



**RUNTASTIC  
EVENTS**

UPDATED  
2022

# SPONSORSHIP CATALOG

RUNTASTICEVENTS.COM





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## OUR STORY

IN 2011, RUNTASTIC EVENTS LAUNCHED ITS FIRST YEAR OF MARATHONS, HALF MARATHONS, 5KS, AND KID'S RACES. TEN YEARS LATER, IT PUTS ON 11 BEAUTIFUL, FAST, AND FUN RACES THROUGHOUT UTAH AND TEXAS. EACH RACE ATTRACTS BOTH LOCAL RUNNERS AS WELL AS RACE ENTHUSIASTS FROM ALL OVER THE UNITED STATES, PROVIDING AN OPPORTUNITY TO RUN A BEAUTIFUL COURSE AND CONNECT WITH LIKE MINDED PEOPLE, OUR PARTNERS, AND SPONSORS. OUR RUNNERS COME AWAY WITH A UNIQUE FINISHERS MEDAL, FREE RACE PHOTOS, MEMORIES OF A LIFETIME, AND THE DESIRE TO SIGN UP FOR OUR NEXT RACE!

RUNTASTIC ALSO PARTNERS WITH NON PROFIT ORGANIZATIONS TO RAISE MONEY FOR AND DRIVE AWARENESS ABOUT THE MISSION OF CHARITIES AND THEIR NEEDS. RUNTASTIC'S UNIQUE AND PROFESSIONAL RACES, APPEAL TO RUNNERS OF ALL ABILITIES, CREATING OPPORTUNITIES FOR SPONSORS TO GROW THEIR BRAND.





# EVENTS SCHEDULE

2020  
2020



The Frigid 5k and Penguin Plunge have been the premier winter event for over a decade. The starting line for the 5k is at the Provo Boat Harbor where runners enjoy the short, yet challenging course. After the 5k, finish the event off with the FREEZING COLD Penguin Plunge. Click logo below to for more info.



→  
GENERAL RUNTASTIC  
SOCIAL / WEB STATS

#### HOW PARTICIPANTS FOUND OUT ABOUT THIS EVENT\*

**9%**  
SOCIAL MEDIA

**40%**  
PAST RUNNER

**31%**  
FRIENDS/FAMILY

**3%**  
EMAIL

**12%**  
SEARCH ENGINE

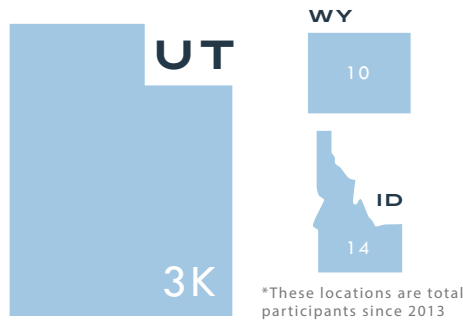
**1%**  
BANNERS/FYLLERS

**6%**  
ANOTHER RACE EXPO

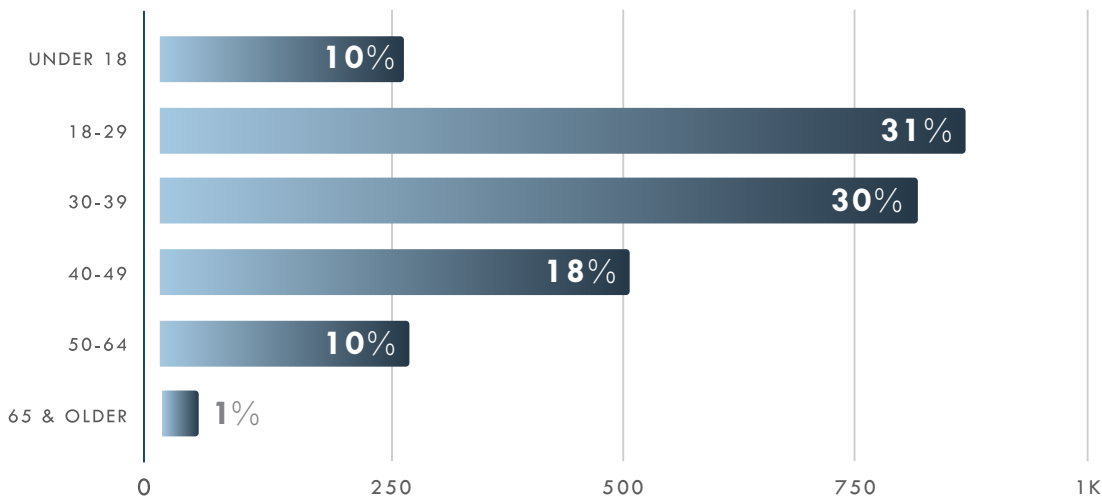
\*above numbers are based off of 2020 race

**346**

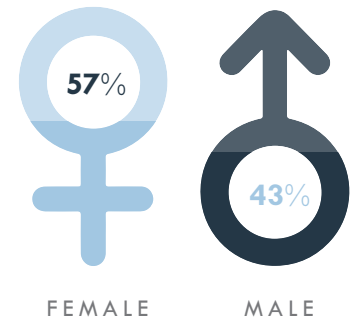
AVERAGE # OF PARTICIPANTS PER YEAR



#### REGISTRATIONS BY AGE GROUP



**34** AVERAGE AGE OF RUNNERS



# STATS / DEMOGRAPHICS



The Dino Half Marathon, 5k, & kid's run is pre-historic fun for the whole family. Runners enjoy the amazing red rock landscape of historic Vernal, UT, dubbed Dinosaurland by no mistake, as it is home to the largest quarry of prehistoric Jurassic dinosaur bones! Click logo below to for more info.



