



# Partner

With City Challenge Race

Our Running is Back 5K Series, taking place this fall, will showcase your products and services to thousands of athletes. Partnering with our events will increase brand awareness and will help surge sales.

Produced by



**FOUNDED IN 2013**



# Partnership Opportunities

## PLATINUM PARTNER \$5,000 \$3,500

- . Booth space on event day
- . Logo placement on City Challenge Race website and event page
- . Inclusion in email outreach
- . Social media Inclusion (2x posts)
- . Logo on all finishers t-shirts (where possible)
- . Logo inclusion on step & repeat backdrop
- . Logo display on all race day photos
- . Category exclusivity
- . Signage along the course

### Most Popular

## GOLD PARTNER \$3,500 \$2,500

- . Booth space on event day
- . Logo placement on City Challenge Race website and event page
- . Inclusion in email outreach
- . Social media Inclusion (2x posts)
- . Logo inclusion on step & repeat backdrop
- . Signage along the course

## SILVER PARTNER \$2,500 \$1,500

- . Booth space on event day
- . Logo placement on City Challenge Race website and event page
- . Inclusion in email outreach

## BRONZE PARTNER \$1,500 \$1,000

- . Booth space on event day
- . Logo placement on City Challenge Race website and event page

### NEW!

## PHOTO PARTNER \$1,500 \$1,000

- . Logo display on all race day photos



Three reasons your firm should be part of this race

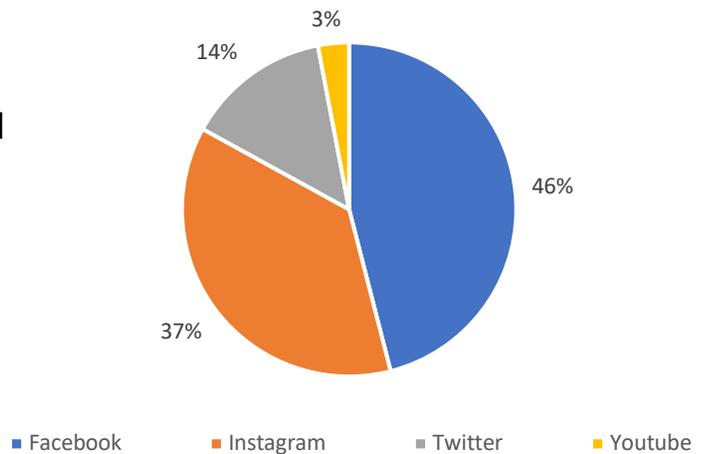
**SIGNIFICANT MEDIA** relays in complete social media coverage, email list opportunities, online broadcasts, and other unique digital opportunities showcased on a national level

**MOTIVATED PARTICIPANTS** from self-driven communities in rich urban areas from around the country

**UNIQUE BALANCE** of individual/group, body/mind, safe/adventurous, men/women, fun/drive yields outstanding opportunities to address influencers and gain organic followers

# Marketing Statistics

- Email Newsletter: over 120k subscribed
- Website Traffic: 50k+ monthly visitors
- Social Media/Digital Followers: 36k+



# Participant Demographics

- 59% male: 41% female
- Median age range: 30-45 years old
- Majority represent upper middle and upper class income brackets
- Employed with undergrad or graduate degree
- 80% of participants reside in New York metropolitan area
- Health & fitness motivated participants



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**THINK OUTSIDE  
THE MUD**