



Join us at the starting line

*Be a Maine Marathon sponsor*



**STRIVE**  
Socialization ♦ Transition ♦ Reflection ♦ Innovation ♦ Vocation ♦ Education

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Dear Friends,

STRIVE is thrilled to be the beneficiary of the Maine Marathon events in 2012 and 2013! As we tell our growing list of community partners, we aim to be active, mutually beneficial partners who are very involved in these events. We hope that you will consider sponsoring this great event!

STRIVE, a program of PSL Services, was created in 1999. Now twelve years later, our programs have grown but our mission remains the same: To provide social, educational, and employment training programs to young people with developmental disabilities and be a resource for the community. Some of our many programs include Friday Night Social events, Wellness Courses, Life Skills Educational Series, Vacation and Summer Camp, After School Programs, Tweens, and STRIVE U- our post secondary education program which has drawn national attention.

STRIVE prides itself on responding to community needs, and listening to those we serve and their families. Through our social, educational, and employment training programs, STRIVE has focused on creating opportunity through independence for the past 12 years.

Those words- **Opportunity** and **Independence** mean different things for different people. For our STRIVE U graduates, now 36 strong, it means the opportunity for them to live successfully in their own apartments, work competitively at jobs of value in the community, and give back to their community rather than being dependent on it. For others it means the opportunity for life-long learning through our Wednesday Night Educational Series- to become independent through learning more about Money Management, Healthy Relationships, Computers, or more. For some, it means gaining job skills through volunteering or paid work experiences. And, for still others, it is the opportunity to be themselves and have fun at our events in a safe and non-judgmental environment. STRIVE's goal is to provide opportunities for all.

I would be happy to tell you more about our programs, and talk about how you can get involved. Please feel free to call us at (207) 774-6278 or visit our website at [www.pslstrive.org](http://www.pslstrive.org).

Again, STRIVE is ecstatic to be involved with the Maine Marathon. We hope that you will support the Maine Track Club and STRIVE by sponsorship of this worthy event!

Best Regards,

Peter Brown  
STRIVE Program Director

For years 2012 and 2013, STRIVE will be the primary beneficiary of Maine Marathon's fundraising efforts.

# About the Maine Marathon

NOW IN ITS 21ST YEAR, THE MAINE MARATHON-Half Marathon-Relay is still a race organized by runners for runners. With more than 3,500 athletes and 600 race-weekend volunteers, it is the largest marathon event in Maine. Last year, we raised a record \$45,000 for community causes. We are very pleased Gorham Savings Bank, last year's title sponsor, is again on board for 2012.

Three events are conducted simultaneously: a half marathon (13.1 miles); a marathon (26.2 miles); and a marathon relay for teams of two, three or four runners.

Everyone who finishes is a winner for achieving their personal goals. The overriding mission is to hold a quality event that runners throughout Maine and from away appreciate and support.

The race was first established in 1978 as the Casco Bay Marathon. It has now run continuously since 1992 as the Maine Marathon-Half Marathon-Relay. The fundraising aspect is very important to the organizers and our sponsors. Traditionally, a beneficiary has been selected for a two-year cycle. This enables the Marathon, its sponsors and the charity to best utilize the marketing power of the event by delivering a prolonged period of visibility for the charity.

For the past 12 years, we have chosen some of the region's leading children's charities as the race's primary beneficiary. In 2011, the largest share of the proceeds from the race went to Camp To Belong Maine, an organization that promotes bonds among

““ Congratulations to the entire Maine Track Club on the 20th Maine Marathon and also for pulling off a major event in such adverse conditions.”

Joan Benoit Samuelson

siblings who are in foster or other out-of-home care. Proceeds of the 2012 race will benefit STRIVE, an organization dedicated to providing support and assistance to young adults with disabilities.

The Maine Marathon is managed and organized through the generous efforts of the Maine Track Club. The club, formed in 1979, is a non-profit, volunteer organization. It is the largest running club in Maine with more than 800 members and is based in Portland. Members have organized hundreds of road races over the years, most of which are associated with fundraising for local charities and/or non-profit organizations. For all of our sponsors, this event is an ideal opportunity to bring co-workers together for a day of volunteer activity. And all of our sponsors are encouraged to participate throughout the year of planning. Both primary and subsidiary sponsors are recognized in the Marathon's printed material and through many gracious thank you announcements that take place on race day.