→  
GENERAL RUNTASTIC  
SOCIAL / WEB STATS

#### HOW PARTICIPANTS FOUND OUT ABOUT THIS EVENT\*

**10%**  
SOCIAL MEDIA

**44%**  
PAST RUNNER

**32%**  
FRIENDS/FAMILY

**1%**  
EMAIL

**6%**  
SEARCH ENGINE

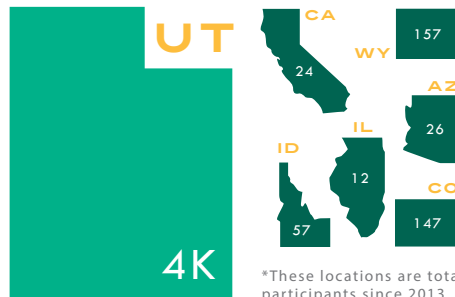
**2%**  
BANNERS/FYLLERS

**4%**  
ANOTHER RACE EXPO

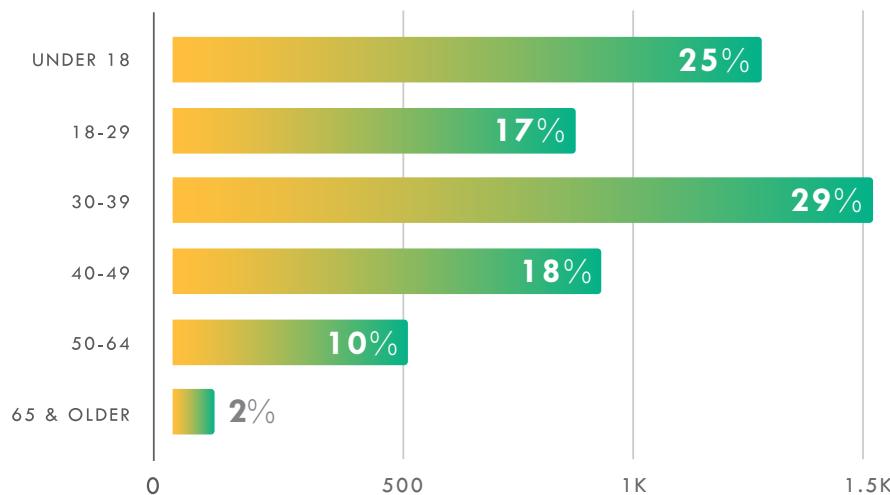
\*above numbers are based off of 2020 race

**719**

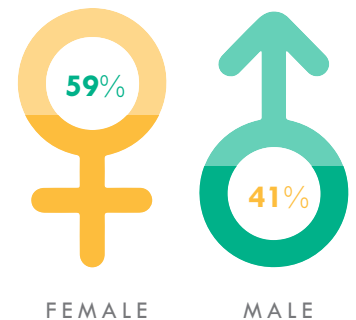
AVERAGE # OF PARTICIPANTS PER YEAR



#### REGISTRATIONS BY AGE GROUP



**31** AVERAGE AGE  
OF RUNNERS



# STATS / DEMOGRAPHICS

The annual Run of Remembrance 10k, 5k, & Mile Run is a fun family event in which families gather together to run, remember, & honor veterans & loved ones who have passed on. Held on Memorial Day each year this event is part of many family's holiday traditions. Click logo below to for more info.



