

HR

EN



# SPONSORSHIP PATRONAGES & DONATIONS

12-14/02/2027

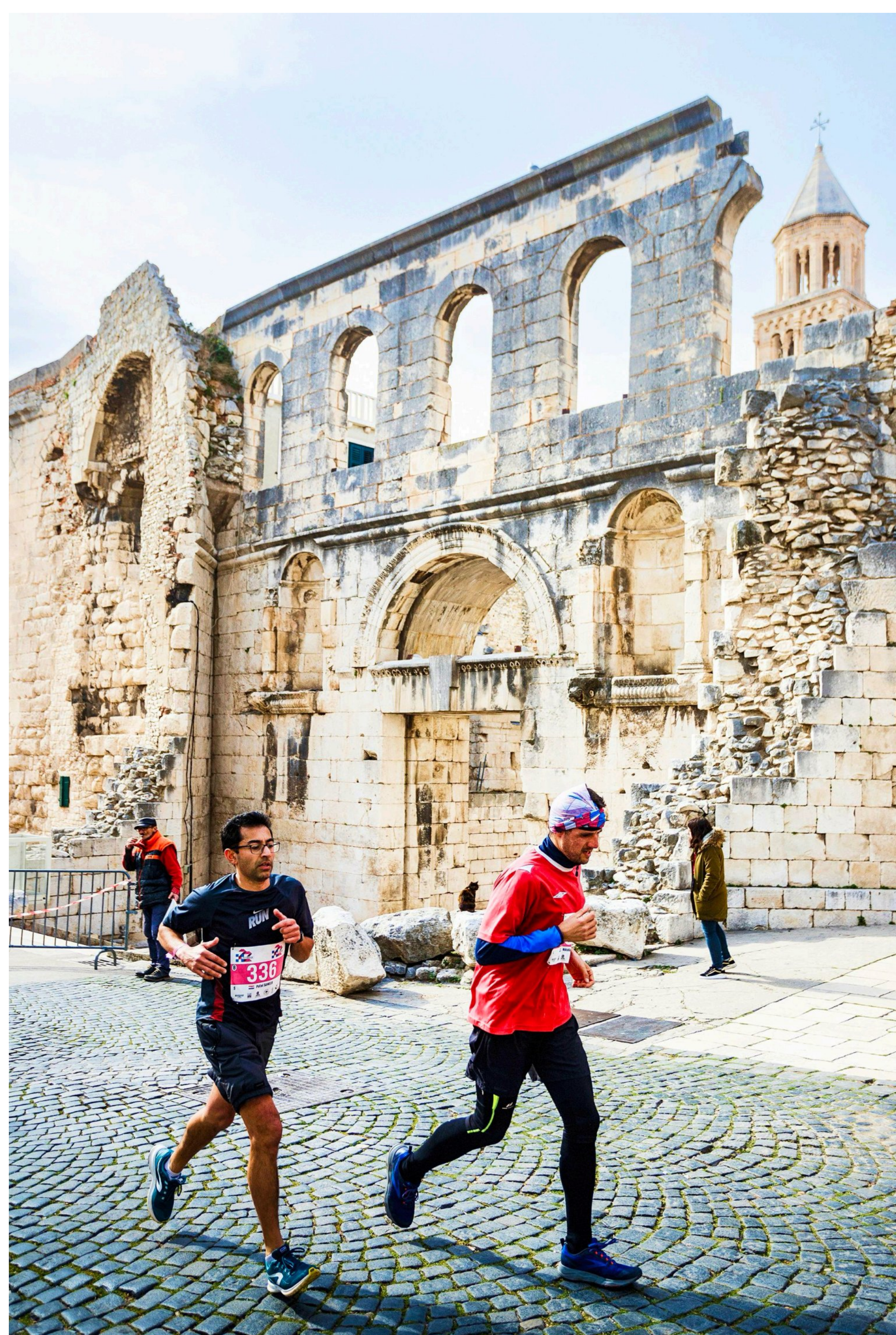
2027 #RUNSTORY



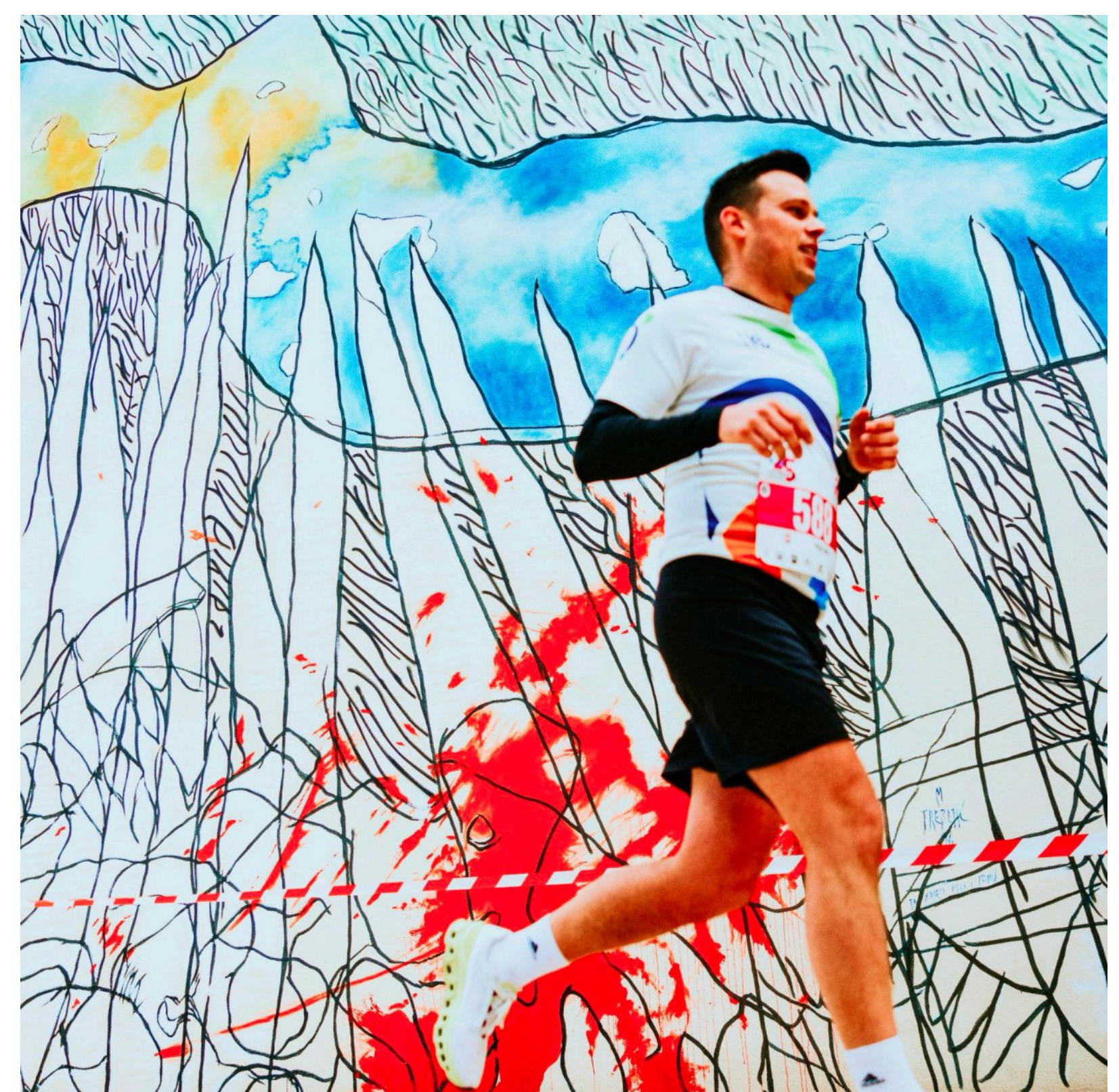
