

## Sponsorship Information for The Great Wall Marathon of Huairou 2025 and Zayed Charity Run

### Marathon Brief: The Great Wall Marathon of Huairou 2025 and Zayed Charity Run:

The Great Wall Marathon of Huairou 2025 is the biggest district marathon across Capital of China which happens for the 7th time this year in cooperation with Zayed marathon. This cooperation Run is a large-scale marathon event hosted by the Huairou District People's Government of Beijing Municipality, organized by the Beijing Athletics Association and the Huairou District Sports Bureau of Beijing Municipality, co-organized by the Zayed Charity Run, and supported by the Embassy of the United Arab Emirates in China. Over 17,000 runners will join this marathon and charity run.

### Marathon agenda and side activities:



#### UAE Culture Fair (Emirati house in Zayed marathon) 19<sup>th</sup> – 22<sup>nd</sup> September

The pavilion will promote the marathon and UAE's culture.



#### Day 1 Run 20th September

- 5 km Family Run
- 10km Charity Run
- Robot Run
- People with Determination Run



#### Day 2 Run: 21st September

- Half Marathon (around 21km)
- Full Marathon (around 42km)

## Sponsorship Information:

(\*The deadline for sponsorship submission is **September 10th**)

### Platinum Sponsorship (1Million RMB)

Events	Benefits	
<p><b>Emirati House Culture Fair</b></p> <ul style="list-style-type: none"> <li>• <b>Date:</b> Sep 19-22</li> <li>• <b>Location:</b> Mutianyu Great Wall Entrance</li> <li>• <b>Visitors:</b> 10,000 Daily</li> </ul>	1	<b>Videos:</b> Sponsors' promotional videos will be played on the LED screen at the entrance of the Emirati House.
	2	<b>Logos Wall:</b> Sponsors' logo will be displayed on the logo wall at the entrances of the Emirati House
	3	<b>A promotional corner:</b> Sponsors will have a promotional corner at the Emirati House, and their representatives can promote entities and distribute promotional materials.
	4	<b>Promotional Flags:</b> Sponsors will have their promotional flags along the entrance roads of the Emirati House.
<p><b>Day 1 Run</b> - 5 km Family Run - 10km Charity Run - Robot Run - People with Determination Run</p> <ul style="list-style-type: none"> <li>• <b>Date:</b> Sep 20</li> <li>• <b>Location:</b> Jinyu Xingfa Tech Park</li> <li>• <b>Runners:</b> 2,000</li> </ul>	5	<b>Logo Display on Start and Finish Arches:</b> Sponsors' logos will be displayed on the arches at the start and finish lines.
	6	<b>Logo Display on Stage Backdrop:</b> Sponsors' logos will be displayed on the main stage backdrop for the opening and awards ceremonies.
	7	<b>A promotional corner:</b> Sponsors will have a promotional corner at the Emirati House, and their representatives can promote entities and distribute promotional materials.
	8	<b>A-shape signs and Road flags:</b> Sponsors will have their promotional signs and flags along the running route; <u>quantities will vary based on venue and sponsorship level.</u>
	9	<b>Awarding the Winners:</b> Sponsors' representatives will present medals to the winners at the awarding ceremony.
<p><b>Day 2 Run</b> Half Marathon and Marathon</p> <ul style="list-style-type: none"> <li>• <b>Date:</b> Sep 21</li> <li>• <b>Route:</b> Yanqi Lake Convention Center – Mutianyu Great Wall</li> <li>• <b>Runners:</b> 15,000</li> </ul>	10	<b>A promotional corner at Pre-Match Package Collection Area:</b> Runners will collect their race packages at Yanqi Lake Convention Center from September 19 to 21. Sponsors may set up a promotional corner in this area, with space size depending on their sponsorship level.
	11	<b>Logo Display on Stage Backdrop:</b> Sponsors' logos will be displayed on the main stage backdrop.
	12	<b>Logo Display on Start and Finish Arches:</b> Sponsors' logos will be displayed on the arches at both the start and finish lines.
	13	<b>A-shape signs and Road flags:</b> Sponsors will have their promotional signs and flags along the running route; <u>quantities will vary based on venue and sponsorship level.</u>

## Golden Sponsorship (500,000 RMB)

Events	Benefits	
<p><b>Emirati House Culture Fair</b></p> <ul style="list-style-type: none"> <li>• <b>Date:</b> Sep 19-22</li> <li>• <b>Location:</b> Mutianyu Great Wall Entrance</li> <li>• <b>Visitors:</b> 10,000 Daily</li> </ul>	1	<b>Videos:</b> Sponsors' promotional videos will be played on the LED screen at the entrance of the Emirati House.
	2	<b>Logos Wall:</b> Sponsors' logo will be displayed on the logo wall at the entrances of the Emirati House
	3	<b>A promotional corner:</b> Sponsors will have a promotional corner at the Emirati House, and their representatives can promote entities and distribute promotional materials.
<p><b>Day 1 Run</b></p> <ul style="list-style-type: none"> <li>- 5 km Family Run</li> <li>- 10km Charity Run</li> <li>- Robot Run</li> <li>- People with Determination Run</li> </ul> <ul style="list-style-type: none"> <li>• <b>Date:</b> Sep 20</li> <li>• <b>Location:</b> Jinyu Xingfa Technology Park</li> <li>• <b>Runners:</b> 2,000</li> </ul>	4	<b>Logo Display on Start and Finish Arches:</b> Sponsors' logos will be displayed on the arches at the start and finish lines.
	5	<b>Logo Display on Stage Backdrop:</b> Sponsors' logos will be displayed on the main stage backdrop for the opening and awards ceremonies.
	6	<b>A promotional corner:</b> Sponsors will have a promotional corner at the Emirati House, and their representatives can promote entities and distribute promotional materials.
	7	<b>A-shape signs and Road flags:</b> Sponsors will have their promotional signs and flags along the running route; <u>quantities will vary based on venue and sponsorship level.</u>
<p><b>Day 2 Run</b></p> <p>Half Marathon and Marathon</p> <ul style="list-style-type: none"> <li>• <b>Date:</b> Sep 21</li> <li>• <b>Route:</b> Yanqi Lake Convention Center – Mutianyu Great Wall</li> <li>• <b>Runners:</b> 15,000</li> </ul>	8	<b>A promotional corner at Pre-Match Package Collection Area:</b> Runners will collect their race packages at Yanqi Lake Convention Center from September 19 to 21. Sponsors may set up a promotional corner in this area, with space size depending on their sponsorship level.
	9	<b>Logo Display on Stage Backdrop:</b> Sponsors' logos will be displayed on the main stage backdrop.
	10	<b>Logo Display on Start and Finish Arches:</b> Sponsors' logos will be displayed on the arches at both the start and finish lines.
	11	<b>A-shape signs and Road flags:</b> Sponsors will have their promotional signs and flags along the running route; <u>quantities will vary based on venue and sponsorship level.</u>