→  
GENERAL RUNTASTIC  
SOCIAL / WEB STATS

#### HOW PARTICIPANTS FOUND OUT ABOUT THIS EVENT\*

**6%**  
SOCIAL MEDIA

**39%**  
PAST RUNNER

**31%**  
FRIENDS/FAMILY

**18%**  
EMAIL

**2%**  
SEARCH ENGINE

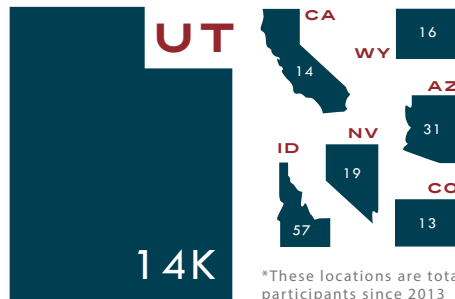
**<1%**  
BANNERS/FYLERS

**4%**  
ANOTHER RACE EXPO

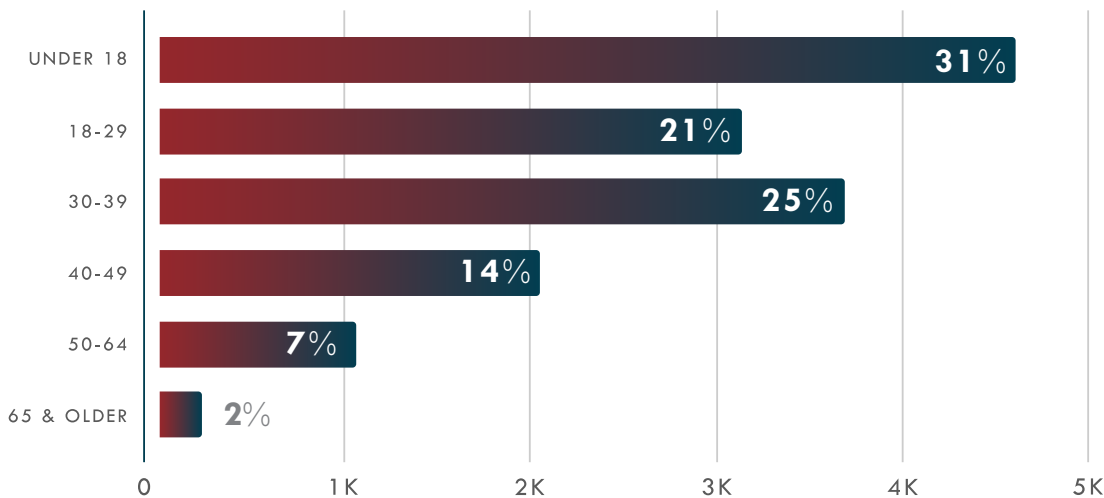
\*above numbers are based off of 2020 race

# 1852

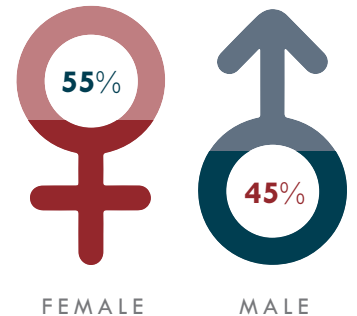
AVERAGE # OF PARTICIPANTS PER YEAR



#### REGISTRATIONS BY AGE GROUP



**30** AVERAGE AGE  
OF RUNNERS



## STATS /

## DEMOGRAPHICS





Friends & family come together each year for the AF Steels Day 10K, 5K, & 1/2 Mile Run around the beautiful city of American Fork. For over 100 years the city of American Fork has come together to celebrate its history, achievements, business community, and residents. Click logo below to for more info.



GENERAL RUNTASTIC  
SOCIAL / WEB STATS

#### HOW PARTICIPANTS FOUND OUT ABOUT THIS EVENT\*

4%  
SOCIAL MEDIA

48%  
PAST RUNNER

31%  
FRIENDS/FAMILY

4%  
EMAIL

6%  
SEARCH ENGINE

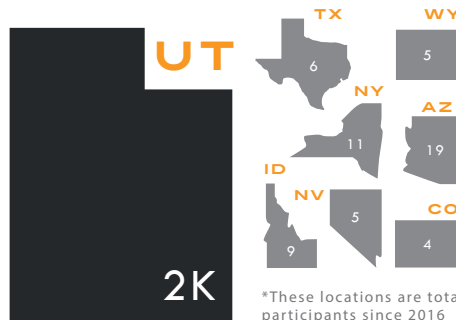
3%  
BANNERS/FYLLERS

2%  
ANOTHER RACE EXPO

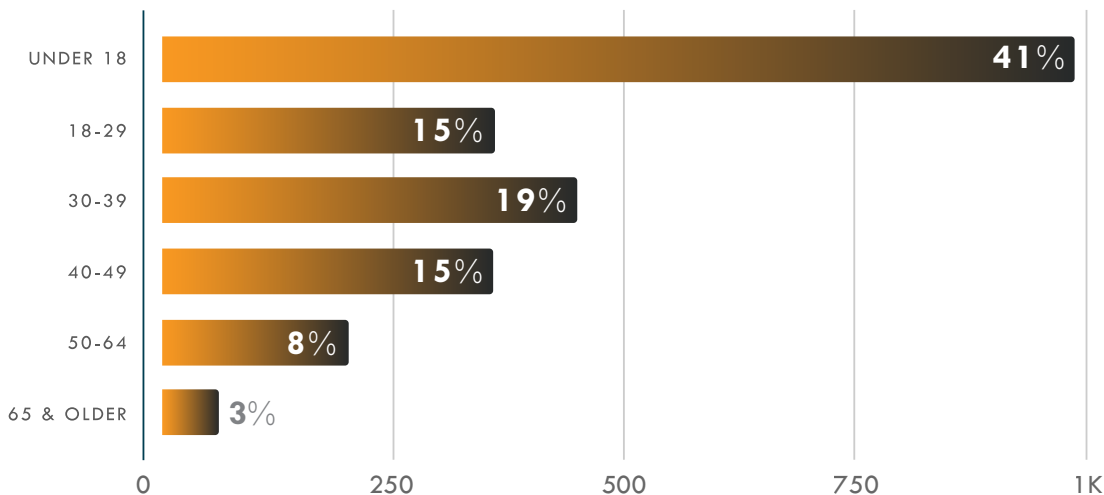
\*above numbers are based off of 2020 race

