



August 20, 2012

Dear Sir/Madam:

Reggae Marathon, Jamaica's premier international marathon event will again be staged in Negril, on December 1, 2012. We are inviting you to partner with us and take advantage of this great marketing opportunity.

The Jamaica Tourist Board, the Jamaica Administrative Athletics Association and the community of Negril endorse the Reggae Marathon. The inaugural staging took place in Negril on December 8, 2001 and saw over 700 registered local and international participants despite the great challenges in the tourism market at that time, after September 11.

Since then, we have increased our marketing thrust and have expanded on our promotions. To date we have had participants from over 25 countries and 34 states of the USA.

During the past eleven years, Reggae Marathon has also been included in the listing of the world's top ten Marathon events on four occasions.

At our registration headquarters, located at Couples Swept Away Sports Complex in Negril, we are anticipating increased support from runners, their supporters, tourists and members of the public.

Attached please find the Registration Form and Fact Sheet for Registration/Expo 2012 as well as a listing of hotels in the area that are offering special rates for the period. As space is limited we ask that you register early.

Reggae Marathon looks forward to welcoming you on board!

Yours sincerely,

Diane C. Ellis  
Director of Sponsorship



# REGISTRATION/ EXPO 2012

November 29<sup>th</sup> – November 30<sup>th</sup>  
Swept Away Sports Complex, Negril

## SUPPLIER REGISTRATION FORM

Company / Organization Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Names of all delegates \_\_\_\_\_

Product/s to be sold \_\_\_\_\_

### REGISTRATION & BOOTH INFORMATION

Please register my company for the following:

\_\_\_ Large booth/s (20 x 10) at J\$25,000.00 per booth (2 days) Total J\$ \_\_\_\_\_  
(Includes 2 trestle tables, 4 chairs, electricity)

\_\_\_ Small booth/s (10' x 10') at J\$20,000.00 per booth (2 days) Total J\$ \_\_\_\_\_  
(Includes 1 trestle table, 2 chairs, electricity)

Please note that we are not able to facilitate companies bringing their own tent. The decoration and branding of the tent is the responsibility of the supplier and should enhance existing décor.

### CONFIRMATION OF PARTICIPATION

Payment must accompany Registration Form. Payments by credit card can be faxed to Reggae Marathon at (876) 922-0155. Submit cheque payable to *Reggae Marathon Ltd.* to Reggae Marathon Limited, 87-89 Tower Street, Kingston, Jamaica. Call to confirm receipt (876) 922-8677.

Payment must be received in full no later than Friday, November 16, 2012.

Form of Payment: CHECK \_\_\_\_\_ KEYCARD \_\_\_\_\_ VISA \_\_\_\_\_ MASTERCARD \_\_\_\_\_ AMEX \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Card Number: \_\_\_\_\_ CCV: \_\_\_\_\_

Expiration Date : \_\_\_\_\_ Signature : \_\_\_\_\_

**REGISTRATION FEES ARE PAYABLE IN FULL AND ARE NON-REFUNDABLE**



## REGGAE MARATHON REGISTRATION/EXPO 2011

November 29<sup>th</sup> – November 30<sup>th</sup>, 2012  
Couples Swept Away Sports Complex, Negril

### FACT SHEET

DATES	November 29, 2012	1:00pm to 5:00pm
	November 30, 2012	10:00am to 9:00pm
VENUE	Couples Swept Away Resort Sports Complex (Parking Lot)	
SECURITY	Provided by private security, round the clock. Open to the public.	
BOOTHS	Booths will be installed by 5:00pm on Wednesday, November 28, 2012.	
SET UP	Suppliers are required to set up booth signage, fixtures and display materials between 5:00pm on Wednesday, November 28 and 10:00am on Thursday, November 29. Booths must be stocked and staff in place for opening of Expo by 12:00noon Thursday, November 29, 2012.	

All valuable items and inventory must be removed from booths at the end of each day.

