

# BRU NCH

RUNNING CLUB



# SPONSORSHIP DECK

2023 Event Opportunities

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BRUNCH RUNNING 2023



# BRUNCH

## RUNNING CLUB

EST. 2013

RUN \* EAT \* RECOVER

bRUNch Running is a social running community that puts the run in brunch. Through community fun runs and a podcast, our fitness community loves a good sweat, a great meal and stimulating conversations. Our community is dynamic, diverse and growing and we are excited for a strong, connected future together.

We are proud to donate 10% of every registration to a local non-profit. As a community we believe everyone deserves access to movement and a good meal.



## THE RUN CLUB

The run club aka bRUNch club is the pancake and syrup of our brand. This is where relationships are built. Think of bRUNch club like your favorite fitness studio having a baby with your go-to brunch spot. That's bRUNch! It's a little bougie, a lot gritty and extremely social.

The "club" meets Sundays at different local restaurants in Denver, Colorado. In 2023 the club will relaunch in Phoenix, Arizona and hopefully a city near you! Athletes can join the club for free and run/walk for free. V.I.B's (Very Important Brunchers) are those runners that upgrade to receive special swag each run and provide a donation to our nonprofit of the month.





# THE REACH

We reach more than 100,000 runners monthly through our site, social and email newsletters.

**11,900**

INSTAGRAM FOLLOWERS

**5,000**

PODCAST DOWNLOADS

**1,200**

UNIQUE VIEWERS PER MONTH





# DEMOGRAPHICS

Our runners of diverse women, men, families, singles are hyper engaged, and motivated individuals making on average \$80,000+ per year.

**70%** → PARTICIPATE IN RUNS ON A REGULAR BASIS

**62%** → BETWEEN THE AGES OF 30 AND 49

**25%** → TOURISTS THAT TRAVELED FOR RUN OR FOUND RUN WHEN SEARCHING FOR THINGS TO DO

**TOP MARKETS** → COLORADO  
WYOMING  
TEXAS  
CALIFORNIA  
ARIZONA

# WHY SPONSOR?



**MARKET YOUR  
BRAND**



**REACH NEW  
CUSTOMERS**



**INVEST IN YOUR  
COMMUNITY**



**SHOWCASE YOUR  
VALUES**



**BUILD BRAND  
LOYALTY**



**INCREASE  
SALES**

**Nearly 80% of consumers are more likely to remember a brand with a strong purpose, 71% more likely to purchase from that brand, and 4.5 times more likely to recommend it to friends or family.**

**Sponsorship is on a first come, first serve basis, some events have limited capacity.**





# THE BRUNCH RUN





# THE BRUNCH RUN

The bRUNch Run is Brunch Running's annual signature race. This epic 5K + 10K race in Denver, Colorado, gathers 1,500+ runners, spectators and volunteers for an epic morning of sweat and syrup. This is our BIGGEST run of the year!

- Event to include:
  - 1,400+ runners, spectators, volunteers and vendors
  - 5K or 10K timed run
  - Scented finisher's medal
  - Post-race brunch festival
  - Commemorative YETI drinkware
  - And more!

# 10.8.23





# MEET OUR BENEFICIARY

As a leading frontline anti-hunger organization in Colorado, Metro Caring works with our community to meet people's immediate need for nutritious food while building a movement to address the root causes of hunger.

Metro Caring offers innovative programming in Healthy Foods Access, Nutrition Education and Cooking Classes, ID Procurement, Urban Gardening and Agriculture, and Community Organizing and Development.

# SPONSORSHOP PROGRAMS

PRESENTED BY |\$5,000

## 1 AVAILABLE

- The bRUNch Run Presented by Your Company Name
- Co-branded event profile image for Facebook and Instagram
- Co-branded start and finish line banners
- 700 co-branded race bibs
- 750 co-branded finisher's hats
- Comprehensive hi res photos of activations
- Gifting opportunities to awards
- Opt in ready email list from runners
- Fully comprehensive event report
- 10x20 booth space for on-site activation
- Inclusion in Instagram posts and stories on @thebrunchrun and @brunchrunning with 500,000+ impressions
  - Instagram takeover + sponsor provided Instagram posts
- Company logo on event homepage and sponsor web pages
- Company logo on event registration web pages
- Name and logo inclusion in all race related email blasts with 120,000 impressions
- Official Category Sponsor
- 6 free race entries - must be redeemed by October 1



