

MARGARITAVILLE[®] RUN

margaritavillerun.com



Margaritaville Run Series Sponsorship Opportunities

Live Event: Orlando: 9/30/23

Nationwide Virtual Event: Apr - Dec 2023

MARGARITAVILLE[®] RUN

About

It's 5 Kilometers somewhere! Envision a perfect stroll on the beach, or a jog along a boardwalk where the ocean breeze is refreshing and there are plenty of bars to stop at along the way. The Margaritaville Run is your escape to paradise where exercise is fun, and the reward is even better!



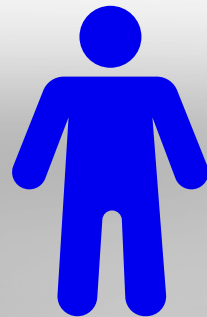
PARTICIPATION & DEMOGRAPHICS

Gender Comparison

Live & Virtual



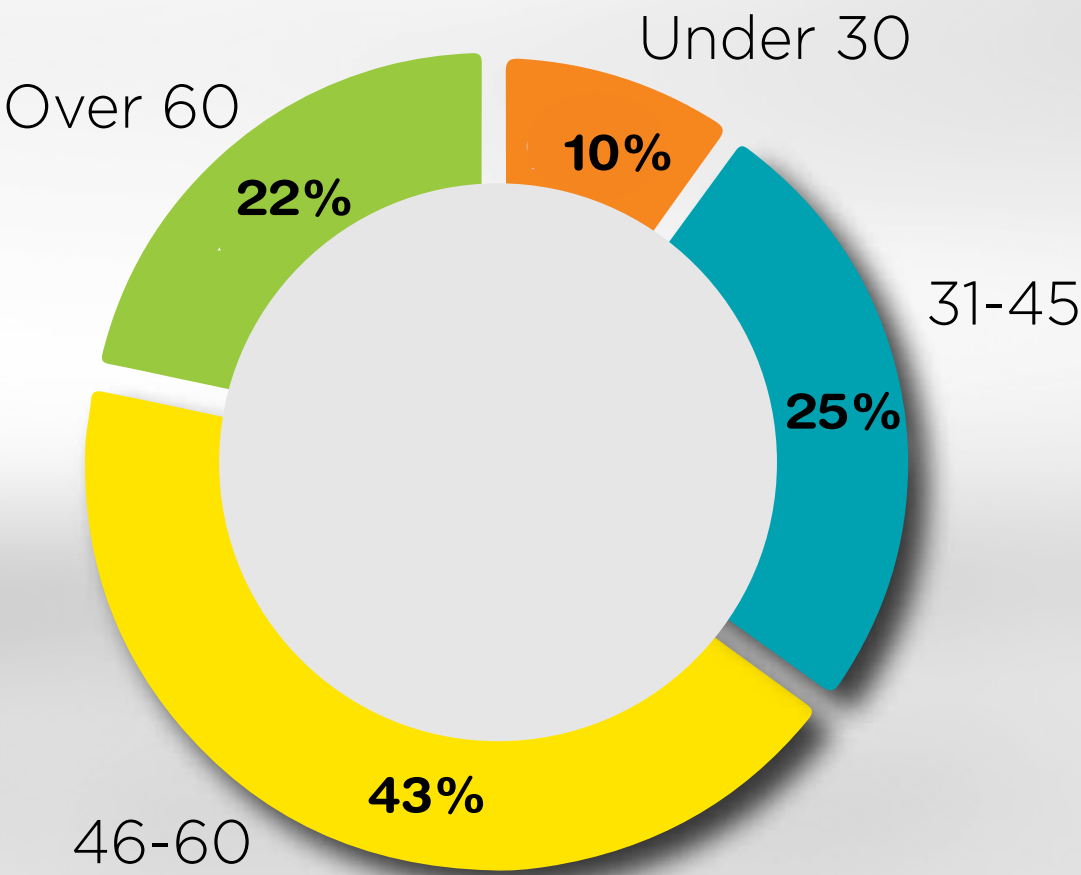
Female
64%



Male
36%

Age Comparison

Live & Virtual



Education:

81% Bachelor's degree or higher

Annual Household Income:

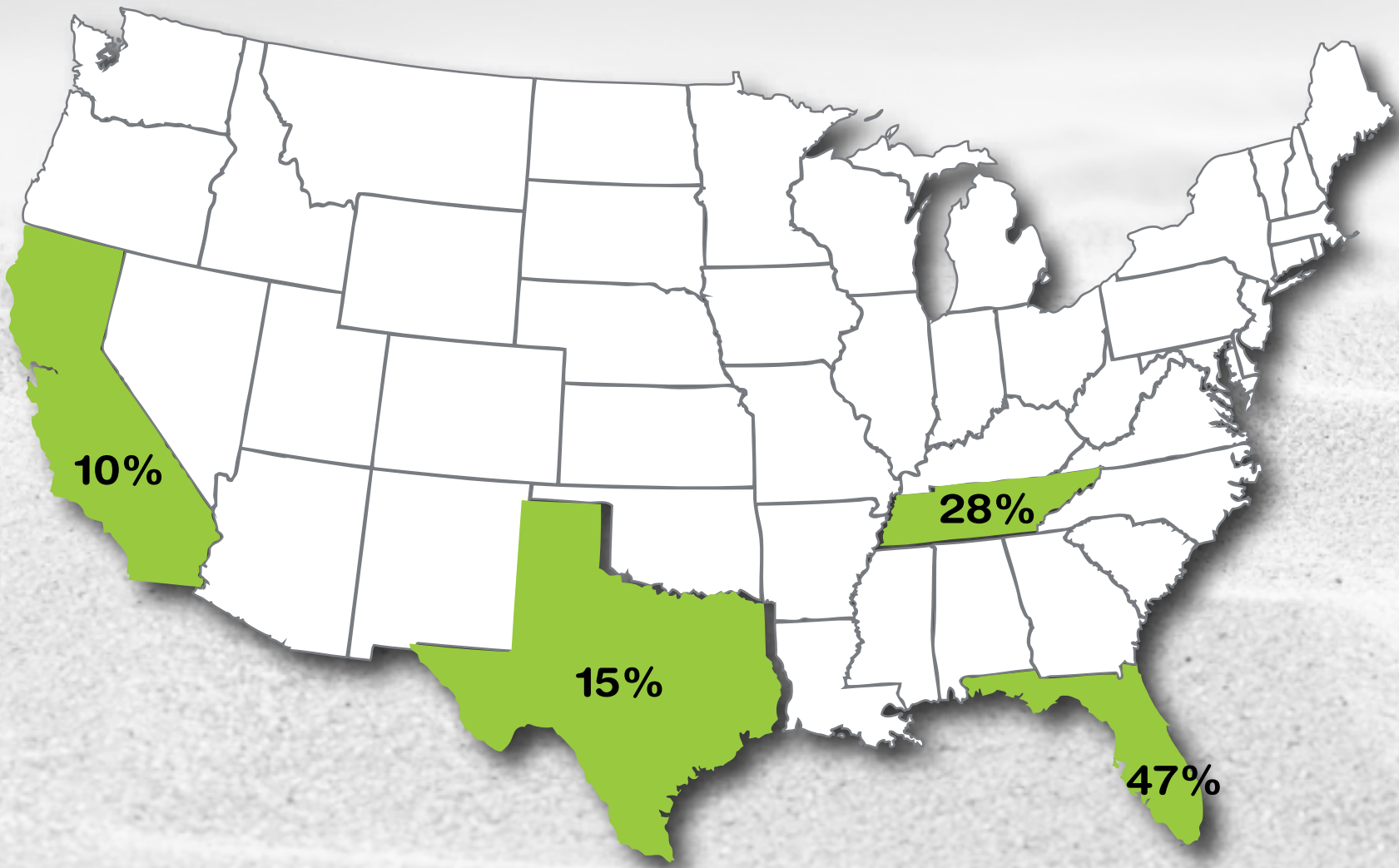
43% \$100,000 or higher

2022 Live & Virtual Event Participants

Top 4 States Represented:

- 47% Florida
- 15% Texas
- 10% California
- 28% Tennessee

* Virtual Event Participants came from all 50 states and 13 countries.



	2022	2023
Total Live Runners:	1,400	1,500
Total Virtual Runners:	2,200	2,500
Total Participation:	3,600	4,000
2023 Estimated Participation:		4,000

MARKETING

2022 Highlights

- Official race website, and cross listings all Margaritaville branded digital assets. -Radio Margaritaville, Margaritaville Resorts, Shop Margaritaville, Latitude Margaritaville, and MargU
- Local and National PR Campaigns
- 40+ E-mail Campaigns to a database of 10K+ runners, as well as the EDS database of 30K+ subscribers
- > \$35,000 in Paid Facebook & Instagram Ads
- National running calendar race listings and endemic publications
- Grassroots promotions, expo promo tour, and 10,000+ flyer distribution at various running events and running stores in each market, as well as the hosting Margaritaville resort for each live run location
- Post-race survey insights
- Charity Donations

