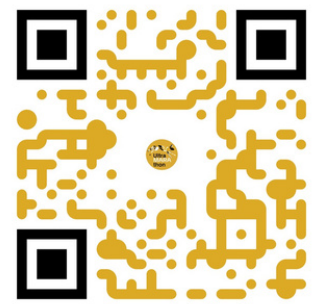




Ultra**MARA**thon



ULTRAMARATHON.CO.KE

2026

ULTRA**MARA**THON
SPONSORSHIP OPPORTUNITY





ABOUT THE ULTRAMARATHON

CONSERVATION | RANGER WELFARE | COMMUNITY HEALTH

The UltraMARATHON is an annual endurance race bringing together Kenya's corporate leaders, conservationists, safari community, local and international runners to fund: Ranger Welfare, Conservation and Community Health.

Started in 2020, the UltraMARATHON is a 50km single-day foot race through the conservancies of the northern Maasai Mara ecosystem in Kenya. The race, run either as an individual or as part of a relay team, takes participants through several conservancies, giving them a unique sporting experience within one of Africa's jewels, all while making a difference to the area and people surrounding them.



WHY WE RUN

The UltraMARathon helps provide funding to support the welfare and daily operations of conservancy rangers while also helping to sustain a healthcare clinic, ensuring both people and wildlife can thrive.

MAASAI MARA CONSERVANCIES

Conservation and Ranger Welfare - helping safeguard the land and its wildlife by backing the rangers who risk their lives to protect it. Support helps funding of uniforms, equipment and general administration for the conservancies involved in the event.



MARA ELEPHANT PROJECT

Supporting the protection of Mara's elephants and and biodiversity through the Mara Elephant Project.

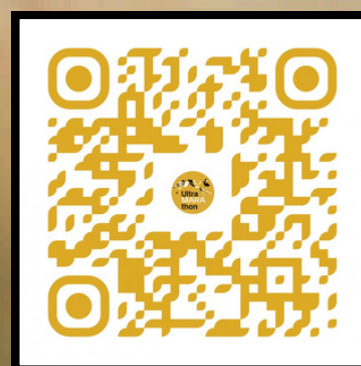


AFRICA MISSION SERVICES HEALTH CENTER

AMS Community Health Center in Engos Village serves a community of approximately 11,000 providing outpatient, emergency, dental, eye, and women's health care. Funding sustains operations and infrastructure, ensuring life-saving care.

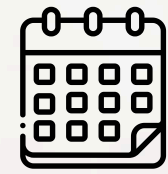


Want to find out more about the impact made?
Find our report [HERE](#)





DATE. TIME. LOCATION.



November 14th 2026, 06:30AM



**Lemek, Mara North and Ol Choro Conservancy
Maasai Mara, Kenya**



Categories and Cost:

Individual (1 x50km) \$300

Relay Team (2 x 25km) \$500

Relay Team (4 x 12.5km) \$800

**Race is capped at 400 runners*



JOIN THE ULTRAMARATHON TEAM



© Dan Palmer,
Governors Camp Collection

SPONSORSHIP OPPORTUNITY

Sponsoring the UltraMARathon is a powerful opportunity to elevate your brand, engage meaningfully with communities, and demonstrate a genuine commitment to purpose-driven impact. Depending on the sponsorship package selected, partners may also receive complimentary team entries, allowing employees to take part in this iconic event.

Champion Corporate Social Responsibility:

By supporting the UltraMARathon, you align your brand with initiatives dedicated to protecting wildlife and improving community livelihoods in the Maasai Mara. Your sponsorship directly contributes to conservation efforts, such as ranger support to combat poaching, addressing human-wildlife conflicts through the Mara Elephant Project, and supporting essential healthcare services for local Maasai women.

Maximize Brand Visibility:

Extend your brand's reach to a local and global audience through our digital and social media platforms. Sponsors benefit from prominent visibility before, during, and after the event, enhancing brand recognition across diverse and engaged audiences.

Empower Your Team:

Promote employee wellness, teamwork, and morale by encouraging staff to participate as a corporate team. Taking part in the race fosters camaraderie, collaboration, and a shared sense of achievement—well beyond the finish line.

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*Limited Event Sponsorship options are available for the 2026 UltraMARathon.
Partnering with us provides invaluable brand exposure and promotes your CSR.*

Roban Shah
Sponsorship



ULTRAMARATHON REACH & IMPACT

340 RUNNERS PEAK PARTICIPATION | 166% GROWTH SINCE 2020

10-15% INTERNATIONAL RUNNERS

Runner Stats:

340 runners peak participation

237% increase in female participation

Average runner age: 34-38

Audience Profile

👤 85-90% Kenyan residents

✈️ 10-15% International runners

🏙️ Strong Nairobi & Rift Valley base

🤝 Corporate & tourism leaders

Partner With UltraMARATHON!