485

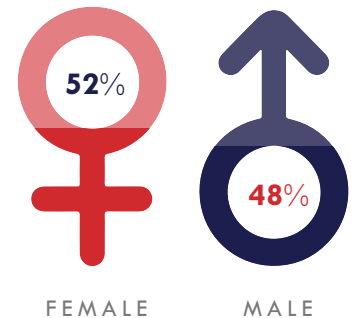
AVERAGE # OF PARTICIPANTS PER YEAR



#### REGISTRATIONS BY AGE GROUP



28 AVERAGE AGE  
OF RUNNERS



STATS /

DEMOGRAPHICS



The beautiful, fast, fun, Timp Half Marathon, 5K, Kid's 1/2 Mile traverses the breath-taking mountain terrain of American Fork Canyon. The Timp Half strives to bring awareness to the fight against cancer. The Timp Half is perfect for the amateur and experienced runners. Click logo below for more info.



→  
GENERAL RUNTASTIC  
SOCIAL / WEB STATS

#### HOW PARTICIPANTS FOUND OUT ABOUT THIS EVENT\*

6%  
SOCIAL MEDIA

40%  
PAST RUNNER

36%  
FRIENDS/FAMILY

3%  
EMAIL

12%  
SEARCH ENGINE

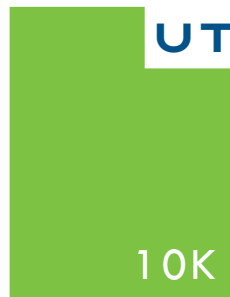
1%  
BANNERS/FYLLERS

4%  
ANOTHER RACE EXPO

\*above numbers are based off of 2020 race

1495

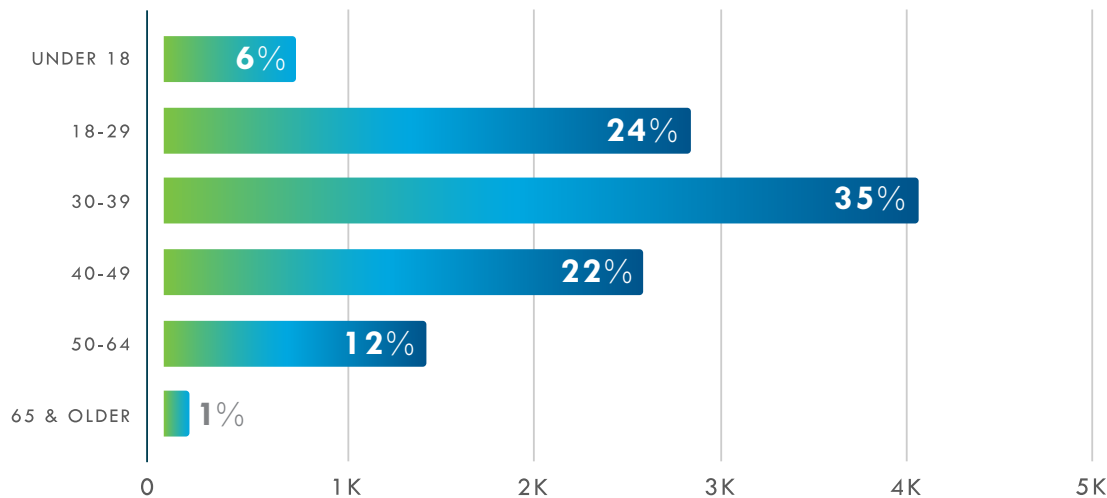
AVERAGE # OF PARTICIPANTS PER YEAR



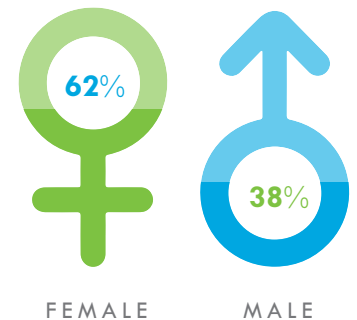
ID	193	MA	26
CA	138	MN	25
NV	101	OR	22
TX	197	NY	21
WY	94	NC	19
AZ	83	CT	18
CO	63	MT	16
WA	34	OH	14
VA	26	IL	14

\*These locations are total participants since 2013

#### REGISTRATIONS BY AGE GROUP



35 AVERAGE AGE  
OF RUNNERS



STATS /

DEMOGRAPHICS

Participants run along the scenic Mt. Nebo Loop down Payson Canyon & gaze on the panoramic views of Mount Nebo, the Utah Valley, and Utah Lake far below. Running down this canyon allows you to partake in all of its tranquil beauty this canyon offers. Mt. Nebo helps bring awareness to mental health. Click logo below for more info.



