

5KX

R A C E



JOIN OUR COMMUNITY AS AN OFFICIAL
EVENT PARTNER

WWW.5KXRACE.COM |   [@5KXRACE](https://www.instagram.com/5KXRACE)

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THE WEEKEND 5K FOR THE HYBRID ATHLETE.

TODAY'S FITNESS COMMUNITY RUNS AND LIFTS, SO WE'VE CREATED AN EVENT CATERED TO THE WAY THEY TRAIN.

WHILE MOST HYBRID EVENTS ARE LONGER ENDURANCE RACES (90 MINUTE FINISH TIMES), WE'VE CREATED A FORMAT THAT MOST ATHLETES CAN COMPLETE IN LESS THAN AN HOUR.

OUR GOAL IS TO REPLACE THE WEEKEND 5K OF THE PAST.

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RACE



BECOME AN EVENT PARTNER TO GET YOUR BRAND IN FRONT OF TODAY'S ATHLETES.

AUDIENCE



= 3000 FOLLOWERS
(CROSS POSTING WITH NATIVE-X)



mailchimp

= 2700 CONTACTS



= 200+ PARTICIPANTS

= 50+ SPECTATORS

DEMOGRAPHICS

GENDER



AGE

AGE GROUP	PERCENTAGE
Under 18	11.57%
Ages (18 - 29)	14.46%
Ages (30 - 39)	27.27%
Ages (40 - 49)	31.82%
Ages (50 - 64)	12.4%
Over 65	2.07%

ATHLETES' HOME GYM

CrossFit

Orangetheory
FITNESS



LA|FITNESS.

burn boot camp

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EXCLUSIVE TITLE PARTNER: \$1250

- 1 EMAIL OFFER BLAST TO CONTACT LIST
- 2 SOCIAL MEDIA SHOUT OUT POSTS
- LOGO & WEBSITE LINKED ON RACE EMAILS
- LOGO ON 5KX RACE WEBSITE + RUNSIGNUP
- SWAG BAG INSERT
- DEMO/VENDOR SPACE AT EVENT
- 3 COMPLIMENTARY TICKETS

PRESENTING PARTNER: \$500

- 1 SOCIAL MEDIA SHOUT OUT POST
- LOGO & WEBSITE LINKED ON RACE EMAILS
- LOGO ON 5KX RACE WEBSITE + RUNSIGNUP
- SWAG BAG INSERT
- DEMO/VENDOR SPACE AT EVENT
- 2 COMPLIMENTARY TICKETS



VENDOR PARTNER: \$250

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- DEMO/VENDOR SPACE AT EVENT
- 1 COMPLIMENTARY TICKET