

Vikings to sponsor Mankato 10K race

Details of partnership yet to be finalized

By Jim Rueda

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MANKATO — The Minnesota Vikings may have broken training camp in Mankato this week, but the organization is planning a return for late October.

Earlier this summer the Vikings agreed to become the sponsor of the 10K race for the annual Mankato Marathon which is scheduled for Oct. 22. In exchange for a financial contribution, the Vikings will be included in the marketing of the event.

“I think they wanted to extend their presence in the community beyond training camp,” said Anna Thill, the president of the Greater Mankato Convention and Visitors Bureau who is heavily involved in the coordination of the marathon. “ We had a banner at camp and we expect to use their logo in our advertising.”

The details of the sponsorship have yet to be finalized but Dannon Hulskotter, the Vikings director of marketing and business development, said the organization is glad to be associated with the marathon.

“ We’ve had a long relationship with the (GMCVB) and when they approached us about possibly sponsoring one of the races, we were interested right away,” he said. “ We haven’t been involved in too many marathons or running events so it’s kind of new to us.

“ It just seemed like a good event to be associated with: No. 1, the city has been a great partner of ours for a long time; No. 2, it seemed like a positive way to strengthen that relationship; No. 3, it makes sense to associate our brand with something that promotes

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Anna Thill



Dannon Hulskotter

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fitness, healthy living and an active lifestyle.”

Hulskotter and the Vikings maybe jumping on board at precisely the right time. The event is primed to explode in terms of number of competitors.

Last year, which was the inaugural running of the marathon, there were 370 participants in the 10K.

This year, Thill said the plans are to cap off entries at the 750 mark.

“ Traditionally, registrations for the 10K don’t start coming in until it gets close to race day but we’re already ahead of last year,” she said. “I fully expect us to have to cap it at 750.”

The Mankato Marathon includes activities leading up to race day and Thill said the Vikings could be involved in some of those — particularly at the Expo the night before when competitors gather to register.

“ We’ll work on those decision over the next few weeks,” she said. “But simply having the Vikings on board lends a heightened fun factor to the event.”

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