

# MARGARITAVILLE<sup>®</sup> RUN

September 27, 2025  
[margaritavillerun.com](http://margaritavillerun.com)

MARGARITAVILLE  
*Resort*  
ORLANDO  
10K • 5K

Margaritaville Live & Virtual Run Series  
SPONSORSHIP OPPORTUNITIES

# MARGARITAVILLE<sup>®</sup> RUN

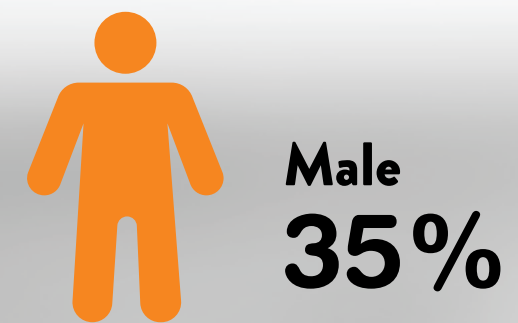
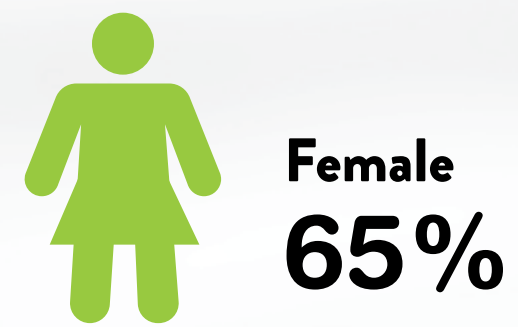
## About

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!

