



THECITY5K.COM

# 2016 MEDIA KIT



# TABLE OF CONTENTS



Thank you for inquiring about The City 5K! We hope the following pages answer any questions you have about the only race that celebrates "The Best of a City in 5K."

If you have any further questions, please contact: [ray@thecity5k.com](mailto:ray@thecity5k.com)

<b>Event Information</b>	<b>03</b>
<b>Demographics</b>	<b>04</b>
<b>Brand Exposure</b>	<b>05</b>
<b>Company Information</b>	<b>08</b>
<b>Partners</b>	<b>10</b>
<b>Sponsorship Information</b>	<b>11</b>
<b>Summary And Contacts</b>	<b>13</b>



# EVENT INFORMATION



Are you ready to run The City 5K? This is the one running event that celebrates “The Best of a City in 5K!”

Prior to launching in each city, we scour the area for the best businesses and local icons to partner with. The goal is to feature the “feel” of each city we visit, and we accomplish this by highlighting some of the most recognizable aspects.

For example, our Pittsburgh course includes events like the Pittsburgh Pothole Challenge, and a run with the Pirate Parrot, while our Cleveland race includes the Cleveland Browns and Indians, along with the Christmas Story House. Each City 5K is drastically unique just like every city is unique. Fun, right?

For participants who don’t want to run an entire 5K, an alternate “cheater’s course” is provided, and chicken wings are handed out as runners close in on the finish line. A post-race party with music, prizes, and food along with our unique stations proves that this isn’t your typical 5K!

## EVENT HIGHLIGHTS

- This is the only 5K that showcases what makes a city great
- The event incorporates stations that highlight the city’s best food and cherished icons
- Participants also help out some great causes, since 10% of the race fees from The City 5K are donated to locally founded charities
- Each city has local celebrity emcees and special guests who interact with participants during the run

## STATION EXAMPLE

1. Andy Warhol is Pittsburgh’s most famous artist.
2. We honor him with a pop-art painting station at our Pittsburgh event.
3. Participants paint canvases as they run past the station.
4. The paintings are auctioned off, and all proceeds go to our charity partners.
5. Everyone’s happy!



# DEMOGRAPHICS



## DEMOGRAPHIC

- 71% of our runners are in the 18-35 age bracket
- 87% of our runners are in the 18-45 age bracket
- 48% of our runners are male and 52% are female
- 42% of our runners have never participated in a 5K race before
- \*100% of people say this is the best run ever (\*not a scientific statistic)



Jessica  
@getactivepgh



Follow

I have never laughed so hard during a 5K in my entire life #friends #pittsburgh #running #thecity5k

# BRAND EXPOSURE



## UNIQUE BENEFITS TO PARTNERING WITH US

- Each City 5K event highlights the very best of a specific city. Many other events highlight their own achievements, but The City 5K's biggest accolades are the partners; the businesses and organizations that make a city great. Take the stage with professional sports teams, hometown heroes, best-loved local food items, and iconic businesses such as your own.
- The City 5K uniquely distributes sponsor branding and recognition throughout the race course itself. You won't be just a name on the back of a t-shirt, you're a part of the experience. Participants will remember your support and enthusiasm instead of just stuffing it in the back of a drawer.
- As a multi-faceted brand, The City 5K not only promotes wellness highlighted in the physical aspect of the event, but also promotes charitable giving and positive influence across the demographics. Partnering with us adds to the positive image your brand already exudes, and a mutually beneficial relationship is born. We're excited to partner with you!



**Amanda Tomczak**  
Director of Marketing  
Hundred Acres Manor

“The City 5K sponsorship was a wonderful experience! Their relationship with local businesses, media outlets, and the community offered a very positive outcome for our organization.

Thanks in part to their social media knowledge, advertising, and promotions, Hundred Acres Manor received exceptional exposure and as such, increased ticket sales for the 2015 operating season.

All staff and volunteers for The City 5K were incredibly easy to work with prior to and at the event. They had the creativity and dedication needed to make the event a success and create a successful experience for sponsors.

I am looking forward to working with The City 5K team in the future! ”



# BRAND EXPOSURE



There is no off-season for The City 5K! The momentum continues long after we take off our running shoes. When you partner with us you benefit from this same momentum.