GENERAL RUNTASTIC  
SOCIAL / WEB STATS

#### HOW PARTICIPANTS FOUND OUT ABOUT THIS EVENT\*

**4%**  
SOCIAL MEDIA

**41%**  
PAST RUNNER

**37%**  
FRIENDS/FAMILY

**1%**  
EMAIL

**10%**  
SEARCH ENGINE

**1%**  
BANNERS/FYLLERS

**5%**  
ANOTHER RACE EXPO

\*above numbers are based off of 2020 race

**1266**

AVERAGE # OF PARTICIPANTS PER YEAR



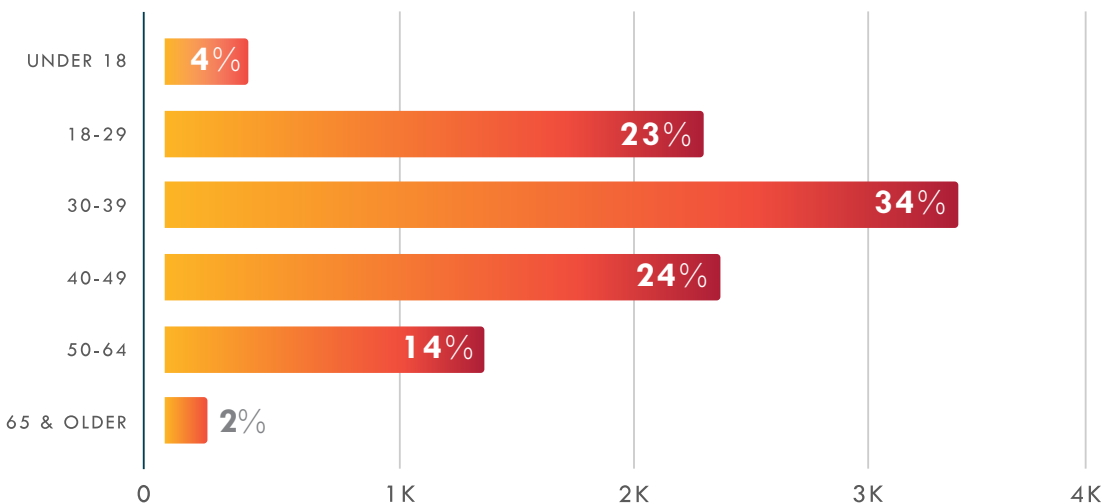
4.9 OUT OF 5 STARS / [Click Above to Read Reviews](#)



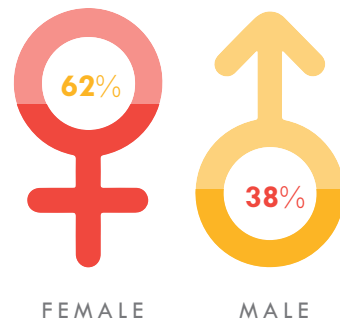
ID	166	OR	31
CA	102	WY	31
NV	63	WA	23
AZ	63	MT	14
CO	56	TX	43

\*These locations are total participants since 2013

#### REGISTRATIONS BY AGE GROUP



**38** AVERAGE AGE OF RUNNERS



**STATS /**

**DEMOGRAPHICS**

The beautiful, fast, fun, Timp Half Marathon, 5K, Kid's 1/2 Mile traverses the breath-taking mountain terrain of American Fork Canyon. The Timp Half strives to bring awareness to the fight against cancer. The Timp Half is perfect for the amateur and experienced runners. Click logo below for more info.



