



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

- Booth space on event day - **\$2000**

ON SITE BRANDING

- Event presented by “you name here” - **\$10,000**

- Logo inclusion on step & repeat backdrop - **\$1500**

- On course signage - **\$1500**

- Presenting partner of obstacles - **\$1500**

DIGITAL MARKETING

- Logo placement on event website - **\$1000**

- Sponsored Inclusion in email newsletter - **\$2000**

- Facebook & Instagram post & story inclusion - **\$1500**

- Your logo on all finisher photos- **\$2000**

- Miscellaneous- **Call for pricing**

EXCLUSIVE OPTIONS

- Official Sponsor Status
- Category Exclusivity
- Rights to Marks



THREE REASONS YOUR FIRM 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

- 3K to 5K participants & spectators per race.
- 40,000 athletes across all events

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% represent the upper class and upper middle class
- 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!





scout
adventure

CITY
CHALLENGE

GE
AGE

Reebok

TAKE OUTSIDE THE LIMIT
TOP FINISHER
TAKE OUTSIDE THE LIMIT

CITY CHALLENGE
OBSTACLE RACE
TAKE OUTSIDE THE LIMIT

CITY CHALLENGE
OBSTACLE RACE
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Contact for Pricing
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2023 WINNING EVENTS GROUP

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Cart
A Turn