

# MARGARITAVILLE<sup>®</sup> RUN

MARGARITAVILLE  
*Resort*  
ORLANDO

[margaritavillerun.com](http://margaritavillerun.com)

Margaritaville Live & Virtual Run Series

SPONSORSHIP OPPORTUNITIES

# MARGARITAVILLE<sup>®</sup> RUN

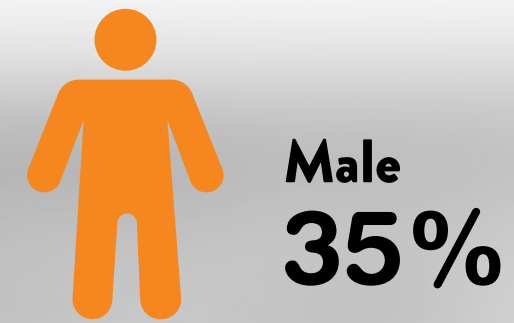
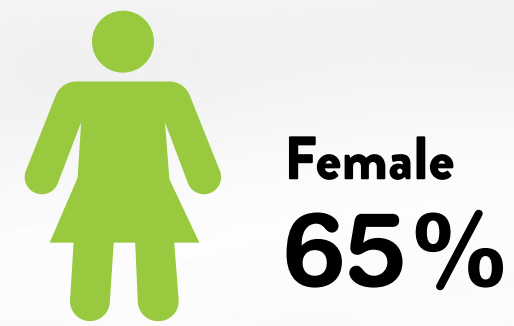
## About

Somewhere along the 5-kilometer stretch, picture an ideal beach stroll or a refreshing jog on a boardwalk with an invigorating ocean breeze. The Margaritaville Run offers your ticket to paradise, where exercise transforms into enjoyment, and the rewards are simply irresistible!

