



Marathon 2010: a global brand with Hopkinton ties

by Jean Cann

As the 114th Boston Marathon draws closer, Hopkinton Athletic Association officials seek more people to join in celebration preparations for the 2500th Anniversary of the Battle of Marathon in Hopkinton's sister city, Marathon, Greece. The Marathon 2010 logo and brand were developed in Hopkinton, and the HAA has planned events in Hopkinton and beyond during the week leading up to the Boston Marathon.

A still-developing official website, www.marathon2010, reads, "Marathon2010 is a world-wide celebration of the 2,500th anniversary of the Battle of Marathon, Greece, heralded as a milestone event in human history. Marathonning connects every runner through the shared experience and language of running. Marathons across the globe are celebrating the 2,500th anniversary and the human connectedness exemplified with each runner's stride."

The HAA is currently working to recruit volunteers and sponsors to help plan and support the events locally and beyond. One of the most pressing needs is for someone to help organize housing and transportation for 71 Greek runners and their support team when they arrive to participate in Marathon 2010 activities and to run the Boston Marathon.

"We're reaching out to sponsors that want to leverage this global brand called Marathon 2010," said HAA president Michael Neece. "The BAA has agreed to embed the logo in a number of their activities, including the marathon expo."

With the logo already used for marathons in Mumbai, India, Athens and Xiamen and Shanghai, China and potentially used in other US and international marathons, Neece notes that sponsors may choose local, regional or global sponsorship packages. The two marathons in China each field more than 50,000 runners, and China holds 25 marathons that are attract at least the same number of runners as the Boston Marathon, according to Neece.

Some sponsorship opportunities include banners hung along the Boston Marathon route in Hopkinton and other towns, and apparel for the Greek contingent who will be making appearances at the State House, as well as in Hopkinton and surrounding communities.

To express interest in volunteering or to explore sponsorship opportunities, please contact HAA Executive Director Tim Kilduff at tkilduff@marathon2010.org.