01

# INTRODUCTION

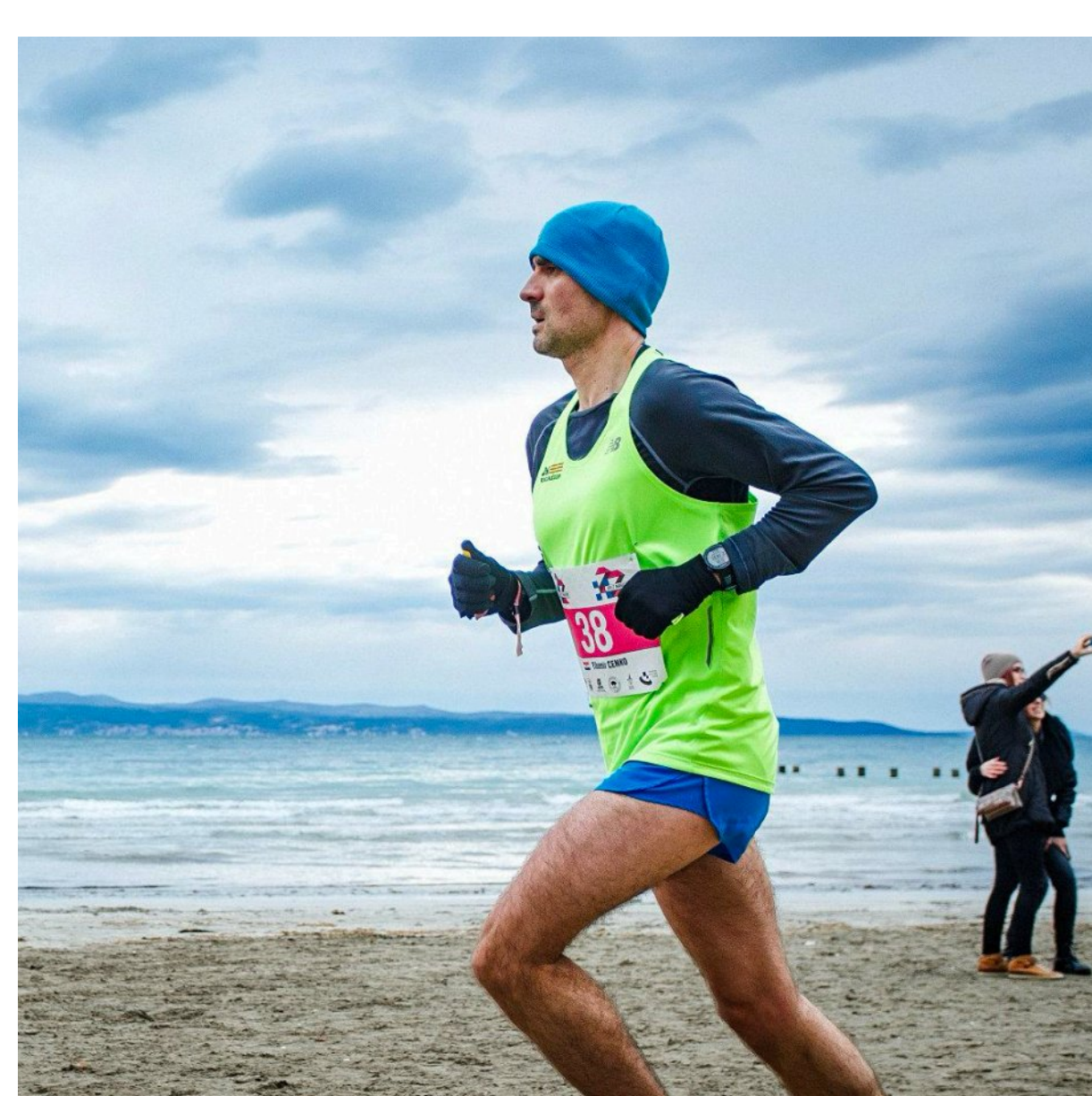
THE STORY OF SPLIT HAS BEEN ONGOING FOR 17 CENTURIES, EVER SINCE THE ROMAN EMPEROR DIOCLETIAN DECIDED TO BUILD A PALACE ON A PENINSULA NEAR THE GREAT ROMAN CITY OF SALONA, WHERE HE COULD SPEND THE LAST YEARS OF HIS LIFE IN PEACE.