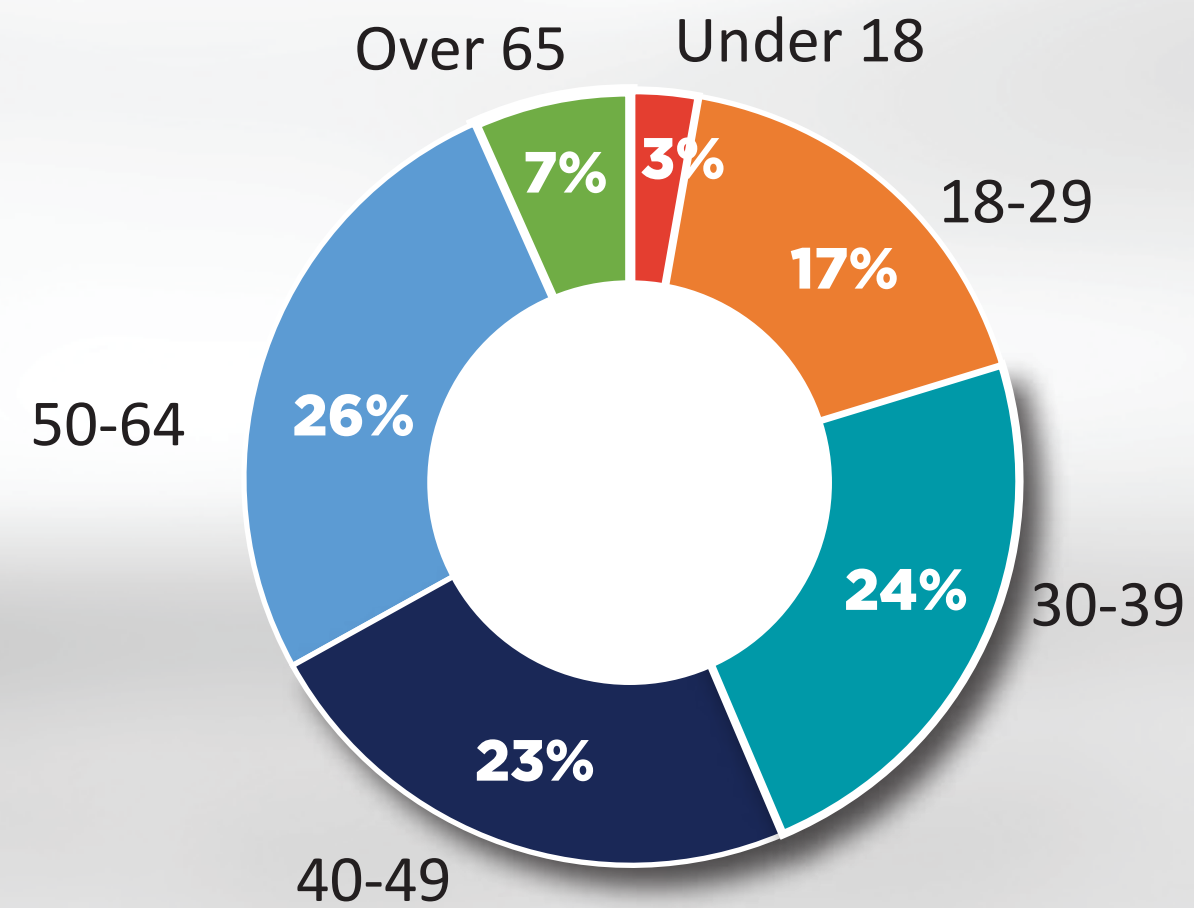


# PARTICIPATION & DEMOGRAPHICS

## Gender Comparison Live & Virtual



## Age Comparison Live & Virtual



## Education:

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

## Annual Household Income:

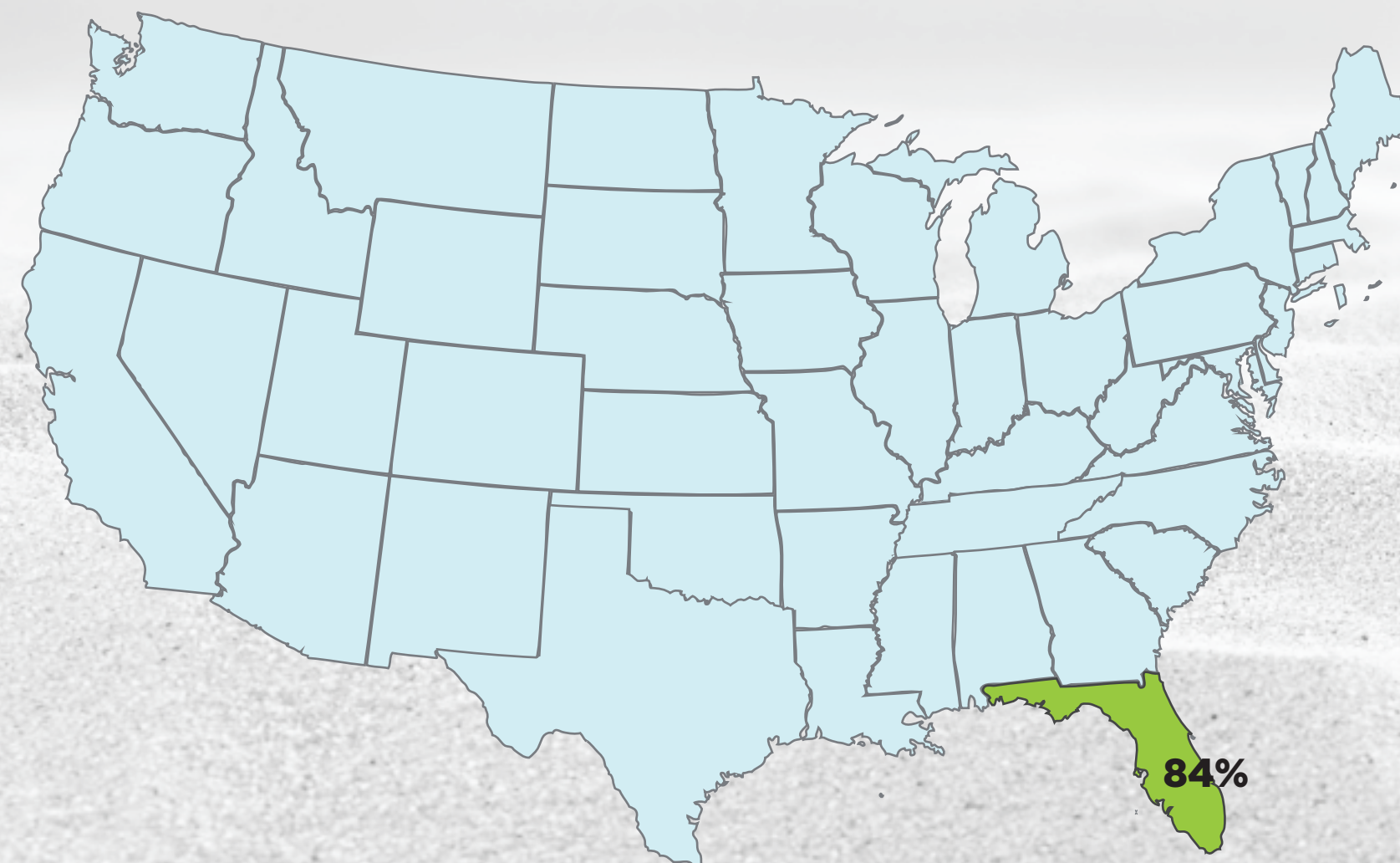
**43%** \$100,000 or higher

## 2024 Live & Virtual Event Participants

### Top 3 States Represented:

- **Florida**
- **New York**
- **Georgia**

\* Virtual Event Participants came from all 50 states and 8 countries.



"84% of event participants come from Florida. All other states and countries contribute 1% or less."

	<u>2023</u>	<u>2024</u>
<b>Total Live Runners:</b>	1,210	2,079
<b>Total Virtual Runners:</b>	440	500
<b>Total Participation:</b>	1650	2,579
<b>2025 Estimated Participation:</b>		3,500

# MARKETING

## 2024 Highlights

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- Runner participation surged from **1200** in 2023 to surpass **2500** in 2024, doubling 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.
- Post-race survey insights