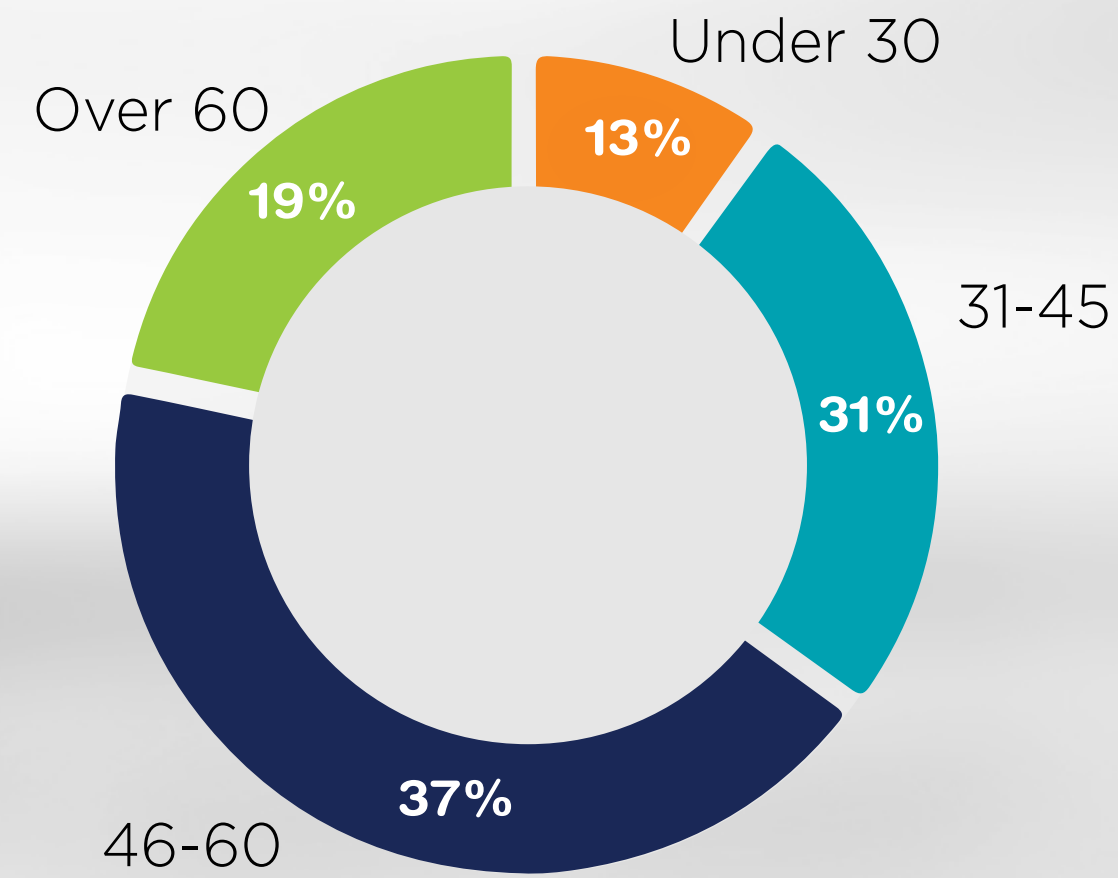


# PARTICIPATION & DEMOGRAPHICS

## Gender Comparison Live & Virtual



## Age Comparison Live & Virtual



## Education:

**81%** Bachelor's degree or higher

## Annual Household Income:

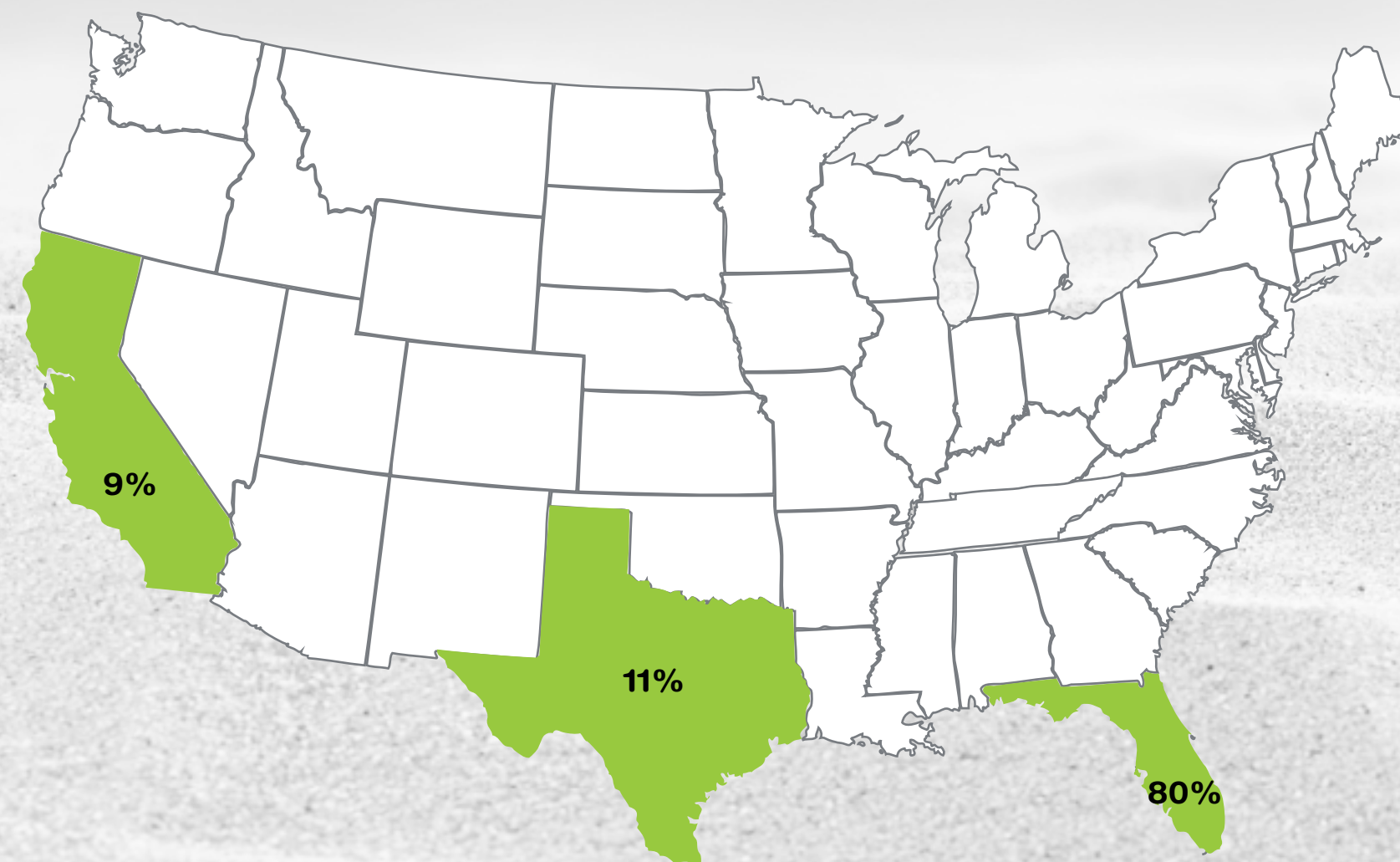
**43%** \$100,000 or higher

## 2023 Live & Virtual Event Participants

### Top 3 States Represented:

- **80% Florida**
- **9% Texas**
- **11% California**

\* Virtual Event Participants came from all 50 states and 6 countries.



	<u>2022</u>	<u>2023</u>
<b>Total Live Runners:</b>	404	1,210
<b>Total Virtual Runners:</b>	440	912
<b>Total Participation:</b>	944	2,122
<b>2024 Estimated Participation:</b>		3,000

# MARKETING

## 2023 Highlights

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- Runner participation surged from **400** in 2022 to surpass **1200** in 2023, tripling the previous year's numbers.
- We introduced a 10K course to compliment our initial 5K course to elevate the level of excitement and engagement.
- 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
- 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