**Gorham SAVINGS BANK** Full - Relay - Half **MAINE MARATHON** Sunday, Oct. 3 - Start: 7:45 **FINISH** mainemarathon.com

OLD HULL  
RUE  
AMHERST  
66



# Maine Marathon at a glance

2012 will be the 21st running



3 events – full marathon,  
half marathon and relay



3,500 runners  
and 82 relay teams in 2011



Runners from 44 states, the District  
of Columbia, six Canadian provinces  
and eight other countries



Boston Marathon qualifying event



Nearly \$3 million raised for local  
and cancer charities; \$200,000  
donated in 2011

# Event Statistics

THE MAINE MARATHON HAS GROWN ENORMOUSLY OVER the past several years. Efforts to market the event as a destination race have paid off, and in 2011, we posted a record breaking field of 3,500 athletes, including 82 relay teams.

We are proud to attract runners from across the United States, Canada, Asia and Europe. Last year, we welcomed athletes from 44 states, the District of Columbia, six Canadian provinces and eight other countries. Aside from the picturesque and runner-friendly course, the event draws competitors because it is a qualifying event for the Boston Marathon, held in the spring of the following year.

Over the past 12 years, registrations have more than tripled. Word is spreading throughout the running world that “Maine is top notch,” well organized and fast becoming one of New England’s premier destination races.

# Sponsorship Levels

## **TITLE SPONSOR:        GORHAM SAVINGS BANK**

The Maine Marathon provides the opportunity for the title sponsor, once again Gorham Savings Bank, to highlight its brand in Maine and throughout New England. The event also offers nationwide exposure through advertising, runner registrations and other media opportunities.

- ⦿ Approx. \$100,000 worth of marketability/exposure/advertising with local, regional and national media:
- ⦿ Media coverage in *Portland Newspapers* and *The Forecaster*
  - *The Phoenix*, 75,000 circulation
  - *Official Program of the Boston Marathon*
  - *New England Runner* magazine, 4 issues; 12,000 exposures each issue; New England & NY distribution
  - *New England Runner Annual Calendar*, circulation 75,000
  - *The Forecaster*, 3 issues/all four editions; approx. 70,000 exposures each issue
  - *Marathon & Beyond* magazine; approx. 25,000 national exposures
  - Two weeks community exposure: one banner spanning Congress Street in front of Portland City Hall; one banner at the Baxter Boulevard start/finish area
- ⦿ Your logo on 10,000 printed entry forms & Maine Marathon letterhead
- ⦿ Hot link from Maine Marathon and Maine Track Club web sites
- ⦿ Top exposure on all 3,800-runner shirts and 700 local volunteer shirts
- ⦿ A great opportunity to encourage employee community involvement and physical fitness with wellness and community service programs that can culminate on race day. 12 complimentary entries
- ⦿ Prime booth location at Maine Marathon Expo during race weekend activities
- ⦿ Opportunity to provide insert for 3,500 runner goodie bags
- ⦿ No competing sponsors!

**GOLD SPONSOR:        \$3,500**

All Silver Sponsor benefits plus:

- ⦿ Name or logo on back of 700 local volunteer shirts
- ⦿ Name or logo on one of 14 course clocks visible to all runners
- ⦿ Four complimentary entries

**SILVER SPONSOR:        \$2,500**

All Bronze Sponsor benefits plus:

- ⦿ Name or logo on back of 3,800+ runner shirts
- ⦿ Authorized use of event in your advertising and promotion
- ⦿ Three complimentary entries

**BRONZE SPONSOR:        \$1,200**

All Supporting Sponsor benefits plus:

- ⦿ Sponsor furnished banner displayed at start / finish area on race day
- ⦿ Opportunity to provide an insert for up to 3,500 runner goodie bags
- ⦿ Three complimentary entries

**SUPPORTING SPONSOR:        \$750**

Name or logo on 10,000 entry forms

- ⦿ Hot link from Maine Marathon web site
- ⦿ Name on Maine Marathon letterhead (4,000+ mailing)
- ⦿ One complimentary table booth at Maine Marathon Expo during race weekend activities
- ⦿ Your name included with the Maine Marathon's contribution to STRIVE



“ ...Thank you for putting together a great race. It was definitely one of the best running experiences of my life.”