GENERAL RUNTASTIC  
SOCIAL / WEB STATS

#### HOW PARTICIPANTS FOUND OUT ABOUT THIS EVENT\*

5%  
SOCIAL MEDIA

41%  
PAST RUNNER

40%  
FRIENDS/FAMILY

<1%  
EMAIL

11%  
SEARCH ENGINE

<1%  
BANNERS/FYLERS

3%  
ANOTHER RACE EXPO

\*above numbers are based off of 2020 race

## 2024

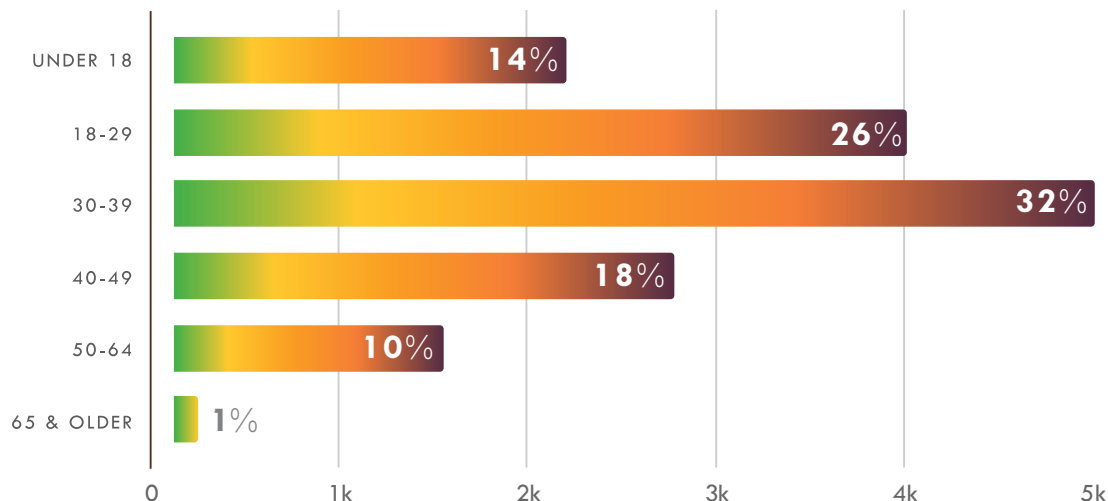
AVERAGE # OF PARTICIPANTS PER YEAR



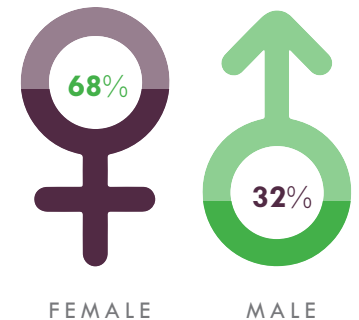
ID	264	TX	24
CA	126	NV	21
WY	118	MT	20
CO	69	MI	19
AZ	29	OR	16
WA	28		

\*These locations are total participants since 2013

#### REGISTRATIONS BY AGE GROUP



32 AVERAGE AGE  
OF RUNNERS

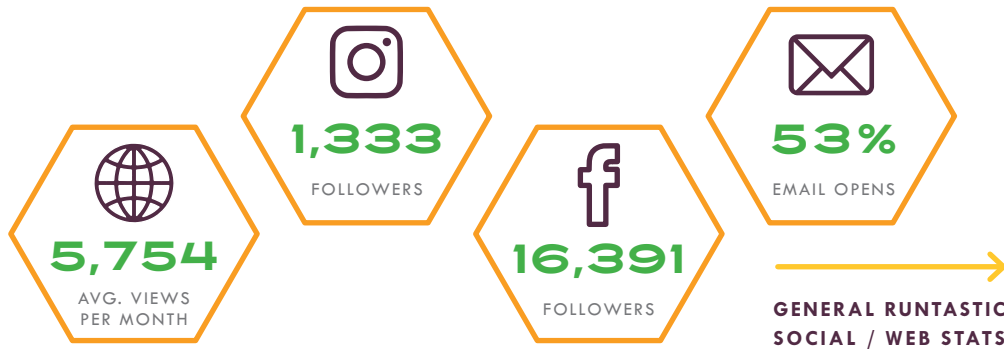


## STATS /

## DEMOGRAPHICS

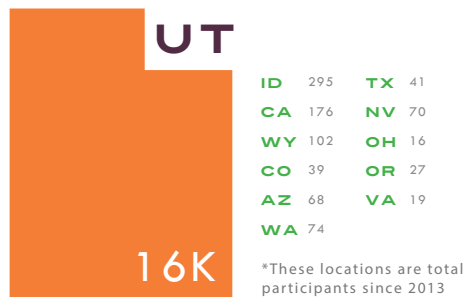


The beautiful, fast, fun, Timp Half Marathon, 5K, Kid's 1/2 Mile traverses the breath-taking mountain terrain of American Fork Canyon. The Timp Half strives to bring awareness to the fight against cancer. The Timp Half is perfect for the amateur and experienced runners. Click logo below for more info.



**2850**

AVERAGE # OF PARTICIPANTS PER YEAR

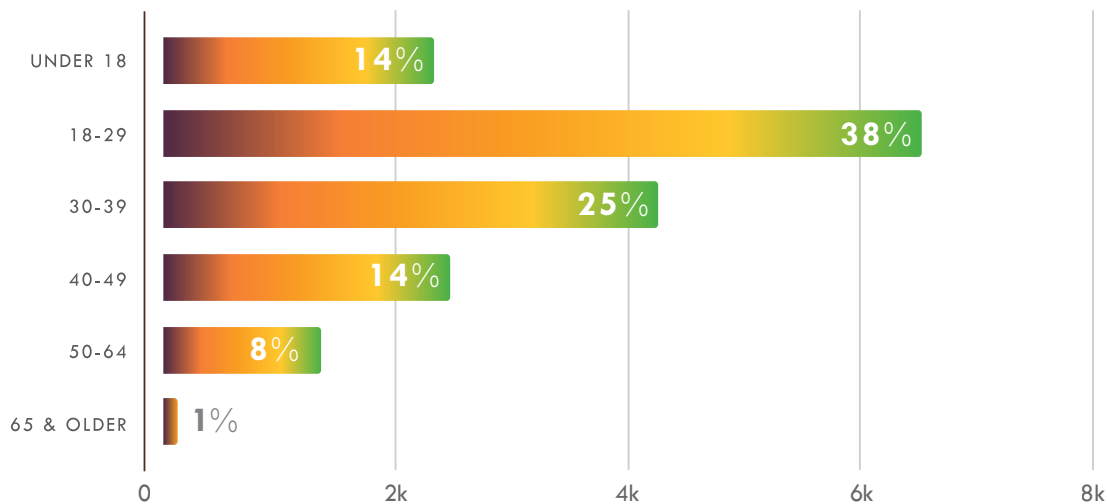


#### HOW PARTICIPANTS FOUND OUT ABOUT THIS EVENT\*

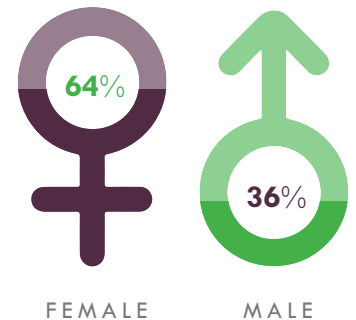
- 8%** SOCIAL MEDIA
- 40%** PAST RUNNER
- 42%** FRIENDS/FAMILY
- <1%** EMAIL
- 3%** SEARCH ENGINE
- 4%** BANNERS/FYLERS
- 2%** ANOTHER RACE EXPO

