

# IRVING MARATHON

**Join The Movement**

[www.IrvingMarathon.com](http://www.IrvingMarathon.com)

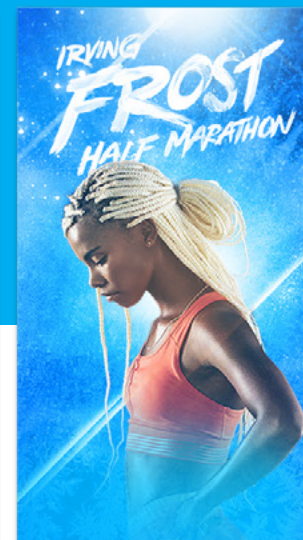
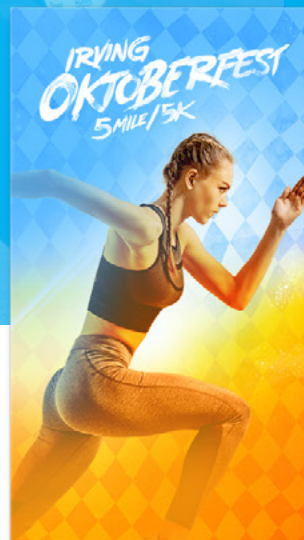
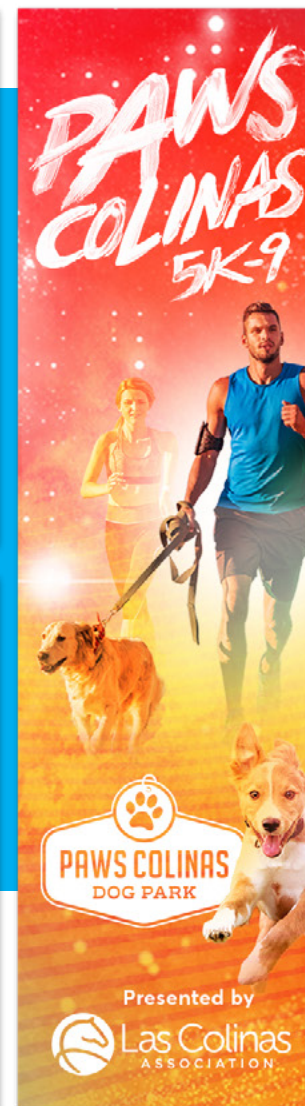






## 8 Featured Events

Every Year





# IRVING MARATHON

## Promoting Healthy Community Living

The Irving Marathon Running Series believes with providing healthy lifestyle opportunities and community involvement we can reverse the trend of 35% of Texans battling obesity. Over 16,000 runners are projected to run the Irving Marathon Running Series over the next 12 months in support of the mission.

## Upcoming Event

March 12, 2022 | 8:30 am – 10:30 am



- One day event
- The ultimate running event experience
- On-site activation opportunities giving out product and samples
- Community engagement and goodwill
- Brand exposure
- Unique event





A woman with curly hair in a purple athletic top and leggings is running alongside a man in a blue athletic shirt and black shorts. They are both in a dynamic running pose, leaning forward with their arms pumping. The background is a solid blue color.

# OFF TO A FAST START

For a non-runner, the idea of running sounds awful. For many, running seems like a chore. Running is sometimes even used as a punishment. This is why The Irving Marathon Running Series was born, to create an incredibly fun running EXPERIENCE that would continue to MOTIVATE, ENCOURAGE, and REWARD healthy lifestyles over and over and over and over and over. Year after year. Month after month. Day after day.

Since its inaugural year in 2013, participants at the Irving Marathon Running Series have been blown away by the interest in the year-round multi-race events. The very first event took off with over 1,900+ attendees, causing the Irving Marathon to grow from 1 annual marathon to 8 Irving Marathon Running Series events! The Irving Marathon is a Boston Marathon qualifier and features one of the most beautiful, scenic, and flattest courses in the country. The Marathon Running Series is centrally located between Dallas/Fort Worth and DFW Airport and Love Field Airport, making it an attractive destination race for runners across the country.

The Irving Marathon Running Series believes with providing healthy lifestyle opportunities and community involvement we can reverse the trend of 35% of Texans battling obesity. Irving Marathon Running Series has been working directly with the Irving Schools Foundation as its main beneficiary. Donations to the ISF are made directly by participants at each race. In addition, a separate scholarship is donated by the IMRS to the ISF at each race (9 scholarships per year). 100% of donations to the ISF go toward programs such as Food For Thought, Supplies For Success, Caring & Sharing, Scholarships, Anti-Bullying, C2C Store, Spark Tank, and Employee Enrichment Grants! Are you ready to join the movement and make a difference?