Diocletian's Palace and the entire historical core of Split have been on the UNESCO World Heritage List since 1979. This is not only due to the remarkable preservation of the palace itself, but also because the palace and its city continue to thrive with vibrant life.



Over the past 1700 years, the Palace has gradually transformed into a city that today captivates with its rich tradition, magnificent history, and the beauty of its natural and cultural heritage.



The Split Half Marathon celebrated its 18th anniversary in 2018 and has become one of the significant events in the city.

Renowned for its appeal and top organisation, it's the region's leading race. Runners follow a unique route through historic, natural, and sporting landmarks of the world's most beautiful city.



***27. SPLIT MARATHON***

2027 #RUNSTORY



02

ORGANISER

THE SPLIT MARATHON EVENT IS  
ORGANISED BY THE SPORTS CLUB  
SPLIT MARATON.

# 03

Growth in the number of participants by year

# SPONSORS & MEDIA

| NO./YR.                                    | 2016 | 2017 | 2018  | 2019  | 2020  | 2021  | 2022  | 2023  | 2024  | 2025  | 2026  |
|--|------|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>RUNNERS</b><br>MARATHON / HALF MARATHON | 1200 | 1500 | 2000  | 3000  | 2540  | 1050  | 1820  | 1616  | 1939  | 2700  | 2900  |
| <b>RUNNERS</b><br>TOTAL                    | 1500 | 1850 | 3100  | 3950  | 3250  | 1290  | 2158  | 1948  | 2337  | 4000  | 4500  |
| <b>VISITORS</b>                            | 5000 | 7000 | 10000 | 15000 | 17000 | 12000 | 11000 | 13000 | 15600 | 18000 | 20000 |
| <b>VOLUNTEERS</b>                          | 250  | 300  | 400   | 500   | 510   | 420   | 480   | 410   | 492   | 500   | 500   |

# 04 SPONSORSHIP OPPORTUNITIES

STM offers a range of sponsorship opportunities, whether in the form of financial sponsorship, product sponsorship, or a combination of both. Depending on the sponsorship category (Gold, Silver, Bronze), we ensure visibility through the display of logos on STM materials, promotional elements aimed at and along the race track, and through media highlighting of sponsors.

