their family members. There are NO awards given for the shorter 14.2 mile march.

About Corporate Sponsorship

The Family and MWR Marketing Office invites you to become an official sponsor of the 30th Annual Bataan Memorial Death March. The complete event held at White Sands Missile Range, New Mexico is a total of four days of activities that culminates on Sunday, March 17, 2019 with the 26.2 mile march. By becoming an Army commercial sponsor, you allow Family and MWR to help make this event much more memorable and allow us to continue to provide high quality of life programs to the military personnel and their families, while providing your business the visibility and face-to-face contact it needs in the ever-changing military market. Please see the pages listing the various sponsorship and advertising opportunities that are available. To ensure that your commercial sponsorship or advertising receives the most impact for your dollars, please contact Summer Irvin, Marketing Director, at (575)-674-4205 or via email at summer.s.irvin.naf@mail.mil.

Here are some of our 2018 Bataan Memorial Death March supporters!

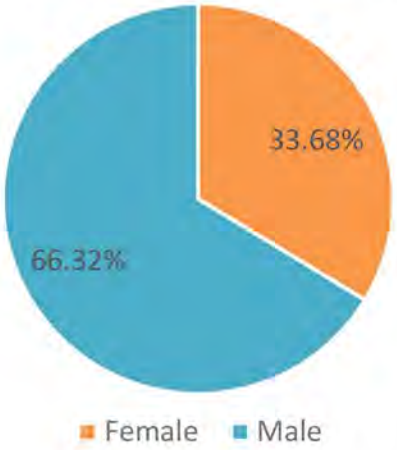
Demographics of BMDM Participants

Who comes to the Bataan Memorial Death March?

Over the past 29 years, the Bataan Memorial Death March has grown immensely. In 2018, we had over 8,400 registrations and over 5,000 spectators and volunteers. Add to that our website reach and social media followers, and your advertising and sponsorship has the opportunity to reach hundreds of thousands of people.

The Bataan March has representation from all demographics. We have participants from every state in the US as well as 11 other countries in 2018 including the United Kingdom, Germany, Australia, the Philippines, and others.

Registrants By Gender



Registrants By Age Group

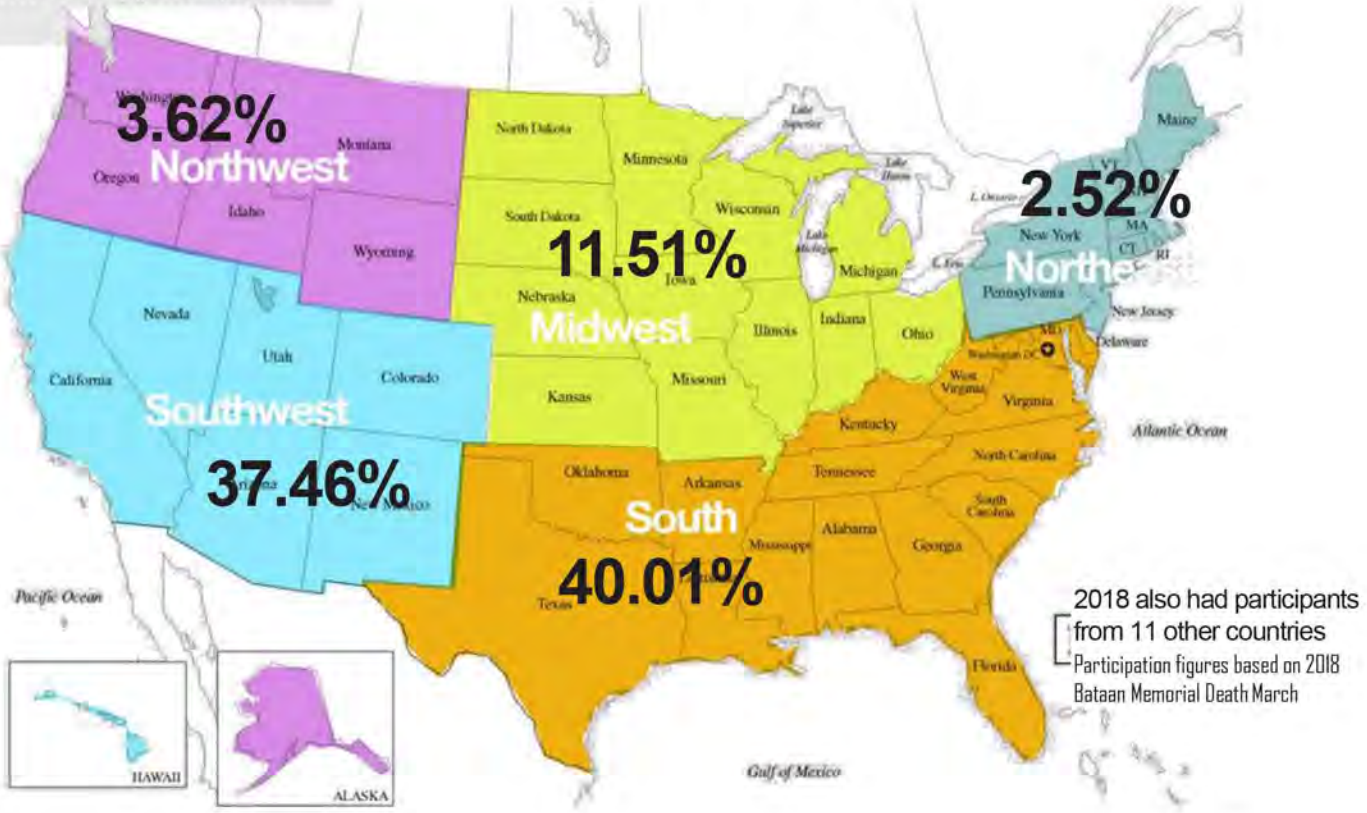
12 & younger -	84
13 - 17 -	317
18-24-	1496
25-34-	1800
35-44-	1944
45-54-	1504
55-64-	867
65 & Older-	392