# SPONSORSHOP PROGRAMS

## TOTE BAG SPONSOR |\$1,500

### **1 AVAILABLE**

- 750 co-branded tote bags for all participants
- Comprehensive hi res photos of activations
- Gifting opportunities to awards
- Fully comprehensive event report
- 10x10 booth space for on-site activation
- Inclusion in Instagram posts and stories on @thebrunchrun and @brunchrunning with 500,000+ impressions
- Company logo on event homepage and sponsor web pages
- Company logo on event registration web pages
- Name and logo inclusion in all race related email blasts with 120,000 impressions
- Official Category Sponsor
- 2 complimentary race entries - must be redeemed by October 1

# SPONSORSHOP PROGRAMS

HYDRATION SPONSOR | \$1000 OR \$750 + PRODUCT DONATION

## 1 AVAILABLE

- 2 co-branded aid stations on course
- Comprehensive hi res photos of activations
- Gifting opportunities to awards
- Fully comprehensive event report
- 10x20 booth space for on-site activation
- Inclusion in Instagram posts and stories on @thebrunchrun and @brunchrunning with 500,000+ impressions
  - Instagram takeover + sponsor provided Instagram posts
- Company logo on event homepage and sponsor web pages
- Company logo on event registration web pages
- Name and logo inclusion in all race related email blasts with 120,000 impressions
- Logo inclusion on step-and-repeat
- Official Category Sponsor
- 4 complimentary race entries - must be redeemed by October 1



# SPONSORSHIP PROGRAMS

## OFFICIAL DOG SPONSOR |\$500

### 1 AVAILABLE

- Co-branded dog bandanas for all pup participants
- 10x10 booth activation in festival area with dog treats for all pups
- Comprehensive hi res photos of activations
- Gifting opportunities to awards
- Fully comprehensive event report
- Inclusion in Instagram posts and stories on @thebrunchrun and @brunchrunning with 500,000+ impressions
- Company logo on event homepage and sponsor web pages
- Company logo on event registration web pages
- Name and logo inclusion in all race related email blasts with 120,000 impressions
- Official Category Sponsor
- 2 complimentary race entries - must be redeemed by October 1

## CUSTOM OPPORTUNITY |\$TBD

Custom partnership opportunities are available as well.

# SPONSORSHIP OPPORTUNITIES

	Donut \$750	Mile \$500	Aid \$150	Booth \$250
Logo inclusion on race step-and-repeat	X			
Co-branded mile markers on course	X	X		
Inclusion in Instagram posts and stories on @thebrunchrun and @brunchrunning with 500,000+ impressions	4	2	2	1
Company logo on event homepage and sponsor web pages	X	X	x	x
Free race entries	2	1	1	
Name and logo inclusion in all race related email blasts with 120,000 impressions	x	x	X	x
Booth at event	X	X	X	X
Inclusion in day of race and event photos	x	x	x	x
Option to include items and information in participant swag bag	X	X	X	X





# TROT + RECOVER





# TROT + RECOVER

Brunch Running is partnering up with a local fitness studio to bring you Trot + Recover. This 3-part event features a 5K run, yoga class and brunch. The month of November kicks off our rest + recovery season and there is no better way then with a community event to get things started. Beneficiary TBD.

- Event to include:
  - 100 athletes
  - 5K fun run
  - Swag bag
  - And more!

# NOVEMBER 19



# SPONSORSHIP OPPORTUNITIES

	Presenting \$2,000	Gold \$1,500	Silver \$750	Booth \$100
Integrated presenting sponsor/event logo featured as banner on event webpage	X			
Recognition as presenting sponsor on website and all marketing materials, pre, during & post event	X			
Co-branded yoga mats for all participants	X			
Access to attendee email database	X	X		
Co-branded YETI drinkware for all participants		X		
Co-branded swag bags for all participants			X	
Booth at event	X	X	X	X
Inclusion in social media posts and email blasts	4	2	2	1
Option to include items and information in participant swag bag	X	X	X	

# LET'S WORK TOGETHER

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