# SOCIAL MEDIA

## 2024 Highlights

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### Organic & Paid

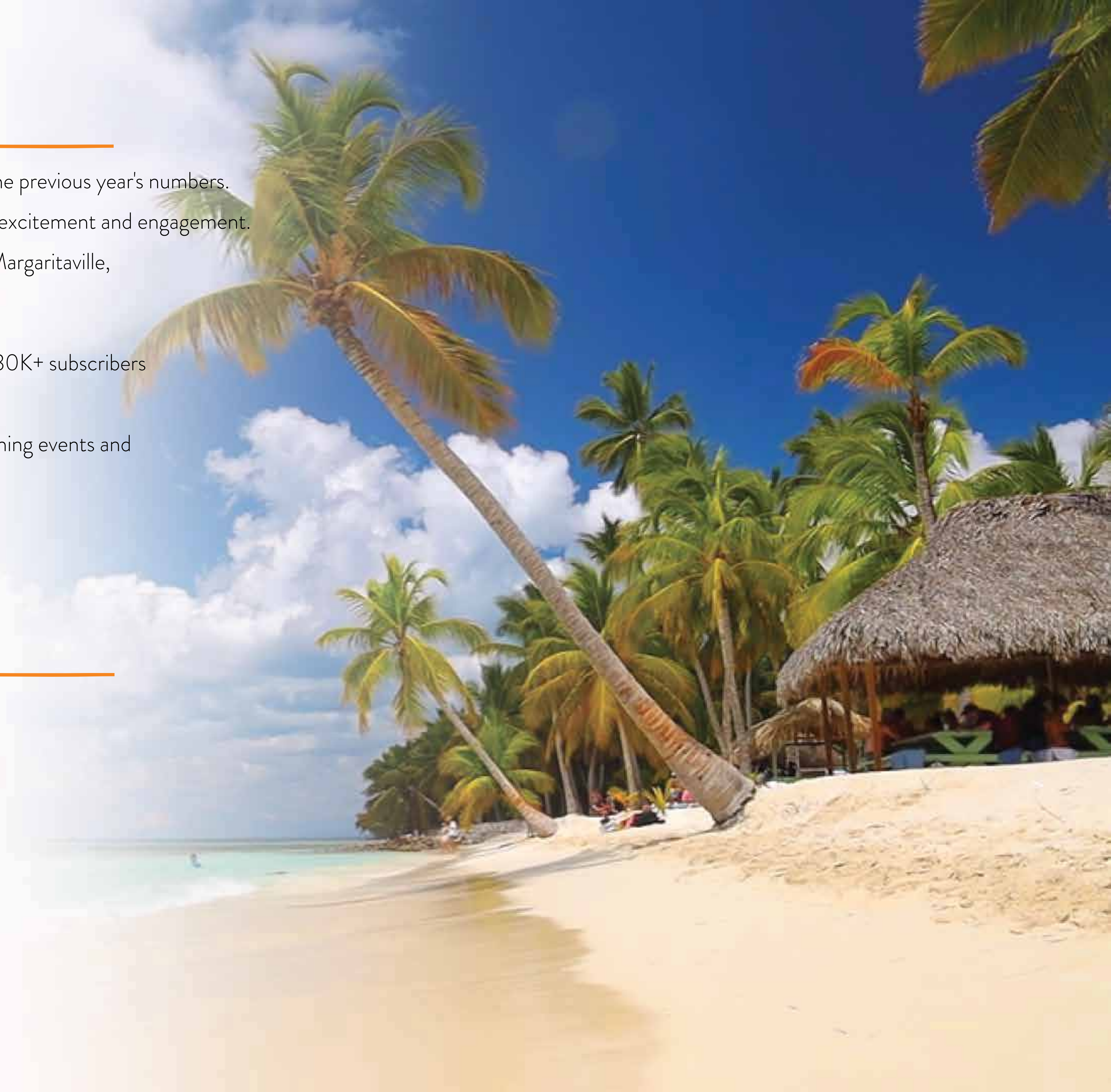


Instagram posts/stories: 130  
Instagram views: 107K  
Instagram reach: 50K accounts  
Instagram profile visits: 3,000

Total Impressions: 1,236,762  
Total Reach: 584,982



Facebook posts/stories: 200  
Facebook views: 64K  
Facebook reach: 330K accounts  
Facebook page visits: 13K



# LIVE EVENT ASSETS

September 28, 2024

## Highlights

- Branded event tees and volunteer 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
- Margaritaville Expo Village



# 2025 MARGARITAVILLE VIRTUAL CHALLENGE

This all-inclusive package has everything you need to make your Margaritaville Run experience truly unforgettable! Participants receive an official Margaritaville Run t-shirt that's perfect for showing off in this fun, tropical event. You'll also get the exclusive "5 Kilometers Somewhere" medal to celebrate your achievement in true Margaritaville style! Whether you're running or walking the 5K (3.1 miles), every step will be filled with excitement and a sense of accomplishment.



# BE A PROUD SPONSOR OF THE 2025 MARGARITAVILLE RUN!

## **TITLE SPONSOR**

Become the **Title Sponsor** of the **2025 Margaritaville Run** and receive category exclusivity.

- Showcase your brand on event day with:
  - Post-event expo booth
  - Sponsor activation
  - Start/finish line signage
  - Branding on runner tees, bibs, and medals
  - Gain visibility through event and participant emails.
- Feature your brand on print ads and event posters.
- Opportunity to sponsor key event elements, such as:
  - Opening ceremony
  - Expo
  - Race course
  - And more!

## **PREMIER SPONSOR**

Become the **Premier Sponsor** of the **2025 Margaritaville Run!**

- Showcase your brand on event day with:
  - Post-event expo booth
  - Sponsor activation
  - Event signage
  - Branding on participant tees
- Included in email and print marketing
- Opportunity to sponsor key race elements, such as:
  - Awards ceremony
  - Water stations

## **OFFICIAL SPONSOR**

Become an **Official Sponsor** of the **2025 Margaritaville Run!**

- Feature your brand with:
  - Post-event expo booth
  - Branding on an item in the participant goodie bags
- Logo placement on the event website
- Inclusion in event ads and emails

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*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](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.