\*above numbers are based off of 2020 race

#### REGISTRATIONS BY AGE GROUP



**31** AVERAGE AGE OF RUNNERS



# STATS / DEMOGRAPHICS





The Thankful 12, 10k, 5k, & Mile Run is Utah's ONLY Thanksgiving Day Half Marathon! This event is an iconic Thanksgiving tradition that focuses on all things that we are thankful for, & of course ends with pumpkin pie, rolls, & hot cocoa. First beast mode, then feast mode. Click logo below for more info.



GENERAL RUNTASTIC  
SOCIAL / WEB STATS

#### HOW PARTICIPANTS FOUND OUT ABOUT THIS EVENT\*

3%  
SOCIAL MEDIA

35%  
PAST RUNNER

46%  
FRIENDS/FAMILY

<1%  
EMAIL

9%  
SEARCH ENGINE

2%  
BANNERS/FYLERS

4%  
ANOTHER RACE EXPO

\*above numbers are based off of 2020 race

2626

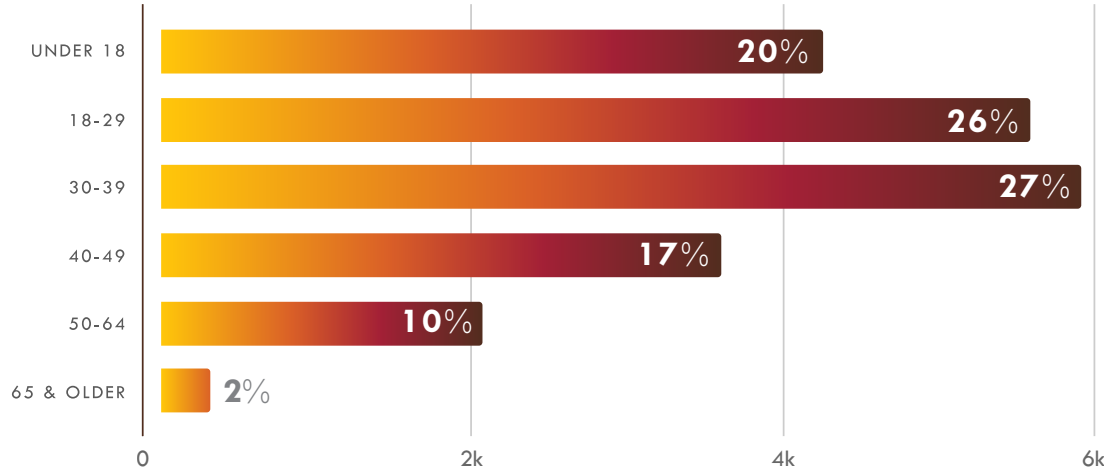
AVERAGE # OF PARTICIPANTS PER YEAR



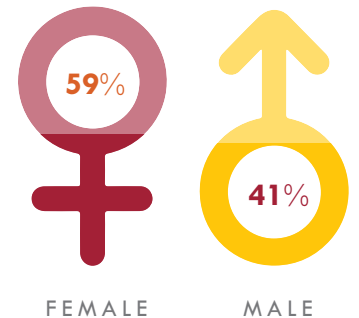
ID	370	AZ	120
CA	362	TX	108
CO	172	WY	104
WA	156	OR	80
NV	149	NM	38
NY	21		

\*These locations are total participants since 2012

#### REGISTRATIONS BY AGE GROUP



32 AVERAGE AGE  
OF RUNNERS



# STATS / DEMOGRAPHICS



Runtastic Events is dedicated to bringing quality experiences to runners of all abilities by providing well executed, beautiful, and unique running events. With 11 events a year and counting we continue to grow a loyal fan base and a reputation for having some of the best races around. Click logo below to for more info.



4.4 OUT OF 5 STARS / [Click Above to Read All Reviews](#)

"I love this company! The races are well organized, the medals are super cool, great running shirts, and I really like their social media presence. They motivate in positive and fun ways for those who love the fantastic sport of running!"