Connect your brand with a **high-value community of runners, conservationists and tourism leaders.**

Global Participation



Runners from 15+ countries including Kenya, USA, UK, Canada, Germany, Australia, South Africa and Japan.

Digital Reach

Owned Channels

- Instagram: 2,340 followers
- Facebook: 746 followers
- Mailing list: 750+ engaged subscribers

Extended Reach

(Partners: MEP & AMS)

- Instagram: 22k followers
- Facebook: 64.5k followers
- Mailing list: 8000+ engaged subscribers

**Total potential digital reach:
90,000+**

Contact us at

info@ultramarathon.co.ke

or visit ultramarathon.co.ke

SPONSORSHIP PACKAGES

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Benefits	Title Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
	\$50,000	\$25,000	\$8,000+	\$5000+	\$2500+
Naming Rights – “UltraMARathon presented by [Brand]”	✓	–	–	–	–
Category Exclusivity	✓	✓	–	–	–
Largest Logo Placement Across All Assets	✓	–	–	–	–
Premium Logo Placement on All Event Collateral	✓	✓	–	–	–
Logo on Event Website	✓ (Top Placement)	✓	✓	✓	✓
Logo on Email Blasts	✓ (Top Placement)	✓	✓	✓	✓
Logo on Social Media Posts	✓ (Featured)	✓	✓	✓	✓
Logo on Race Information Pack Branding	✓ (Largest)	✓	✓	✓	✓
Logo on Event T-Shirt	✓ (Largest - On Front)	✓ (Large - on Back)	✓ (Medium, back)	✓ (Small, back)	✓ (XS Placement, back)
Event Poster Inclusion	✓ (Featured)	✓	–	–	–
Prominent Branding on Start/Finish Arch	✓	✓	✓	–	–
Banner Placement at Race HQ / Start / Finish Line	✓ (Prime Position)	✓	✓	✓	✓
Vendor / Experiential Stand at Race HQ	✓ (Premium Space)	✓	✓	–	–
Dedicated Social Media Posts	4	2	1	–	–
Dedicated Email Blasts	2	1	–	–	–
Media & Press Mentions	✓ (Lead Sponsor)	✓	✓	–	–
Dedicated Branded Content (Video / Editorial)	✓	✓	–	–	–
Awards Ceremony Presentation Opportunity	✓ (Headline Presenter)	✓	–	–	–
Post-Race Mention and Email	✓	✓	✓	✓	✓
Free Team Entries	6	4	2	1	–
VIP Guest Access & On-Site Activation	✓	✓	–	–	–
Custom Sponsor Opportunities (Project Visits)	✓	✓	Optional	–	–
Impact Updates & Reporting	✓ (Detailed Report + Recognition)	✓ (Recognition)	✓	✓	✓
CSR Visibility – Recognition in Impact Reports	✓ (Prominent)	✓	✓	✓	✓

*A Team can comprise either an individual runner, a team of two or a team of four.

SPONSORSHIP PACKAGES

LEGACY PARTNERSHIP | MULTI-YEAR STRATEGIC ALIGNMENT

Available Across All Tiers
Bronze | Silver | Gold | Platinum

We're inviting a small number of brands to become Legacy Partners — woven into the UltraMARATHON story long-term, not just appearing at a single event.

Core Benefits (All Long-Term Partners)

Category Exclusivity

- Guaranteed category lock for full term
- One extra free team entry per year

Recognition Status

- “Legacy Partner” designation
- Highlighted on website as long-term supporter
- Special mention in opening/closing remarks

Pricing Protection

- Locked rates for duration of agreement
- Protection from future price increases

Extended Storytelling

- Multi-year content integration
- Featured partner storytelling

Legacy Partners aren't just sponsors — they help shape the UltraMARATHON over time.





IN-KIND SPONSORSHIP

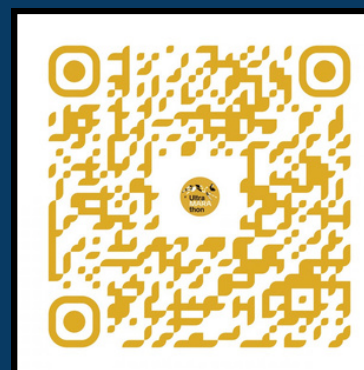
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Helping us channel more funds directly to our event beneficiaries.

