The Bataan Memorial Death March honors a special group of World War II heroes. These brave soldiers were responsible for the defense of the islands of Luzon, Corregidor and the harbor defense forts of the Philippines during WWII. They fought in a malaria-infested region and were forced to march 65 miles in the worst of conditions. On April 9, 1942, tens of thousands of American and Filipino soldiers were surrendered to Japanese forces. Among those seized were members of the 200th Coast Artillery, New Mexico National Guard. They were marched for days in the scorching heat through the Philippine jungles. Thousands died along the route, in prisoner of war camps or on Hell Ships.

Those who survived, and the Families that supported them,

deserve our deepest respect and admiration.
The Army ROTC Department at New Mexico State University began hosting the memorial march in 1989 to mark a page in history that included so many native sons and affected many families in the state.

In 1992, White Sands Missile Range and the New Mexico National Guard joined in partnership and the event was moved to the Missile Range.

In 2003, for the only time in the events history, the memorial march was canceled due to Operation Iraqi Freedom, which required extensive deployment among the units that usually support the march and the event could not be safely and efficiently executed.

Since its inception, the memorial march has grown from about 100 marchers to over 8,000 marchers from across the United States and several foreign countries. This event consists of both military and civilians who choose to take part in this challenge.
8690 Registered Marchers in 2019

Approx. 67% male / 33% Female

Participants come from EVERY STATE in the U.S. as well as several foreign countries.

Wounded Warriors, Active Duty Military, Veterans, and Civilians attend this event annually.

Over 1,300 volunteers support this event in the form of medic support, safety support, water points, and more.

5 Bataan Survivors attended in 2019.
WHERE ARE WE AND WHAT'S THE COURSE LIKE?

The Bataan Memorial March is held at White Sands Missile Range, NM, located approx. 25 minutes from Las Cruces NM and approx. 40 minutes from El Paso, TX. The route starts on pavement, takes marchers through NM desert terrain, circles a mountain called “Mineral Hill”, and takes them through a sand pit before ending at the Frontier Club.

Course Stats:
- Full Marathon Length - 26.2 miles
- 4,100-5,300 feet elevation change
- Honorary Course – 14.2 miles - designed for participants who would like to memorialize Bataan but do not wish to march full length
- Temperature ranges: 40 – 85 degrees F
- Winds can be strong up to 50mph
- Completion Times: 3 – 14 hours with average finishing times around 8 hours.
REACHING OUR AUDIENCE

SOCIAL MEDIA
- 43K+ FOLLOWERS ON SOCIAL MEDIA
- 750K+ WEBPAGE VIEWS ON BATAANMARCH.COM
- 10K + EMAIL DATABASE

WEBSITE
- 20K+ AUDIENCE OVER 4 DAYS TO INCLUDE MARCHERS, SPECTATORS AND VOLUNTEERS!

ON-SITE

WORLD-WIDE PARTICIPATION
- PARTICIPANTS COME FROM EVERY STATE IN THE U.S. AND MULTIPLE FOREIGN COUNTRIES!

For Sponsorship/Partnership Opportunities Contact Sheena Smith at sheena.m.smith14.naf@mail.mil or 575-678-2051
BATAAN WEEKEND ACTIVITIES

Thur/Fri/Sat: Three day packet pick up expo at the Las Cruces Convention Center.

Friday: Kick-off concert held in Las Cruces, NM (band & location TBD).

Friday: Free movies at the Post Theater at White Sands Missile Range.

Saturday: Meet the Bataan Survivors seminar at the Las Cruces Convention Center.

Saturday: Bataan History Seminars at the Las Cruces Convention Center.

Saturday: Free movies at the Post Theater at White Sands Missile Range

Saturday: Pre-march Pasta Buffet Dinner at the WSMR Frontier Club at White Sands Missile Range.

Sunday: Opening Ceremony

Sunday: Recognition & Awards Ceremony
“Sunday morning was unforgettable, with the sun coming up, the flags waving, and surrounded by 3000+ people who are proud to be Americans and not ashamed to show it. People who knew just how important it is to say “thank you” – by action not just words.”

“There was no competition. Everyone was friends out there and looked out for each other.”

“The hardest thing I’ve ever had to do, never have I had to reach so deep inside my mind to accomplish something.”

“The spiritual uplifting of participating to honor those who have suffered for our freedom.”

“This was by far the toughest marathon ever attempted. The support and management of this event was the best I’ve ever experienced. The high spirited marchers and the real survivors added a motivation and patriotic pride unparalleled. Keep up the spirit and the march WSMR!”

“The mere presence of the Bataan Death March survivors was almost overwhelming. I was on the verge of tears during the opening ceremony.”
Bataan Sponsorship & Advertising Rates

**Bataan Weekend Title Sponsor (1) – $45,000**
- Event Title Naming Rights “BMDM Presented By Your Organization”
- 4 Team Registrations (or 20 Individual Registrations, participant info due by December 31)
- Indoor Booth space at the packet pick-up event with premium location. Option of 2 additional display set ups at finish line
- 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 Ad in Bataan Event Program with Premium Placement
- 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

**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.
- Indoor Booth space with premium location at the packet pick-up event. Option of 1 additional display set up at finish line
- Logo on Bataan website for 12 months
- Full Page Ad in Bataan Event Program
- 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

**Race Director (2)-$30,000**
- Logo on all race bibs
- 2 Team Registrations (or 10 Individual Registrations, participant info due by December 31)
- Indoor Booth space at the packet pick-up event with premium location. Option of 1 additional display set up at finish line
- 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 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

**Gold Medal- $10,000**
- Indoor Booth space for 3 days at the packet pick-up event with premium location. Option of 1 additional display set up on race weekend at WSMR (location tbd)
- 1 team registration (or 5 individual registrations). Participant info due by December 31.
- Logo on Bataan website for 6 months
- Full Page Ad in Bataan Event Program
- 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

**Water Point (12)- $6,000**
- Indoor Booth space at the 3 day packet pick-up event.
- Rights to Sample Product and/or Set Up Booth at Designated Water Point
- Logo on Bataan website for 6 months
- Half Page Ad in Bataan Event Program
- Logo inclusion on all publicity, ads, posters, programs and flyers
- Product/Flyer Inclusion in the Registration Packets (max of 1 paper product).
- 2 Banner placement on Bataan March day

**Exhibit Booth Only- $2,000**
(Limited Availability)
Indoor Booth Space at the 3 Day Packet Pick-Up Event. *Non-profit rates are available call for details*
Additional Sponsorship/Advertising Opportunities

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.

Additional Options:
- If you wish to sell your product from your exhibit booth at the Las Cruces Convention Center there will be an additional fee of 350.00 for this. All items you wish to sell will need to be pre-approved through the F&MWR Marketing Office.
- Electricity at Las Cruces Convention Center - Ask for Convention Center Expo Pricing. You will pay the Las Cruces Convention Center directly for this service.

Program Book Advertising:
(Over 10,000 Printed)
Full Page cost - $2,000
Half Page cost - $1,300
Quarter Page cost - $650

Social Media Advertising
Your company logo or ad on the Bataan Facebook page (1 post per month)
Three Months - $900
Six Months - $1,500
Twelve Months - $2,500

In Kind Contributions
(This 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 Commercial Sponsorship
Contact Sheena Smith
Sheena.m.smith14.naf@mail.mil
Phone: 575.678.2051
Fax: 575.678.1976
www.BataanMarch.com

Make checks payable to:
IMWRF-RU-53-9G-553
PO Box 400
White Sands Missile Range New Mexico 88002
MORE THAN JUST A MARATHON

BATAAN
Memorial Death March

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