The SkyRun

OUTRUN THE COLD

ACTIVATING DOWNTOWN DULUTH

DULUTH SKYWALK

January 16th, 2027

2027 SPONSORSHIP GUIDE

The SkyRun
OUTRUN THE COLD

WHAT IS THE DULUTH SKYRUN?

The Duluth SkyRun is a one-of-a-kind winter race through the heart of Downtown Duluth, taking runners through the city's connected skywalk system and some of downtown's most recognizable spaces. Designed as a fun, fast-paced way to embrace a Duluth winter, the SkyRun combines running, downtown exploration, and a course you won't find anywhere else. Best of all, the event supports the Downtown Duluth Clean & Safe Team, helping keep downtown welcoming, vibrant, and ready for the community year-round.

HOW IT WORKS:

1
START AT THE DECC

Runners gather at the DECC, get ready, and hit the course together. From the starting line, it's straight into Duluth's skywalk system for a winter race unlike anything else in town

2
TRAVERSE THE SKYWALK

Race through downtown hallways, buildings, twists, turns, and enclosed bridges as the course takes you through the heart of Duluth, all without having to bundle up for the cold.

3
RETURN TO THE DECC

After making your way through downtown, it's time to turn toward the DECC and push for the finish. Run for a fast time, race your friends, or just enjoy the ride.

4
PARTY!

Cross the finish line and stick around for the celebration! Grab a drink, refuel, compare race stories, and celebrate with fellow SkyRun runners at the official afterparty.

FROM THE PEOPLE THAT BRING YOU:

GOING BANANAS RUN

NORTHSHORE INLINE MARATHON®

NorthShore Inline Marathon, Inc., is a 501 (c)(3) nonprofit.

OUR MISSION

The mission of the Duluth SkyRun is to bring people together during the heart of winter through a fun, uniquely Duluth event that showcases Downtown, encourages people to get active, and supports the businesses and organizations that make our city thrive. Through the race, we aim to bring new energy downtown while raising funds and awareness for the Downtown Duluth Clean & Safe Team.

2027 GOALS & GROWTH

- Host our first run in the skywalk system of Duluth
- Welcome **500+ participants**
- **Raise $5,000+** for the Clean & Safe Team & Downtown Improvement Opportunities
- Get local & national recognition for being a weird fun event
- Expand sponsor activation opportunities across all markets.
- Continue improving the race experience with new entertainment, course elements, and post-race celebrations.
- Deliver an event that is welcoming to runners, walkers, families, and first-time participants while keeping the fun, community-first atmosphere that defines Downtown Duluth.
- Longterm creation of the “SkyTrail” which will get people actively downtown to walk, get excercise, and ultimately shop.

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2027 SPONSOR OPPORTUNITIES

DETAILS SHOWCASED BELOW:

	PRESENTING SPONSOR	MAJOR SPONSOR	ADVANCED SPONSOR	SUPPORTING SPONSOR
Logo Featured on Website	Featured on Every Page	Featured on Every Page	Featured	Featured
Virtual Event Guide Ad Space	2 Page Spread	Full page Ad	1/3 Page Ad	1/4 Page Ad
Social Media Feature	5 Features + Custom Sponsor Video	3 Features	2 Features	1 Feature
Event is Presented By You	✓	✗	✗	✗
Race Packet Items (Approval Needed)	✓	✓	✓	✓
Branded Cheer Station	✓	✓	✗	✗
Race Entries	20 Race Entries	5 Race Entries	3 Race Entries	1 Race Entries
Beer Ticket	10 Beer Tickets	5 Beer Tickets	5 Beer Tickets	2 Beer Tickets
Email Blast Feature	Logo in All Emails (Premier Placement)	Logo in All Emails	Logo in All Emails	Logo in All Emails
Logo On Bib	Top Placement	✓	✓	✗
"Official Industry Partner" Title	✓	✓	✗	✗
Award Presentation	✓	✗	✗	✗
Shoutout on all television and radio	✓	✓	✗	✗
Branded turn Markers	✓	✓	✗	✗
Start & Finish Line Branding	✓	✓	✓	✓
Podium Branding	✓	✗	✗	✗

2027 SPONSOR OPPORTUNITIES

$4,000 - THE SKY'S THE LIMIT SPONSOR – PRESENTING

The premier partnership for the SkyRun. As the exclusive presenting sponsor, your brand receives top visibility across event marketing, social media, participant communications, race-day signage, and the start/finish area. A high-impact way to put your business at the center of one of Duluth's most unique winter events.

$2,500 - THE ABOVE ZERO SPONSOR – MAJOR

Major Sponsors receive strong visibility throughout the SkyRun, including prominent logo placement, digital and social recognition, race-day branding, race entries, and opportunities to connect with participants. A great way to build awareness while supporting a fun winter event in Downtown Duluth.

$1,500 - THE SKYWALKER SPONSOR – ADVANCED

Skywalker Sponsors receive valuable exposure before and during the SkyRun through event materials, digital promotion, race entries, and race-day recognition. This level is a great fit for businesses looking to connect their brand with runners and the Downtown Duluth community.

$500 - FROSTBITE FIGHTER - SUPPORTING

Frostbite Fighters help make the SkyRun possible while receiving recognition across select event materials, participant communications, and race-day signage. An affordable way to support the event, reach an engaged local audience, and be part of the winter fun.