# 2022

## Projected Participation

| Date         | Event Name                         | Projected Registered Participants in 2022 |
|--------------|------------------------------------|---|
| 3.12.22      | Irving St. Patrick's 5k            | 1,000                                     |
| 4.2.22       | Irving Marathon                    | 3,500                                     |
| 5.7.22       | Fiesta De Mayo Half Marathon       | 3,000                                     |
| 10.1.22      | Irving Oktoberfest 5-Mile/5k       | 1,400                                     |
| 10.15.22     | Paws Colinas 5k-9 Presented by LCA | 600                                       |
| 11.25.22     | Irving Turkey Trot                 | 3,000                                     |
| 12.18.22     | Irving Frost Half Marathon         | 2,000                                     |
| 2.11.23      | Love on the Run 10k/5k             | 1,500                                     |
| <b>Total</b> |                                    | <b>16,000</b>                             |





# About Our Audience

- 82% more likely than the general population to own a hybrid car
- Active and and engaged
- More likely than the general public to travel in the next 6 months
- More likely than the general public to own a pet
- Likely to have have a college degree
- Likely to have higher discretionary income than the general population

Our mission is to not only MOTIVATE, ENCOURAGE, and REWARD healthy lifestyles, but to create an incredibly fun and unforgettable running EXPERIENCE. Each event offers a unique opportunity for local businesses to engage with the running community.

## Age

25-34

27.28%

35-44

23.69%

Male  
44.3%

Female  
55.7%





# Running Stats

15%

## Big Market Segment

About 50 million Americans (or 15% of the U.S. population) participate in some form of running or jogging

18.1

## Engaged Audience

About 18.1 million people in the U.S. registered for road races in 2018, according to Running USA's 2019 U.S. Running Trends Report.

5K

## Product Driven

The most popular road race in the U.S. is the 5K, with more than 8.9 million registrants in 2019, according to Running USA.

33%

## Audience Participation

33% of participants of running events, are willing to travel 300 miles within the US to run an event.

[info@irvingmarathon.com](mailto:info@irvingmarathon.com)



# Our audience is responsive...



## Newsletter

20,000 + email database

Our open rate on emails sent to our database is typically 52%



## Multiple Events

30,000+ website visitors each month

Engaged with the running community



## Market Leader

25,000+ Social Media followers

Company Writer/Creative Media Team/Ambassadors produce relevant content for channels



## Audience Participation

23,396 Lifetime Series Participants

Loyal participant base committed to staying active and part of the lifestyle





# Media Exposure

The Irving Marathon Running Series events present a number of opportunities for relevant content creation leading up to, during, and after each event. We utilize all our marketing resources and community partnerships to raise awareness throughout the process. All participants receive free race photos provided through the photos sponsorship package. Sponsors also gain views through blogs, YouTube posts, social media impressions, and other platforms the Irving Marathon Running Series uses to distribute content and generate media exposure.



Access the video, photos, and blog library at [www.irvingmarathon.com/ourstory](http://www.irvingmarathon.com/ourstory)

April 2nd, 2022

# IRVING MARATHON



- Gender Specific Performance Shirt
- Bonus Full or Half Marathon Finisher Shirt
- Custom Event Bib
- Free Professional Race Photos
- Post-Race Party
- Live Entertainment
- 2 Free Drink Tickets for Beers (21+) or Other
- 1 Food Ticket
- On-Site Expo
- Swag Bag
- Chip Timed Race
- Race Joy Access
- Custom Finisher Medal
- Age Group Awards
- Corporate Challenge Fastest 5K Trophy
- Corporate Challenge Fastest 10K Trophy
- Corporate Challenge Most Participation Trophy
- Corporate Challenge Best Dressed Team Trophy

## RACE DAY PERKS

| CORPORATE CHALLENGE | 5K/10K | 13.1/26.2 |
|---------------------|--------|-----------|
| ✓                   | ✓      | ✓         |
| ✗                   | ✗      | ✓         |
| ✓                   | ✓      | ✓         |
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| ✓                   | ✗      | ✗         |
| ✓                   | ✗      | ✗         |



# Sponsorship Packages Available

Please contact sponsorship coordinator for pricing

We can customize a package for you!