ONLINE PRESENCE

100% of the Marchers registered online for the 2018 event. The #1 URL used for referral to registration site was www.bataanmarch.com for the 2018 event.

BMDM WEB PAGE VIEWS
(Aug 2017 to April 2018) – 522,692

FACEBOOK LIKES - 23,113



2018 also had participants from 11 other countries

Participation figures based on 2018 Bataan Memorial Death March

Reach of the Bataan

Each year applications are sent to all military installations through military chain of command and the recreational channels to reach the maximum military and Department of Defense personnel. In addition, the Commanding General of White Sands Missile Range sends challenge letters to general officers in the Army. Letters of invitation are also sent to our embassies all over the world. In 2018, we had military representation from numerous states and nations overseas.

Many friends and family of our participants come out to support this commemorative event. In addition, many people interested in the patriotism of the event also attend.

Photo By Airman 1st Class Michael Shoemaker
Holloman Air Force Base Public Affairs

Packet Pick-Up will be held at the Las Cruces Convention Center March 14-16, 2019.

The Bataan Memorial Death March will be March 17, 2019 at White Sands Missile Range

PAST MEDIA COVERAGE

The Pentagon Channel TV
CNN Headline News
60 Minutes
Mens Health Magazine
Runners World Magazine
Outside Magazine
Sports Illustrated Magazine
Soldiers Magazine
ESPN Magazine
The Las Cruces Sun-News
The El Paso Times
The Deming Headlight
The Albuquerque Journal
The Albuquerque Tribune
The Alamogordo Daily News
Bravo Mic Communications
KVIA TV, El Paso
KTSM TV, El Paso KOAT
TV, Albuquerque WFAA
TV, Dallas
KPNX TV, Phoenix
Marathon Magazine
Marathon & Beyond Magazine
Armed Forces Network Radio Stations
Various Military Newspapers World Wide

... And Many More!