**Vendors will have sole responsibility for all goods, merchandise and personal possessions and Reggae Marathon will not be liable for any loss sustained or injury incurred by the vendor or his agent during the course of the expo.**

It is advisable that all fixtures and other materials be dismantled and removed at the close of the Expo on November 30 as the roads are closed on December 1 between 3:30am – 12 noon for the Race.

**If your Booth is being relocated to the Finish Line at Long Bay Beach Park, this must be completed by midnight, Friday, November 30.**

### BASIC REQUIREMENTS FOR SALES

1. CASH FLOAT (US\$ & JA\$)
2. CREDIT CARD FACILITY
3. SHOPPING BAGS / PACKAGING MATERIAL

I agree to the terms and conditions as set out above.

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Signature of Agent / Delegate

Company

Date



Norman Manley Boulevard, Negril, Jamaica

Tel: (876) 967 3838 • Fax (876) 967 3821

divine.res@cwjamaica.com • [www.divinetoursinternational.com](http://www.divinetoursinternational.com)

## REGGAE MARATHON 2012

All rates are quoted in US\$. ALL ROOMS QUOTED ARE RUN OF HOUSE ROOM CATEGORIES. FOR SPECIFIED REQUESTS & OPTIONS KINDLY CONTACT US 2 nights minimum stay is required, unless otherwise specified All reservations must be made directly with Divine Tours

Limited:

divine.res@cwjamaica.com(876) 957-3838 or 3821/ 280-0134

HOTEL	MEAL PLAN	DOUBLE PER PERSON RATE US\$	SINGLE ROOM RATE US\$	TRIPLE PER PERSON RATE US\$	EXTRA ADULT RATE	TAX & SERVICE CHARGE included	Distance to Start Miles	
Couples Swept Away	4*	AI	tba					
The Palms Negril	3**	BP	52	79	On request	n/a	yes	0.6
Sandals Negril	4*	AI	Please request a quote	n/a	n/a	n/a	yes	1.3
Beaches Negril	5*	AI	Please request quote	Please request quote	Please request quote	Please request quote	yes	0.3
Point Village		EP	tba	tba	tba	tba	yes	1.5
Rondel Village	4*	EP	54	106	request	n/a	yes	1.4
Coco La Palm-special offer until August 30	4*	CP	34	65	request	n/a	yes	1.3
Charela Inn	4*	BP	59	91	49	n/a	yes	1.2
Fun Holiday Beach Resort	3*	AI	55	90	44	n/a	yes	1.3
Fun Holiday Beach Resort	3*	EP	33	66	27	n/a	yes	1.3
Rooms on the Beach Super Club	4*	CP	54	108	48	n/a	yes	1.5
Seawind Resorts	2*	EP	49	98	44	n/a	yes	0.5
Travellers Beach Resort	3*	EP	30	60	25	n/a	yes	2.2
Shields Negril	3*	EP	35	70	30	n/a	yes	2.3
Breezes Negril-Jamaican resident	5*	AI	158	237	n/a	n/a	yes	2.3
Breezes Negril – Overseas resident Special offer every 3rd night free	5*	AI	221	331	n/a	n/a	yes	1.5
Hedonism II-Jamaican resident	4*	AI	118	236	n/a	n/a	yes	1.5
Hedonism II-Overseas resident Special offer every 3 <sup>rd</sup> night free	4*	AI	170	256	n/a	n/a	yes	1.5
Negril Escape	4*	CP	42	84	37	n/a	yes	6.2
RIU Club Hotel	4*	AI	104	150	96	n/a	yes	2.3
RIU Tropical Palace	4*	AI	137	199	131	n/a	yes	3.0

□ the rates will be updated from time to time and special offers will be advised

□ the Rates for the Superclubs Resort are based on overseas US market bookings

□ Breezes Negril and Hedonism II rates for Jamaican and Caribbean Residents are 20 % cheaper

Rates are inclusive of taxes and service charges. Room category upgrades are available on request (surcharge) Group bookings with special group rates are available. Additional hotels can be requested. Thank you for choosing Divine Tours International. We will do our best for this event & holidays to be a divine experience for you!



