



# Partner with Winning Events Group

Your products & services will reach thousands of athletes and spectators at our events. Partner with our team and we will help you increase brand awareness and generate new sales!



**FOUNDED IN 2013**





# 2023 Partnership Opportunities

## ON SITE ACTIVATIONS

- 10x10 Booth space on event day

## ON SITE BRANDING

- Event presented by “your name here”
- Logo inclusion on step & repeat backdrop
- On course signage
- Presenting partner of obstacles

## DIGITAL MARKETING

- Logo placement on event website
  - Sponsored Inclusion in email newsletter
  - Facebook & Instagram post & story inclusion
  - Your logo on all finisher photos
  - Miscellaneous-  
**Contact for pricing**
- ## EXCLUSIVE OPTIONS
- Official Sponsor Status
  - Category Exclusivity
  - Rights to Marks





## THREE REASONS YOUR BRAND SHOULD BE PART OF THIS RACE

### SIGNIFICANT MEDIA

relays in complete social media coverage, email list opportunities, online broadcasts, and other unique digital opportunities showcased on a national level

### MOTIVATED PARTICIPANTS

from self-driven communities in affluent urban areas from around the country

### UNIQUE BALANCE

to yield outstanding opportunities to address influencers and gain organic followers

## PARTICIPANT STATS

- Average 4,000 - 5,000+ participants & spectators per race.

## 2023 DATES

- Jersey City Challenge Race | **May 13**
- Running Is Back 10K | **May 14**
- Youth City Challenge Race | **June 25**
- Hoboken City Challenge Race | **July 29**
- New York City Challenge Race | **October 21**
- Hoboken Turkey Trot | **November 18**
- Jersey City Turkey Day 5K | **November 23**
- Bayonne Turkey Trot | **November 23**
- Hoboken Jingle Bell 5K | **December 16**

## PARTICIPANT DEMOGRAPHICS

- 91% Annual household income: \$65K-135K+
- 51% male 49% female gender participation
- Median age 34 years old
- Most participants are in the 25-46 age range
- 34% corporate teams & 66% non-corporate teams
- 100% health, fitness, and fun oriented athletes!