In-kind sponsorship is a powerful way to support the event. Every product or service donated reduces operational costs and allows a greater share of funds to go straight to the beneficiaries.

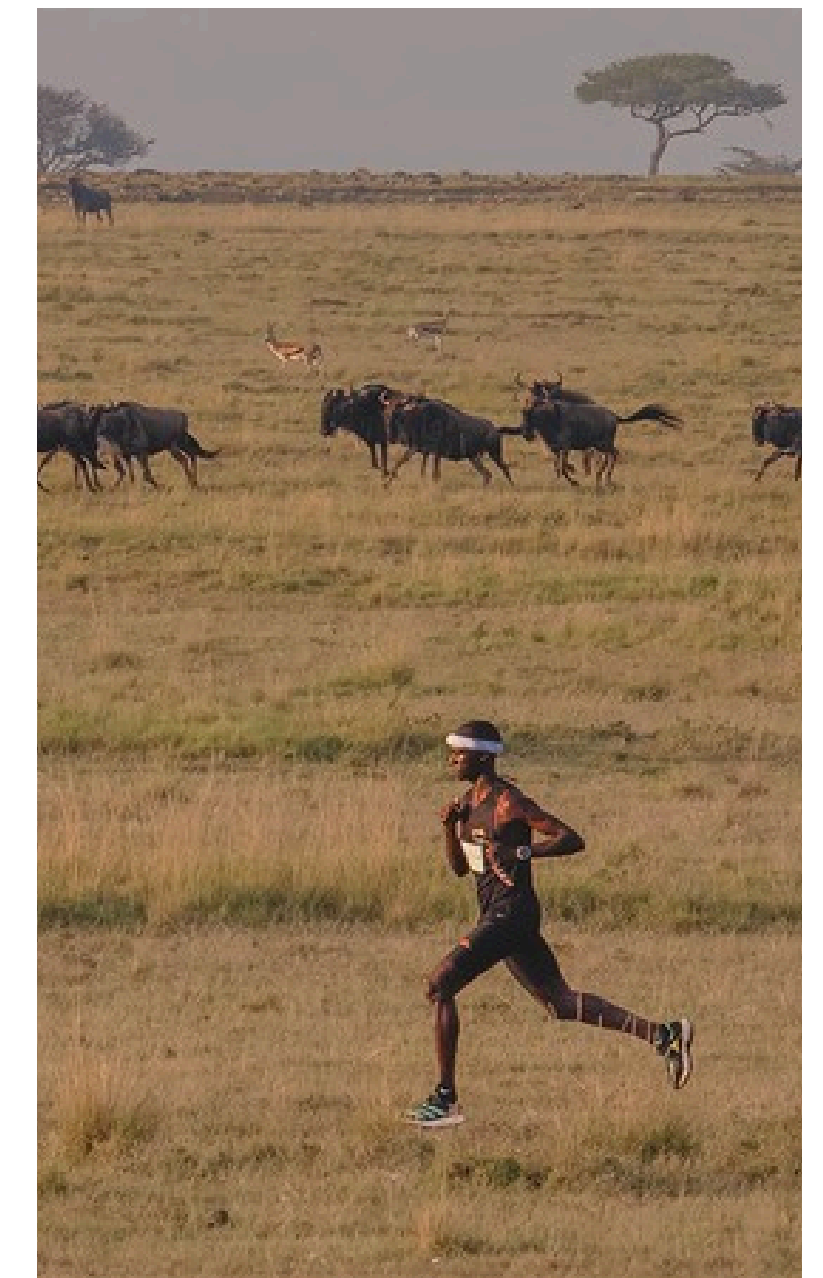
Benefits	Gold (\$5000+)	Silver (\$2500+)	Bronze (\$1000+)	Supporter (\$250+)
Logo on Website	✓	✓	✓	✓
General Social Media	✓	✓	✓	✓
Logo on Race Briefing	✓	✓	✓	
Start / Finish Line Banner	✓	✓		
Prime Vendor Tent Location at Race HQ	✓	✓		
Small Logo on Race Shirt	✓			
Free Team Entry	✓			

We've created a 2026 Wish List of priority products and services that will elevate the UltraMARATHon experience for our runners and community. Please scan the QR code to view the full list and explore how you can make a direct impact.



*A team can comprise either an individual runner, a team of two or a team of four.

THANK YOU FOR YOUR SUPPORT!



“GREAT COURSE. WELL MARKED. SUPER ORGANIZATION. BREATHTAKING NATURE.
INCREDIBLE CAUSE. ASANTENI SANA TO EVERYONE INVOLVED.” JOHN COWAN