

Sponsorship Director Questions and Answers

1) Does the city have a sponsorship sales staff in place? If so, will they need to be trained?

The Marathon does not have a sponsorship sales staff. The Marathon intends to have the Sponsorship Director handle all sponsorship sales and activation with direction and input from the Executive Director and the Marketing Director.

2) Does the city have a sponsorship sales policy in place? If not, we would create that document if needed.

There is no written sponsorship policy. However, the Philadelphia Marathon does not permit tobacco sponsorships.

3) Can you tell me the revenue generated for the 2011 sponsorship sales department?

No. Information regarding revenue generated for 2011 sponsorship sales will be shared with the selected candidates.

4) Can you tell me the projected revenue budget for 2012?

No. Information regarding the projected revenue budget for 2012 will be shared with the selected candidates.