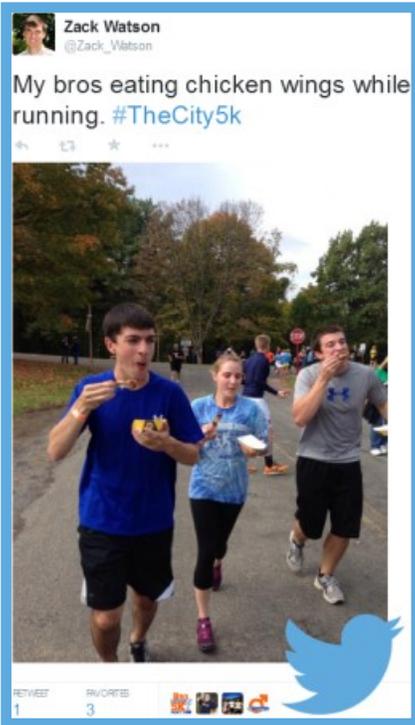
Promotions and media outlets give us endless opportunities to engage the public year-round. Radio stations, TV appearances, race expos, and print media play on the excitement that The City 5K develops at our regional events.

Partnering with our continually growing and visible brand allows you to tap into the highly sought-after (and sometimes elusive) 18-35 demographic. With this in mind, The City 5K created race t-shirts to be stylish and wearable, unlike your average free shirt which tends to end up in the "wear-to-wash-the-car-only" category. Your name will literally be walking down the streets!

**We don't just promote on race day, we market our partners year-round!**

**MARKETING BEYOND RACE DAY**

# BRAND EXPOSURE



**“Best of Pittsburgh?! More like best day of my life. #thecity5k”  
@\_northernbelle**



The 18-35 year old demographic has an affinity for social media, and because of our great relationship with them you have access to that as well. When you partner with us, you are provided with a tremendous opportunity to capitalize upon the current buzz of outlets like Twitter and Facebook.

According to RunningUSA.com "Non-Traditional Running Events" have gone from almost non-existent in 2009 to over 4 million finishers in calendar year 2014. These races are extremely popular and, according to Eventbrite, the driving factors behind themed runs are 1) supporting a cause, 2) doing it because it's fun, and 3) participating with friends and family. Those three things perfectly summarize The City 5K! And that leads to great social media feedback for your company.

You'll love having your name beside The City 5K. #greatopportunity



## SOCIAL MEDIA EXPOSURE



**Chuck Reese**



“What’s different about partnering with The City 5K? It’s their philosophy. Bro Council started as a website for men that their girlfriends or wives wouldn’t be ashamed to tell their friends about. These morals haven’t changed as they have expanded to events like The City 5K, and people have responded. As a business, when you associate yourself with class and integrity, people will respond. Dollar Bank has grown connections with other businesses because they know we only work with companies and individuals that have morals and a clear vision on where they’re going.

Dollar Bank chooses to work with The City 5K because by associating with them, our own company finds positive association and recognition. Other businesses seek us out due to the credibility and class of the businesses we partner with. As a partner of The City 5K, we see this time and time again!”

# OWNERSHIP TEAM



**Ray Abel**

- Founder of The City 5K
- Founder of Rugged Events
- Event management pro after years of planning large-scale non-profit events



**Mark Cuban**

- Owner of the Dallas Mavericks
- Co-Owner of The City 5K
- Invested in The City 5K after the team appeared on ABC's "Shark Tank"



**Justin Hartwig**

- 8 Year NFL Veteran
- Super Bowl Champion
- Believes in the vision of The City 5K and what it offers people across the USA



**Eric Anderson**

- Experienced Graphic Designer
- Creator of the "Stickman" mascot
- Married to an awesome wife and father to a beautiful little boy

# MISSION & VISION



Charitable giving is a large part of The City 5K's mission. In fact, two of the founding members met while working at a non-profit, so it's fitting that they would give 10% of all race fees to charity.

The exciting part of this charitable giving is that the donations stay local, and are given to different non-profits based upon the location and the year. We really like getting to know The City 5K cities, and choosing different charities in each one affords us the opportunity to engage in multiple causes at the same time.

Other companies may place stipulations on their giving, but we like to keep it simple and, in turn, can make a bigger impact upon the charity's needs. In many cases people from each chosen charity act as volunteers at the race. At the close of The City 5K it's genuinely exciting to hand a check to our new friends. It's those friendships that make it all worthwhile.



“I'm beyond excited about our partnership with The City 5K! They have been so wonderful to work with, and this is a long-lasting relationship.