## Silver Sponsorship (250,000 RMB)

Events	Benefits	
<p><b>Emirati House Culture Fair</b></p> <ul style="list-style-type: none"> <li>• <b>Date:</b> Sep 19-22</li> <li>• <b>Location:</b> Mutianyu Great Wall Entrance</li> <li>• <b>Visitors:</b> 10,000 Daily</li> </ul>	1	<p><b>Videos:</b> Sponsors' promotional videos will be played on the LED screen at the entrance of the Emirati House.</p>
	2	<p><b>Logos Wall:</b> Sponsors' logo will be displayed on the logo wall at the entrances of the Emirati House</p>
<p><b>Day 1 Run</b>            - 5 km Family Run            - 10km Charity Run            - Robot Run            - People with Determination Run</p> <ul style="list-style-type: none"> <li>• <b>Date:</b> Sep 20</li> <li>• <b>Location:</b> Jinyu Xingfa Technology Park</li> <li>• <b>Runners:</b> 2,000</li> </ul>	3	<p><b>Logo Display on Start and Finish Arches:</b> Sponsors' logos will be displayed on the arches at the start and finish lines.</p>
	4	<p><b>Logo Display on Stage Backdrop:</b> Sponsors' logos will be displayed on the main stage backdrop for the opening and awards ceremonies.</p>
	5	<p><b>A promotional corner:</b> Sponsors will have a promotional corner at the venue, and their representatives can promote their entities and distribute promotional materials.</p>
	6	<p><b>A-shape signs and Road flags:</b> Sponsors will have their promotional signs and flags along the running route; <u>quantities will vary based on venue and sponsorship level.</u></p>
<p><b>Day 2 Run</b>            Half Marathon and Marathon</p> <ul style="list-style-type: none"> <li>• <b>Date:</b> Sep 21</li> <li>• <b>Route:</b> Yanqi Lake Convention Center – Mutianyu Great Wall</li> <li>• <b>Runners:</b> 15,000</li> </ul>	7	<p><b>Logo Display on Stage Backdrop:</b> Sponsors' logos will be displayed on the main stage backdrop.</p>
	8	<p><b>Logo Display on Start and Finish Arches:</b> Sponsors' logos will be displayed on the arches at both the start and finish lines.</p>
	9	<p><b>A-shape signs and Road flags:</b> Sponsors will have their promotional signs and flags along the running route; <u>quantities will vary based on venue and sponsorship level.</u></p>

## **Bronze (100,000 RMB)**

<b>Events</b>	<b>Benefits</b>	
<p><b>Emirati House Culture Fair</b></p> <ul style="list-style-type: none"> <li>• <b>Date:</b> Sep 19-22</li> <li>• <b>Location:</b> Mutianyu Great Wall Entrance</li> <li>• <b>Visitors:</b> 10,000 Daily</li> </ul>	1	<b>Videos:</b> Sponsors' promotional videos will be played on the LED screen at the entrance of the Emirati House.
	2	<b>Logos Wall:</b> Sponsors' logo will be displayed on the logo wall at the entrances of the Emirati House
<p><b>Day 1 Run</b></p> <ul style="list-style-type: none"> <li>- 5 km Family Run</li> <li>- 10km Charity Run</li> <li>- Robot Run</li> <li>- People with Determination Run</li> </ul> <ul style="list-style-type: none"> <li>• <b>Date:</b> Sep 20</li> <li>• <b>Location:</b> Jinyu Xingfa Technology Park</li> <li>• <b>Runners:</b> 2,000</li> </ul>	3	<b>Logo Display on Start and Finish Arches:</b> Sponsors' logos will be displayed on the arches at the start and finish lines.
	4	<b>Logo Display on Stage Backdrop:</b> Sponsors' logos will be displayed on the main stage backdrop for the opening and awards ceremonies.
	5	<b>A-shape signs and Road flags:</b> Sponsors will have their promotional signs and flags along the running route; <u>quantities will vary based on venue and sponsorship level.</u>

\*Please note that marathon cannot accept two sponsors within a single category. The following categories are exclusive and currently unavailable for sponsorship: Banks, Clothing, Drinking Water, Functional Drinks, Snickers, Energy Gel, Milk, Sports Equipment, Cars, Sports Headphones.