## 2012 FACT SHEET

### Reggae Marathon & Half Marathon & 10K

<b>Dates</b>	<b>November 29 to December 01, 2012</b>
<b>Location</b>	<p><b>Negril, Jamaica</b>          The Marathon, Half-Marathon and 10K, start at Long Bay Beach Park situated along Negril's famed 7-mile white sand beach. The course loops into the town of Negril then heads north towards the town of Green Island.          The mostly flat course is an IAAF certified marathon and half-marathon course.</p>
<b>Events</b>	<p><b>Thursday, November 29</b></p> <ul style="list-style-type: none"> <li>• Registration Opens – Couples Swept Away Sporting Complex (1:00 pm to 5:00 pm)</li> </ul> <p><b>Friday, November 30</b></p> <ul style="list-style-type: none"> <li>• Registration &amp; Runner Packet Collection – Couples Swept Away Sporting Complex (10:00 am to 9:00 pm)</li> <li>• JHTA 'World's Best' Pasta Party – Couples Swept Away Sporting Complex (5:30 pm to 9:00 pm)</li> </ul> <p><b>Saturday, December 1</b></p> <ul style="list-style-type: none"> <li>• Reggae Marathon &amp; Half Marathon &amp; 10K start – Long Bay Beach Park (5:15 am)</li> <li>• Finish Line Beach Bash - Victory Party &amp; Awards Ceremony – Long Bay Beach Park till 1:00 pm</li> </ul>
<b>Course Information</b>	<ul style="list-style-type: none"> <li>• START and FINISH at Long Bay Beach Park on Norman Manley Boulevard</li> <li>• Start Time: 5:15 am; course remains open for 7 hours</li> <li>• Water/Aid Stations every mile – 25 in all, manned by experienced marathoners and enthusiastic volunteers</li> <li>• Cooling stations with misters and iced towel wraps</li> <li>• Inspirational Reggae Music at every mile</li> <li>• Closed lanes for runners</li> <li>• A certified IAAF &amp; AIMS marathon course meeting international standards.</li> <li>• The event is sanctioned by the Jamaica Athletics Administrative Association (JAAA).</li> <li>• Medical stations positioned along the course and staffed by a premier multi-disciplinary medical team with a helicopter on call for airlift to hospital.</li> </ul>
<b>Weather</b>	<ul style="list-style-type: none"> <li>• The temperature should be a low of 76°F at the start of the race. With low annual rainfall, rain is not expected.</li> </ul>
<b>Race Background</b>	<ul style="list-style-type: none"> <li>• In its twelfth year, the Reggae Marathon, Half Marathon &amp; 10K has earned the reputation for being a well-organized international event, focused on runner enjoyment. Participants combine an island vacation and a great sporting event for a truly unique experience.</li> <li>• Maximum 3,000 participants allowed.</li> <li>• <a href="http://www.reggaemarathon.com">www.reggaemarathon.com</a> provides updated race information and should be checked regularly up to race day.</li> </ul>