Photo By
Spc. Aura Sklencicka
2nd Brigade, Combat Team 1st Armored Division

Sponsorship & Advertising Opportunities

Bataan Weekend Title Sponsor (1 available) – $45,000

- Event Title Naming Rights "BMDM Presented By Your Organization"
- 4 Team Registrations (or 20 Individual Registrations, participant info due by December 31, 2018)
- Indoor Booth space at the packet pick-up event with premium location. Option of 2 additional display set ups on race weekend at WSMR (location tbd).
- Logo on Bataan website with link for 12 months
- Ad on Bataan Facebook Page for 6 months leading up to event. 2 posts per month.
- Full Page Glossy Ad in Bataan Event Program
- Logo inclusion on all publicity, ads, posters, programs and flyers.
- Logo inclusion on event T-shirts (approximately 10,000 to include staff, volunteer, and marcher shirts)
- Product/Flyer Inclusion in the Registration Bags (Max of 1 paper product)
- 5 Banner placements for entire Bataan weekend (4 days)
- 6 Tickets to Pasta Buffet
- 6 VIP seats for Opening Ceremony & Recognition Ceremony
- 6 Tickets for Bataan March Meal

Race Director (2 available)-$30,000

- Logo on all race bibs
- 2 Team Registrations (or 10 Individual Registrations, participant info due by December 31, 2018)
- Indoor Booth space at the packet pick-up event with premium location. Option of 1 additional display set up on race weekend at WSMR (location tbd)
- Logo on Bataan website with link for 12 months
- Ad on Bataan Facebook Page for 3 months leading up to the event. 1 post per month.
- Full Page Glossy Ad in Bataan Event Program
- Logo inclusion on all publicity, ads, posters, programs and flyers.
- Logo inclusion on event T-shirts (approximately 10,000 T-shirts to include staff, volunteer, and marcher shirts)
- Product/Flyer Inclusion in the Registration Packets (max of 1 paper product)
- 4 Banner placements for entire Bataan weekend (4 days)
- 5 Tickets to Pasta Buffet
- 5 VIP seats for Opening Ceremony & Recognition Ceremony
- 5 Tickets for Bataan March Meal

Marathon Events VIP – $20,000

- Naming Rights to weekend event of choice e.g.: "Meet the POW's, Pasta Buffet, Karaoke Night, etc. Presented By Your Brand"
- 1 team registration (or 5 individual registrations). Participant info due by December 31, 2018.
- Indoor Booth space with premium location at the packet pick-up event. Option of additional display set up on race weekend at WSMR (location tbd)
- Logo on Bataan website for 12 months
- Program Book Full Page Advertisement
- Logo inclusion on all publicity, ads, posters, programs and flyers
- Logo inclusion on approximately 10,000 T-shirts
- Product/Flyer Inclusion in the Registration Packets (max of 1 paper product)
- 4 Banner Placements for entire Bataan weekend (4 days)
- 4 Tickets to Pasta Buffet
- 4 VIP seats for Opening Ceremony & Recognition Ceremony
- 4 Tickets for Bataan March Meal

Gold Medal- $10,000

- Indoor Booth space for 3 days at the packet pick-up event with premium location. . Option of additional display set up on race weekend at WSMR (location tbd)
- 1 team registration (or 5 individual registrations). Participant info due by December 31, 2018.
- Logo on Bataan website for 6 months
- Program Book Full Page Advertisement
- Logo inclusion on all publicity, ads, posters, programs and flyers
- Product/Flyer Inclusion in the Registration Packets (max of 1 paper product).
- 3 Banner placements on Bataan March day
- 2 Tickets to Pasta Buffet
- 2 VIP seats for Opening Ceremony & Recognition Ceremony
- 2 Tickets for Bataan March Meal

Sponsorship/Advertising Opportunities

Pace Setter- $6,000

- Indoor Booth space at the 3 day packet pick-up event.
- Logo on Bataan website for 6 months
- Program book half page ad
- Logo inclusion on all publicity, ads, posters, programs and flyers
- 2 Banner placement on Bataan March day

Water Point- $4,000

- Indoor Booth space at the 3 day packet pick-up event.
- Logo or company name on designated water point
- Logo on Bataan website for 3 months
- Program book quarter page ad
- 1 Banner placement on Bataan March day

Marcher Bag Sponsor- $650

The Bataan Memorial March committee will include your product in the registration packets given to all marchers during in-processing. Max of 1 paper product per sponsor. Popular items requested include: sunscreen, chap stick, tissue, and first aid kits. Must have a minimum of 9,500 items delivered before 1 March 2019

Exhibit Booth Only- $2000

(Limited Availability)

Indoor Booth space at the 3 day packet pick-up event. *Non-profit rates are available call for details*

If you would like electricity for your exhibit booth there will be a $75 one time fee applied towards your sponsorship

Additional Advertising Opportunities:

Program Book Advertising:

(Over 9,000 Printed)

Full Page cost: $2,000

Half Page cost: $1,300

Quarter Page cost: $650

Digital Advertising

Your company logo with a link to your website on www.bataanmarch.com & Bataan Facebook (1 post per month) and will also include a medium box ad on www.whitesands.armymwr.com

Three Months $750

Six Months $1,500

Twelve Months $2,500

In Kind Contributions

(That can be used for cash value sponsorship)

Items that we would like you to consider are fruit, individual wipes/tissue packs, sunscreen, paper products, soft drinks, coffee, sport drinks, or advertising opportunities.