# SOCIAL MEDIA

## 2023 Highlights

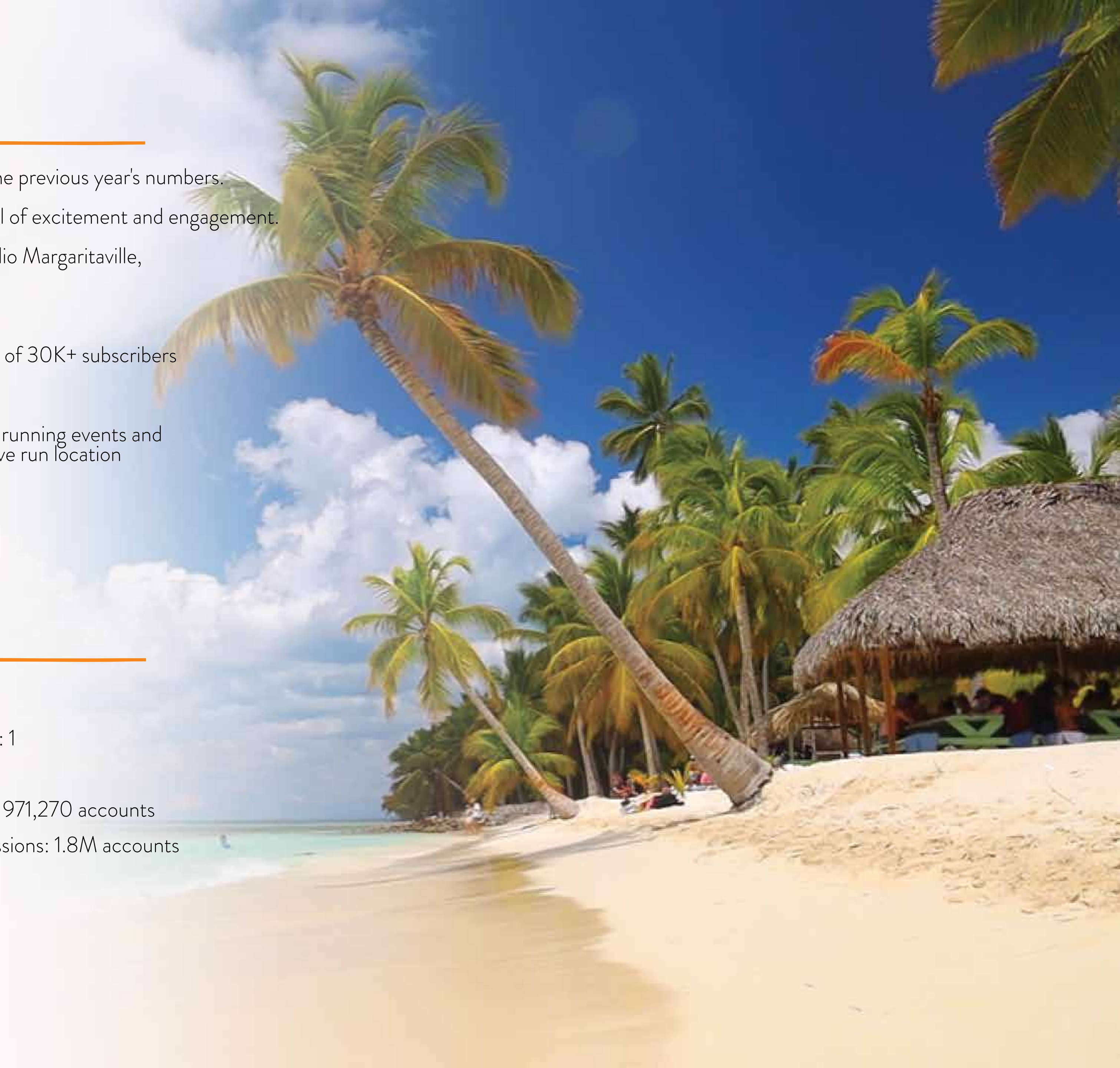
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### Organic

- ▶ Instagram posts/stories: 20
  - ▶ Instagram follower count: 476
  - ▶ Instagram reach: 188K accounts
  - ▶ Instagram profile visits: 2,068
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- ▶ Facebook posts/stories: 78
  - ▶ Facebook follower count: 1,863
  - ▶ Facebook reach: 910,131 accounts
  - ▶ Facebook page visits: 5,970

### Paid

- ▶ Campaigns: 1
- ▶ Ads: 28
- ▶ Paid reach: 971,270 accounts
- ▶ Paid impressions: 1.8M accounts





# 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.



# 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
<b>PROMOTIONAL RIGHTS</b>			
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
<b>PRINT ADVERTISING</b>			
Logo incorporated in all event advertising	x	x	x
Logo in regional event advertising	x	x	x
<b>EMAIL MARKETING</b>			
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	
<b>PR CAMPAIGN</b>			
Press Releases upon partnership agreement	x	x	
<b>DIGITAL</b>			
Name &/or logo incorporated with Event brand on website	x		
Sponsor logo on homepage	x	x	x
<b>SOCIAL</b>			
Facebook Post(s) - Crown City Classic	x	x	x
Instagram Post(s) - Crown City Classic	x	x	x
<b>PROMOTIONAL MATERIALS</b>			
EVENT POSTCARD-Name & logo incorporated on flyer	x		
EVENT POSTER- Logo incorporated on promo poster	x	x	x
<b>EVENT ASSETS</b>			
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
<b>ON-SITE</b>			
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
<b>SIGNAGE</b>			
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	
<b>VIP/ HOSPITALITY</b>			
Complimentary Entries (Per Event)	10	5	2
Opportunity to create VIP Experience	x	x	
Exclusive Corporate Discount Code	x	x	x

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