It is truly a one-of-a-kind event that will set any business involved apart from the competition. The American Cancer Society is honored to have been selected to benefit from this event!”

**Samantha Benz**  
Relay For Life Coordinator  
American Cancer Society



# PARTNERS



# SPONSORSHIP LEVELS



## PRESENTING SPONSOR

- Listed as the Presenting Sponsor on promotional material for the event
  - One or more cities: Pittsburgh, Cleveland, and/or Baltimore
- Listed as the Presenting Sponsor on The City 5K website (The City 5K presented by ...)
- Listed as the Presenting Sponsor on TheCity5K.com webpage logo

### Advertising

- Media coverage in Pittsburgh, Baltimore, and/or Cleveland (TV, print, radio, online)
  - Radio and TV promos in each city
  - Featured on over 50,000 event flyers that will be distributed for the event
- Promotion through our monthly emails to The City 5K mailing list, as well as our charity partners lists, which reach over 200,000 people
- Your logo on all race shirts
- Advertising on BroCouncil.com which reaches over 310,000 visitors monthly
- Logo and link inclusion on The City 5K website which will reach over 200,000 people

### On-Site Exposure

- Announcements from the stage about your sponsorship from our celebrity emcees
- Listed as the Presenting Sponsor on the race bracelets
- Banner/signage on site at the finish line & post-race party area
- Station sponsorship for each race featuring an on-course challenge
  - Every runner will interact with your branded station
  - We will work with you to make this unique and fun
- Option to include an item in the runner's bags
- Option to have a booth at the post-race party
- 10 invitations to VIP Meet & Greet
- 25 free runner registrations

**1 Opportunity Available—\$20,000**



**SOCIAL EXPOSURE**

**BEST OF THE CITY**

**MARKETING BEYOND THE RACE**

# SPONSORSHIP LEVELS



## POST-RACE PARTY SPONSOR

- Post-Race Party sponsorship for the race (Pittsburgh, Cleveland, or Baltimore)
  - Sponsors all food and drink at the post-race party
  - Co-branding with The City 5K associates your business as the best in the city
- Listed as the Post-Race Party Sponsor on The City 5K website
- Logo and link inclusion on The City 5K website
- Listed as a sponsor on the race bracelets
- Announcements from the stage about your sponsorship from our celebrity emcees
- Advertising on the BroCouncil.com website
- Listed as the Post-Race Party Sponsor on promotional material for the event
- Select media coverage in TV, print, radio, and online
- Option to have banner/signage on site at the post-race party area
- Option to include an item in the runner's bags
- Option to have a booth at each post-race party
- 6 free runner registrations

**1 Opportunity Available In Each City—\$3,000**

## STATION SPONSOR

- Station sponsorship for the race (Pittsburgh, Cleveland, or Baltimore)
  - Every runner will interact with your station on the course at the race
  - Co-branding with The City 5K associates your business as the best in the city
- Listed as a Station Sponsor on The City 5K website
- Logo and link inclusion on The City 5K website
- Listed as a sponsor on the race bracelets
- Announcements from the stage about your sponsorship from our celebrity emcees
- Advertising on the BroCouncil.com website
- Listed as a Station Sponsor on promotional material for the event
- Select media coverage in TV, print, radio, and online
- Option to have banner/signage on site at the post-race party area
- Option to include an item in the runner's bags
- Option to have a booth at each post-race party
- 4 free runner registrations

**5 Opportunities Available In Each City—\$1,500**

# CONTACT INFORMATION



## WEBSITE

<http://thecity5k.com>

## PROMOTIONAL VIDEO

<http://thecity5k.com/promo>

## SPONSORSHIP CONTACT

Ray Abel  
Bro Council, LLC  
PO Box 6605  
Pittsburgh, PA 15212  
[ray@thecity5k.com](mailto:ray@thecity5k.com)  
412-512-4918

## MEDIA CONTACT

[media@thecity5k.com](mailto:media@thecity5k.com)



**Bro Council**

At the parent company of The City 5K, Bro Council, we provide a site for men that has all the content men love, plus their wives and girlfriends love it since we keep it clean. We have a news site, videos, advice, and you can even become a Bro Council member.

We also host local events, like The City 5K, where you can hang out with other Bro Council members in a fun and unique environment that the whole family will enjoy.

Check us out at <http://brocouncil.com>