## LEVEL OF SPONSORSHIP

- Event Participant Photo Sponsor
- Event Video Sponsor
- Event PR Bell Sponsors
- Event Overall Prize Winner Sponsor
- Event Mile Marker Sponsor
- Event Water Station Sponsor
- Event Gear Check Station Sponsor
- Event Cheer Station Sponsor
- Event Race Recovery Sponsor
- Event Team Challenge Sponsor
- Event Finisher Medals Sponsor
- Event Packet Pick Up Host Location Sponsor
- Event 10x10 Vendor Booth
- Event 10x20 Vendor Booth
- Event Beer Garden Sponsor
- Event VIP Section
- Event Swag Inserts



[info@irvingmarathon.com](mailto:info@irvingmarathon.com)

2021

End of Year Report

## Irving Marathon Running Series

| Event Name                            | Date     | # Registered | Volunteers | Off Duty<br>Police/EMS | Donated Funds<br>Raised From<br>Participants | Directly from Irving<br>Marathon Group LLC.                                    | Spectators   |
|---------------------------------------|----------|--------------|------------|------------------------|--|--|--------------|
| Love on the Run                       | 2.12.21  | 164          | Virtual    | Virtual                | \$402  | N/A  | N/A          |
| Irving St. Patrick's 5k               | 3.12.21  | 298          | 20         | 28                     | \$195  | N/A  | N/A          |
| Irving Marathon                       | 3.27.21  | 1,800        | 49         | 64                     | \$425  | \$8,000 Donation to<br>BSW Irving Foundation<br>for Irving ISD iRun<br>Program | 1,000        |
| Fiesta de Mayo Half Marathon          | 5.22.21  | 1,483        | 47         | 50                     | \$375  | N/A  | 1,500        |
| Irving-Las Colinas Olympic Day        | 6.26.21  | 496          | 33         | 40                     | N/A  | N/A  | 400          |
| Irving Oktoberfest 5k                 | 9.18.21  | 519          | 65         | 40                     | \$137  | \$1,000<br>Scholarship   | 500          |
| Paws Colinas 5k-9<br>presented by LCA | 10.7.21  | 300          | 43         | 6                      | \$311  | \$1,000<br>Scholarship   | 100          |
| Irving Turkey Trot                    | 11.26.21 | 1,356        | 62         | 40                     | \$1,196                                      | \$1,000<br>Scholarship   | 1000         |
| Irving Frost Half Marathon            | 12.18.21 | 970          | 44         | 44                     | \$658  | \$1,000<br>Scholarship   | 500          |
| <b>Total</b>                          |          | <b>7,386</b> | <b>363</b> | <b>312</b>             | <b>\$3,699</b>                               | <b>\$12,000</b>  | <b>5,000</b> |



# It's easy to become a Corporate Sponsor

Email us at [info@irvingmarathon.com](mailto:info@irvingmarathon.com) to receive additional information to get you started. Our onboarding process only takes a few steps.

Watch additional event videos, view event photos, and access our blog at:  
[www.irvingmarathon.com/ourstory](http://www.irvingmarathon.com/ourstory)



Please contact sponsorship coordinator for pricing

**We can customize a package for you!**

Irving Marathon Running Series Presents

## 10<sup>TH</sup> ANNIVERSARY IRVING MARATHON

Community Partners

- MUSIC TOYOTA FACTORY
- IRVING
- NOSH & BOTTLE
- RESERVOIR

Benefiting

IRVING SCHOOLS FOUNDATION

Join The Movement

### IRVING MARATHON

Running Series

Fighting Childhood Obesity

[www.IrvingMarathon.com](http://www.IrvingMarathon.com)

Irving Marathon Running Series Presents

## IRVING FROST HALF MARATHON

Community Partners

- MUSIC TOYOTA FACTORY
- IRVING
- RESERVOIR
- NOSH & BOTTLE

Benefiting

IRVING SCHOOLS FOUNDATION

Join The Movement

### IRVING MARATHON

Running Series

Fighting Childhood Obesity

[www.IrvingMarathon.com](http://www.IrvingMarathon.com)

Irving Marathon Running Series Presents

## LOVE ON THE RUN

Community Partners

- MUSIC TOYOTA FACTORY
- IRVING
- RESERVOIR
- NOSH & BOTTLE

Benefiting

IRVING SCHOOLS FOUNDATION

Join The Movement

### IRVING MARATHON

Running Series

Fighting Childhood Obesity

[www.IrvingMarathon.com](http://www.IrvingMarathon.com)

Irving Marathon Running Series Presents

## IRVING TURKEY TROT

Community Partners

- NOSH & BOTTLE
- MUSIC TOYOTA FACTORY
- IRVING
- RESERVOIR

Benefiting

IRVING SCHOOLS FOUNDATION

Join The Movement

### IRVING MARATHON

Running Series

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# IRVING MARATHON

"I knew I had to support the Irving Marathon Running Series. Not only do our organizations have a shared interest in making the Las Colinas, Irving area a hot spot in DFW, but we also both value bringing the community together for events that show why Irving is an amazing place to live."

— Derek Ragan  
Certified Real Estate Advisor leading the Locating Las Colinas Team

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