<b>Testimonial</b>	<p><i>"If there is a better overall experience at another event in the world, I'm not aware of it!"</i> Bob Moore 2011          "Thank you very much for a superb race Saturday :) I am definitely coming back to do another Reggae Marathon.... Christian 2010          Thank *you* and the race organizers and volunteers for putting on one of the best races on the planet! You got both the thousand little details and the race experience big picture just right !....Chuck 2009          " I've run 18 marathons and this is one of my favorites"...Meng 2008          "By the way, your race is the best organized of all the marathons I have run, so far, including New York and Chicago."          ".....Emmanuel A. Enujioke, Ph.D 2006          "I have run over 15 marathons in several different states in the USA. This is truly the best because the amenities, friendly atmosphere and definitely the most awesome pasta party. It is truly the best kept marathon secret.".Dianne Worrell, 2006  <b>Reggae Marathon included in the London Paper's list of 'Top 10 Marathons around the world' – April 08</b>  <b>Reggae Marathon event again mentioned as one of the "top ten places to run a marathon".</b>  <b>"Glancing Askance" by Bedford New York writer Mark Wollin, January 2011</b></p>	
<b>Organizers &amp; Partners</b>	<ul style="list-style-type: none"> <li>• The Jamdammers Running Club of Kingston <a href="http://www.jamdammers.com">www.jamdammers.com</a></li> <li>• The Jamaica Tourist Board</li> <li>• The Negril Chapter of the Jamaica Hotel Tourist Association (JHTA)</li> <li>• The Jamaica Athletics Administrative Association (JAAA).</li> <li>• The Negril Chamber of Commerce</li> <li>• The Volunteer communities of Negril and Green Island</li> <li>• The Ministry of Health &amp; the Sports Medicine Association of Jamaica</li> </ul>	
<b>Registration</b>	<p>Online via <a href="http://www.reggaemarathon.com">www.reggaemarathon.com</a>. Or, by mail to Reggae Marathon 2012, 87-89 Tower Street, Kingston, Jamaica          Deadlines: Mail Entries postmarked November 19, 2012 ;          Online November 27, 2012 ("no problem, man")  <b>THERE WILL BE NO RACE DAY REGISTRATION OR PACKET PICK-UP.</b></p>	
<b>Entry Fee &amp; Rules</b>	<p><b>Marathon:</b>US\$90.00 per person on or before July 31, 2012 US\$100 after Aug 1,US\$120 at Negril Expo  <b>Half-Marathon:</b>US\$85.00 per person on or before July 31, 2012 US\$95.00 per person after August 1, 2012 US\$110 at Negril Expo  <b>10K</b>US\$60.00 per person or before July 31, 2012, US\$70.00 after August 1, US\$85 at Negril Expo- <b>min age 10 years</b>  <b>Entry fees are NOT REFUNDABLE or TRANSFERABLE. Participants must be 18 years or older on race day; for the half marathon, 14 yrs. or older</b></p>	
<b>Goodies &amp; Other Stuff</b>	<ul style="list-style-type: none"> <li>• Commemorative finishers medal</li> <li>• Official Reggae Marathon t-shirt</li> <li>• Free entry to the World's Best Pasta Party</li> <li>• Free entry to the Victory &amp; Awards Party</li> <li>• Over US\$10,000 in total prize money</li> <li>• The Bob Marley and Rita Marley Trophies awarded to the male and female winners of the Reggae Marathon</li> <li>• Age group &amp; Participation award certificates will be awarded in all categories</li> <li>• Special prize category for High School Boys &amp; Girls in the 10K</li> <li>• Special prize category for Corporate Teams in the Half Marathon and 10K</li> </ul>	
<b>Scoring &amp; Results</b>	<ul style="list-style-type: none"> <li>• ChampionChip timing system featuring My Laps</li> <li>• Live online tracking of runners along the course at <a href="http://www.reggaemarathon.com">www.reggaemarathon.com</a> and interim results posted during the race.</li> <li>• Live web cast of the finish line on line at <a href="http://www.reggaemarathon.com">www.reggaemarathon.com</a></li> </ul>	
<b>Major Sponsors</b>	<ul style="list-style-type: none"> <li>• PUMA Running; Jamaica Tourist Board; Jamdammers Running Club of Kingston; The Jamaica Hotel Tourist Association (JHTA) – Negril Chapter; JAAA.</li> </ul>	
<b>Contact Info:</b>	<p><b>Race Director:</b> Alfred 'Frano' Francis          87-89 Tower Street, Kingston, Jamaica          Tel: 1-876-922-8677; Fax: 1-876-922-0155          Email: <a href="mailto:racedirector@reggaemarathon.com">racedirector@reggaemarathon.com</a></p>	<p><b>Marketing:</b> Diane C. Ellis          Director of Sponsorship          Reggae Marathon          Email: <a href="mailto:frandan@cwjamaica.com">frandan@cwjamaica.com</a></p>