SOCIAL MEDIA

2022 Highlights

Organic



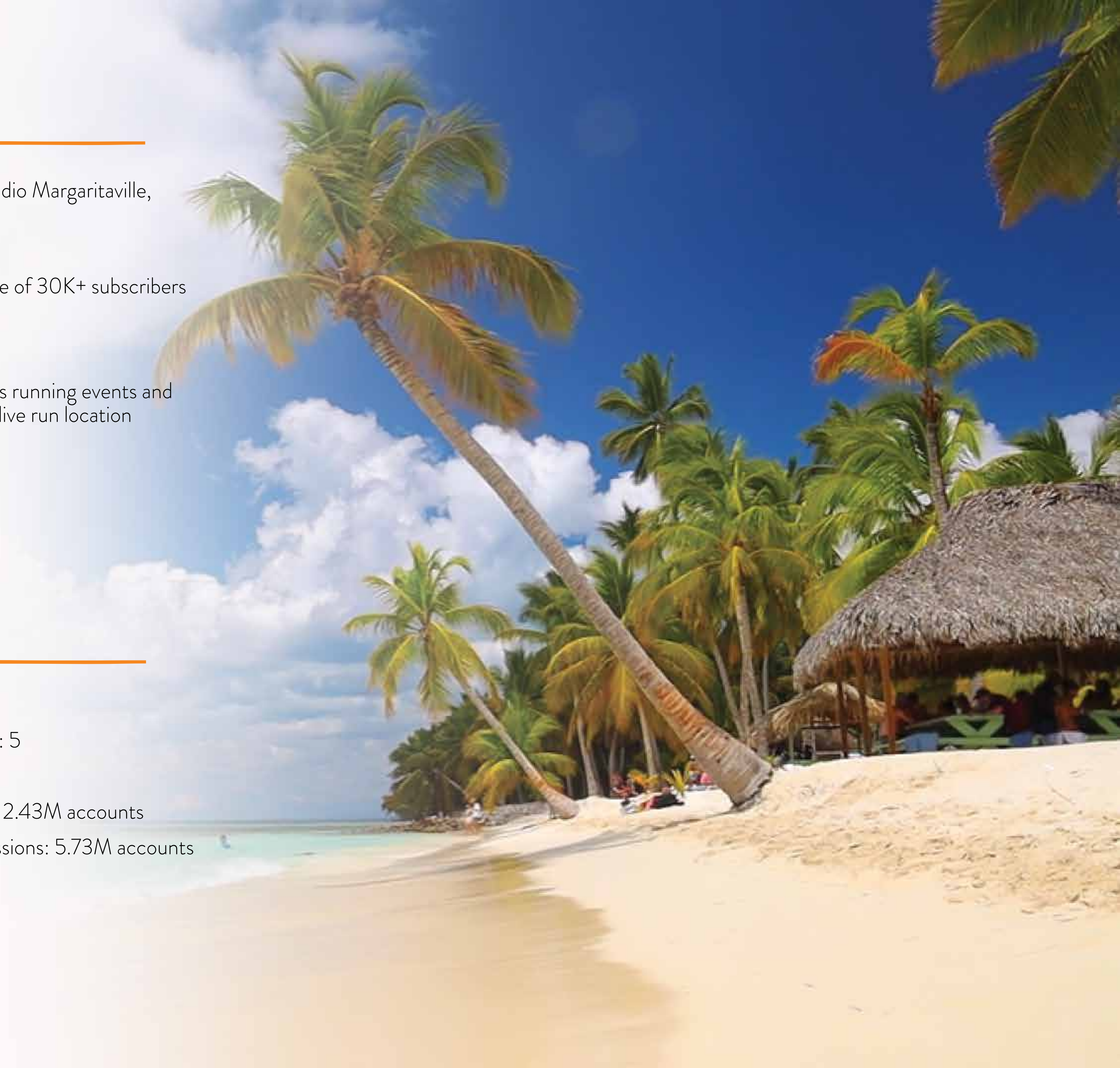
- ▶ Instagram posts/stories: 63
- ▶ Instagram follower count: 1401
- ▶ Instagram reach: 445K accounts
- ▶ Instagram profile visits: 5275



- ▶ Facebook posts/stories: 15
- ▶ Facebook follower count: 3825
- ▶ Facebook reach: 2.34M accounts
- ▶ Facebook page visits: 7650

Paid

- ▶ Campaigns: 5
- ▶ Ads: 28
- ▶ Paid reach: 2.43M accounts
- ▶ Paid impressions: 5.73M accounts



LIVE EVENT ASSETS

September 30, 2023

Highlights

- Branded event tees, volunteer tees, and staff tees
- Finisher Medals and Awards
- Event signage including start/finish line, and course branding
- Runner bibs
- Participant goodie bags with sponsor swag
- Promotional merchandise
- Happy Hour hosted by Margaritaville Resort
- Complimentary post-race Landshark beer to each participant
- Live music
- Expo



2023 VIRTUAL RUN EVENT ASSETS

Participants joined by purchasing one of our three packages:

1

It's 5 Kilometers Somewhere!

