



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



CITY CHALLENGE
OBSTACLE RACE



RUNNING IS BACK 5K

Youth CITY CHALLENGE
OBSTACLE RACE



2024 Partnership Opportunities

PRESENTING PARTNER

- \$20,000

- Event presented by your company/brand
- Logo on the step and repeat backdrop
- Banner placement along the course
- Logo identification on the website
- Dedicated email highlighting your brand and services
- Social media cross-marketing
- 10 x 10 booth in the wellness village
- Your logo on all finisher's photos
- **Opportunities are available individually. Please contact for pricing.**



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

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

2024 DATES

- Running Is Back 10K | **May 12**
- City Challenge Race | Jersey City | **May 18**
- City Challenge Race | East Hartford | **Jun 1**
- City Challenge Race | Kansas City | **Jun 29**
- City Challenge Race | Hoboken | **Sep 14**
- City Challenge Race | New York | **Oct 19**
- Everybody's 10K | **Oct 20**
- Hoboken Tukey Trot | **Nov 23**
- Bayonne Turkey Trot 5K & 1 Mile Fun Run | **Nov 28**
- Jersey City Turkey Day 5K & 1 Mile Fun Run | **Nov 28**
- Hoboken Jingle Bell 5k & 1 Mile Fun Run | **Dec 14**

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!





scout
adventure

CITY
OBSTACLE RACE

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Reebok

EVERY OBSTACLE RACE
OBSTACLE RACE
TOP FINISHER
TAKE OUTSIDE THE RAMP

CITY CHALLENGE
OBSTACLE RACE
2024

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