Marathon winner , NY

“ As a newbie marathoner, I'd like to express my gratitude to the residents and volunteers who came out to support runners. Running the last 10th of a mile into the huge crowd on Baxter Boulevard was an indescribable high. . .”

Runner, Yarmouth, ME

“ I was amazed when I found out that an event of this size and quality was actually put on by a group of volunteers.”

Runner, Long Beach, CA

“ I just wanted to start by saying how well organized and what an overall great race you guys put on. It was my first half, and my neighbors and I are already looking forward to doing it all over again next year”.

Runner, Gorham, ME

“ First of all, thank you for a great and well organized run. This being my 16th marathon, I will be sure to let others know what a great event it is.”

Runner, East Granby, CT

“ Another great Maine Marathon this morning. Thank you and everyone for continuing to put on arguably the best annual race in Maine.”

Runner, Portland ME

“ Ran my first half marathon today and had a great time. I was told by my personal trainer that this was the place to be for a great run, supportive community and beautiful all around atmosphere. She was 100 percent right!”

Runner, Dartmouth, MA

## Runner Comments

“ Just wanted to thank you for the wonderful job you did – and the volunteers for making Sunday's marathon a huge success. This by far was the most organized run I've ever encountered.”

Runner, Scarborough, ME

“ Please thank all the volunteers and a special thanks to you and your co-race directors for putting on one of the finest races in the country (I have run all 50 states, so I know a thing or two about marathons and race directing).”

Runner, Wheaton, IL



# 2012 Race Management

MANAGEMENT OF THE MAINE MARATHON is coordinated by a team of Maine Track Club officer and member volunteers, all of whom have more than 50 years combined experience in race management. This year we are pleased to welcome back the following experienced team of race co-directors. Their experience and long-time dedication is what makes this all-volunteer event a success!

## RACE CO-DIRECTORS

**Bob Aube**, Race Co-Director / Webmaster + Technical Support

207-650-2939 | [bobaube@mainetrackclub.com](mailto:bobaube@mainetrackclub.com)

**Kathy Bowe**, Race Co-Director / Registration + Expo Coordinator

207-831-8951 | [katbowe@gmail.com](mailto:katbowe@gmail.com)

**Robin Carlson**, Race Co-Director / Sponsor Coordinator

207-671-6050 | [springa.flicka@gmail.com](mailto:springa.flicka@gmail.com)

**Howard Spear**, Race Co-Director / Event Coordinator

207-749-9160 | 207-797-6771 | [racedirector@mainemarathon.com](mailto:racedirector@mainemarathon.com)

**Bonnie Topham**, Race-Co-Director / Awards + Merchandise Coordinator

207-776-3648 | [auntbloveme@aol.com](mailto:auntbloveme@aol.com)

THE MAINE MARATHON IS A “DESTINATION RACE” THAT ATTRACTS ATHLETES from across the U.S., Canada and abroad. Year after year, those who have taken part have told us what a great race this is. . . that runners can feel a special energy on the course and from the hundreds of race weekend volunteers who are the heart and soul of this event.

For the Maine Track Club, this is our signature event. We are very proud to have seen it grow and flourish. Last year, registrations were capped at 3,500, and more than \$200,000 was raised for charities through race proceeds and by participants. This year, we are pleased to welcome STRIVE as our race beneficiary.

# Please join us at the starting line

PLEASE JOIN US AND BECOME A SPONSOR OF THE MAINE MARATHON. Your support will help inspire more individuals to discover the joy of running – and make the world better for young adults with disabilities.

Sincerely,

*Robin Carlson*

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*Howard Spear*

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[www.MaineMarathon.com](http://www.MaineMarathon.com)