This package includes an official Margaritaville Run t-shirt, exclusive bottle-opener finisher medal, margarita kit, race number bib, and leaderboard access. Simply have fun while running or walking a 5K (3.1 miles), and we will mail your items! Post your time to the official leaderboard where all finishing times are welcome, and your personal best is at the top of our leaderboard no matter where you rank.

2

Margaritaville Challenge!

This package includes an official Margaritaville Run t-shirt, exclusive bottle-opener finisher medal, margarita kit, race number bib, and leaderboard access. Simply have fun while running or walking a 5K (3.1 miles), and we will mail your items! Post your time to the official leaderboard where all finishing times are welcome, and your personal best is at the top of our leaderboard no matter where you rank.

3

Fins Up!

This package includes an official Margaritaville Run t-shirt, exclusive bottle-opener finisher medal, margarita kit, race number bib, and leaderboard access. Simply have fun while running or walking a 5K (3.1 miles), and we will mail your items! Post your time to the official leaderboard where all finishing times are welcome, and your personal best is at the top of our leaderboard no matter where you rank.



Hoodie



Virtual Race Tee



Runner Bib



Race Medal



Trucker Hat



SPONSORSHIP OPTIONS

Title or Presenting Sponsor - Become the title or presenting sponsor and have your brand name included in the official logo, start & finish line structures, banners, all event assets (tees, medals, bibs) and all advertising and promotion of the event.

Premier Sponsor - Become the premier sponsor and have your brand name included in post-event expo booths/sponsor activations, email marketing, print advertising, event posters and some event assets (tees). Opportunity to become a designated sponsor of key race element, opening ceremony, expo, course, etc.

Official Sponsor - Be a category exclusive sponsor to have your logo included in regional event advertising, e-mails, website, and signage.

	TITLE \$25-\$40K	PREMIER \$15K	OFFICIAL \$5K
PROMOTIONAL RIGHTS			
Entitlement- Name in Event Logo	x		
License to Use Event Marks and Logos in Advertising/Promotions	x	x	
Designated sponsor of key race element - opening ceremony, expo, course, etc.	x	x	
Official Designation/Category Exclusivity	x	x	x
PRINT ADVERTISING			
Logo incorporated in all event advertising	x	x	x
Logo in regional event advertising	x	x	x
EMAIL MARKETING			
Name &/or logo incorporated with Event Marketing Emails	x		
Logo included in footer of each email	x	x	
Sponsor Mention in Event Newsletters	ALL	MOST	AT LEAST 2 EMAILS
Inclusion in Final Race Instruction Email- to all runners	x	x	x
Inclusion in Post-Race Congrats Email- to all runners	x	x	
Opportunity to include questions in post race survey	x	x	
PR CAMPAIGN			
Press Releases upon partnership agreement	x	x	
DIGITAL			
Name &/or logo incorporated with Event brand on website	x		
Sponsor logo on homepage	x	x	x
SOCIAL			
Facebook Post(s) - Crown City Classic	x	x	x
Instagram Post(s) - Criwn City Classic	x	x	x
PROMOTIONAL MATERIALS			
EVENT POSTCARD-Name & logo incorporated on flyer	x		
EVENT POSTER- Logo incorporated on promo poster	x	x	x
EVENT ASSETS			
BIB: Name & logo incorporated on runner bib numbers	x		
MEDAL: Logo on the back & the ribbon	Due July 1		
RACE TEE- Logo on the back of the Participant tee	x	x	
VOLUNTEER TEE: Logo on the back of the Volunteer tee	x	x	x
ON-SITE			
Expo Booth Display Space	10'x20	10'x10'	10'x10'
Opportunity for Goodie Bag/ Virtual Goodie Bag Insert	x	x	x
PA Announcements throughout event	7	5	2
SIGNAGE			
Start & Finish Structures	x		
Finish Line Winner's Tape	x		
Event directional signage	x		
Start/ Finish Fence Chute Panels	12	8	4
Event Stage backdrop signage	x		
Step & Repeat Photo Backdrop	x	x	x
Opportunity to Brand Water Station	x	x	
VIP/ HOSPITALITY			
Complimentary Entries (Per Event)	10	5	2
Opportunity to create VIP Experience	x	x	
Exclusive Corporate Discount Code	x	x	x

MARGARITAVILLE[®] RUN

MARGARITAVILLE
Resort
ORLANDO

If you are interested in getting involved with the Margaritaville Run or wish to inquire about additional opportunities, please e-mail info@margaritavillerun.com.

We hope to see you on your escape to Margaritaville!



Headquartered in Coronado, CA, Easy Day Sports is a dynamic event production agency that focuses on premier professionally managed endurance sports events.