| SPONSORSHIP RIGHTS  | GOLDEN        | SILVER        | BRONZE       |
|---|---------------|---------------|--------------|
| <b>DISPLAYING THE LOGO ON:</b><br><small>(according to the organizer's graphic design)</small>  |               |               |              |
| on the race website   | ✓             | ✓             | ✓            |
| on the official Split Marathon memorandum   | ✓             | ✓             | ✓            |
| on the official materials of the 27th Split Marathon  | ✓             | ✓             | ✓            |
| on LCD screens in the EXPO FUN zone   | ✓             | ✓             | ✓            |
| on the press wall at press conferences  | ✓             | ✓             | ✓            |
| in the instructions for competitors<br><small>(published on the website and emailed to all participants)</small>  | ✓             | ✓             | ✗            |
| in the official starter pack  | ✓             | ✓             | ✗            |
| on the race bib number  | ✓             | ✗             | ✗            |
| in the event newsletter   | ✓             | ✓             | ✓            |
| <b>SPONSOR PROMOTION AT THE RACE</b>  |               |               |              |
| sponsor logo on the video wall in the EXPO FUN zone   | ✓             | ✓             | ✓            |
| sponsor logo on the race start-finish gates   | ✓             | ✓             | ✓            |
| inflatable arch with sponsor branding at the start and/or finish line<br><small>(the arch is provided by the sponsor and installed at a location designated by the organizer)</small> | ✓             | ✗             | ✗            |
| inflatable arch with sponsor branding<br><small>(the arch is provided by the sponsor and installed on the course at a location designated by the organizer)</small>                   | ✓             | ✓             | ✗            |
| broadcasting a 30-second promotional video of the sponsor in the EXPO FUN zone  | ✓ 6 X         | ✓ 3 X         | ✓ 1 X        |
| promotional mesh banners 10m long on the race course at a location designated by the organizer<br><small>(banners provided by the sponsor)</small>                                    | ✓ 80 m        | ✓ 50 m        | ✓ 30 m       |
| promotional mesh banners at the start and/or finish line  | ✓ 30 m        | ✓ 20 m        | ✓ 10 m       |
| promotional flags at the start and/or finish line   | ✓             | ✗             | ✗            |
| promotional flags on the course   | ✓             | ✓             | ✗            |
| sponsor promotion during the programme via public address system  | CONTINUOUSLY  | CONTINUOUSLY  | CONTINUOUSLY |
| award presentation to overall winners according to the competition protocol   | ✓             | ✗             | ✗            |
| award presentation to winners according to the competition protocol   | ✓             | ✓             | ✗            |
| <b>PROMOTION THROUGH THE MEDIA</b>  |               |               |              |
| highlighting the sponsor's logo in the event promotion  | ✓             | ✓             | ✓            |
| highlighting the sponsor's logo on the promotional materials of the event<br>in accordance with the defined media plan  | ✓             | ✓             | ✗            |
| possibility of sponsor branding visibility in photo/video contributions of national and local media   | ✓             | ✗             | ✓            |
| <b>PROMOTION VIA THE ORGANISER'S SOCIAL MEDIA</b>   |               |               |              |
| sponsor logo on the official event video  | ✓             | ✓             | ✓            |
| native Facebook post  | ✓ 4 X         | ✓ 2 X         | ✓ 1 X        |
| native Instagram post   | ✓ 4 X         | ✓ 2 X         | ✓ 1 X        |
| <b>ADDITIONAL BENEFITS</b>  |               |               |              |
| race starter packs for the event <small>(subject to organiser's decision)</small>   | ✓ 5 X         | ✓ 3 X         | ✓ 1 X        |
| free exhibition within the EXPO FUN zone  | ✓             | ✗             | ✗            |
| <b>VALUE OF SPONSORSHIP (EUR)</b>   | <b>20.000</b> | <b>10.000</b> | <b>5.000</b> |

[SEND EMAIL](#) 

In addition to sponsorship, STM is grateful to its sponsors, partners, and donors without whom it would be impossible to organise this event.

THE EVENT IS EXTENSIVELY COVERED YEAR AFTER YEAR IN THE MEDIA, INCLUDING PRINT PUBLICATIONS, PORTALS, SOCIAL NETWORKS, AS WELL AS ON NATIONAL AND REGIONAL TV AND RADIO STATIONS. IN THE PAST TWO YEARS, WE HAVE ALSO BECOME INCREASINGLY PRESENT IN FOREIGN SPORTS MEDIA.



In practice, this means over fifty printed articles with photographs, dozens of radio broadcasts, more than twenty contributions in mosaic and specialised TV programmes, as well as hundreds of internet articles.

FOR MORE INFORMATION ABOUT SPONSORSHIP AND  
PATRONAGE OPPORTUNITIES FOR THE 27TH SPLIT  
MARATHON AND RELATED EVENTS, PLEASE FEEL FREE  
TO CONTACT:

m.: +385 95 902 5009

e.: [splitmaraton@gmail.com](mailto:splitmaraton@gmail.com)

***27. SPLIT MARATHON***