Family and MWR Marketing and Commercial Sponsorship

Contact Summer Irvin

summer.s.irvin.naf@mail.mil

PO Box 400

White Sands Missile Range New Mexico 88002

Phone: 575.674.4205

Fax: 575.678.1976

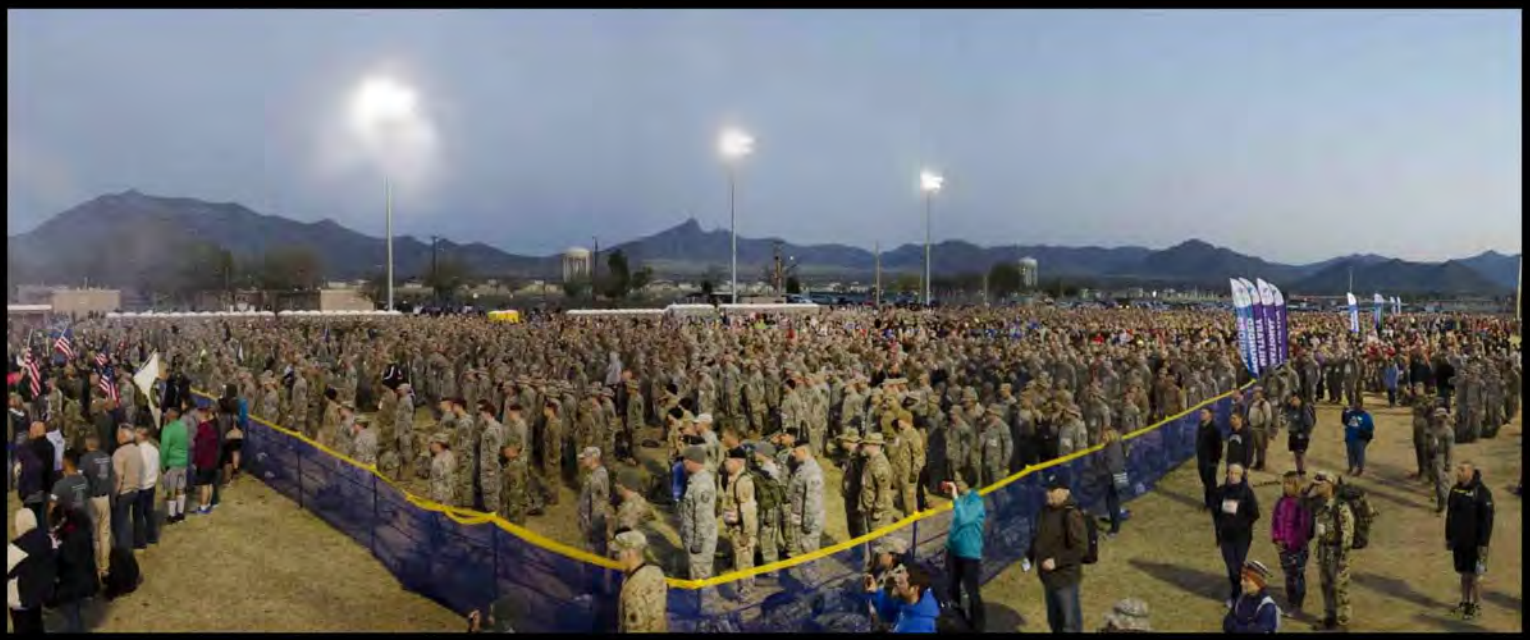
www.BataanMarch.com

Make checks payable to:

IMWRF-RU-53-9G-553

BATAAN
Memorial Death March

WHITE SANDS MISSILE RANGE



BATAAN IS NEVER FORGOTTEN