- Erika

32

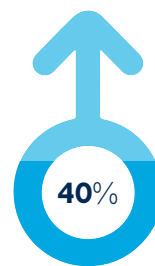
AVERAGE AGE  
OF RUNNERS

13.6K

AVERAGE # OF  
RUNNERS PER YEAR



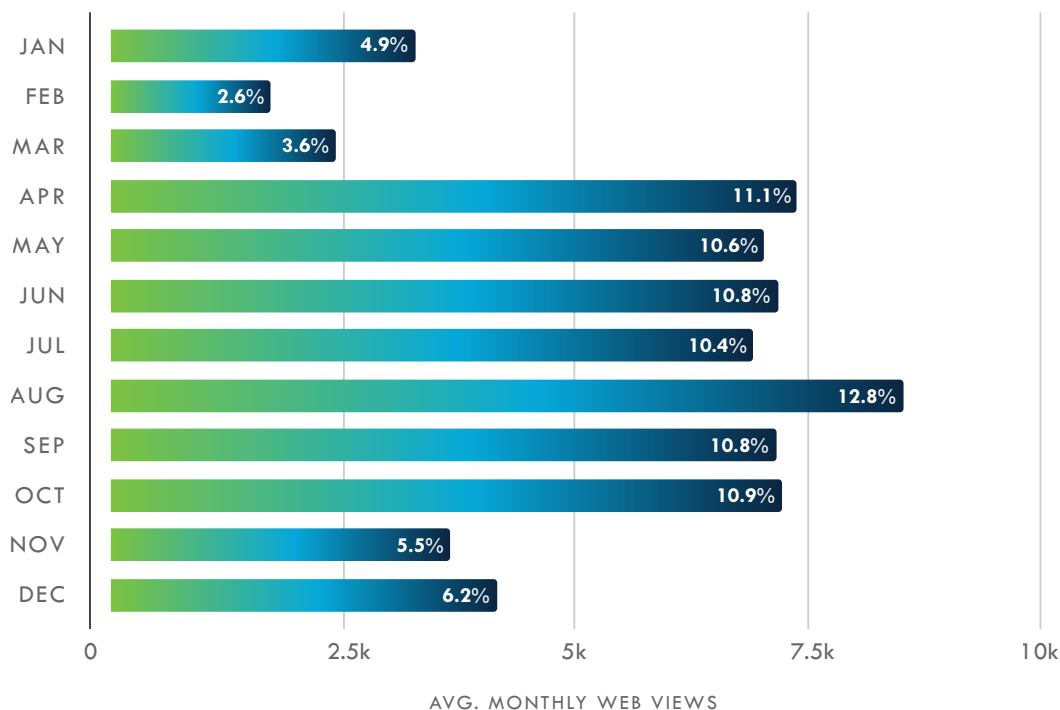
FEMALE



MALE



## MONTHLY RUNTASTIC HOMEPAGE VIEWS



# STATS /

# DEMOGRAPHICS



# SPONSOR & PARTNERSHIP



## OPPORTUNITIES

TITLE VARIES	GOLD \$2000	SILVER \$1000	BRONZE \$600	
X	X	X	X	BOOTH AT EXPO (+\$50 FOR CORNER)
X	X	X	X	FLYER IN RACE BAG
X	X	X	X	LOGO WITH LINK ON WEBSITE
X	X	X	X	DJ RECOGNITION AT RACE
X	X	X	X	EMAIL VIRTUAL COUPON
X	X	X		BOOTH AT FINISH LINE
4	2	2		FINISH LINE CHUTE SIDE BANNERS
X	X	X		FINISH LINE ARCH LOGO - LEGS
6	4	2		FACEBOOK PAGE POSTS (6.2K FOLLOWERS)
4	2	2		COMPLIMENTARY RACE ENTRIES
X	X	X		MARKET EXCLUSIVITY
X	X			INSTAGRAM PAGE POST (5.9K FOLLOWERS)
X				LOGO ON BACK OF T-SHIRT
X				FINISH LINE ARCH LOGO - TOP
X				LOGO ON T-SHIRT SLEEVE
X				LOGO ON AD BANNERS & FLYERS
X				LOGO ON WEBSITE HEADER
X				LOGO ON FRONT OF RACE BIB

# SPONSOR & PARTNERSHIP OPPORTUNITIES



## A LA CARTE OPTIONS

RACE BAG FLYER	\$150 (+\$50 FOR HAUNTED HALF OR THANKFUL 13)
EXPO VENDOR 10'X10' BOOTH (HAUNTED HALF OR THANKFUL 13 EXPO)	\$350 (+\$50 FOR CORNER)
EXPO VENDOR 10'X10' BOOTH (ALL OTHER RACE EXPOS)	\$250 (+\$50 FOR CORNER)
EXPO VENDOR 20'X10' BOOTH	ADDITIONAL \$200
FINISH VENDOR 10'X10' BOOTH (HAUNTED HALF OR THANKFUL 13 EXPO)	\$250
FINISH VENDOR 10'X10' BOOTH (ALL OTHER RACE EXPOS)	\$150
BANNER AT FINISH LINE	\$200
LOGO ON BACK OF RACE BIB	\$0.25 PER BIB
LOGO ON FRONT OF RACE BIB	\$0.25 PER BIB
LOGO ON RACE BAG	\$1 PER BAG
LOGO ON RACE PHOTOS	\$1 PER PHOTO
LOGO ON BACK OF FINISHER'S MEDALS	\$1 PER MEDAL
GIFT BASKET FOR PRIZE WINNERS	GIFT
FOOD/ SUPPLEMENTS AT AID STATIONS	GIFT
DJ RECOGNITION AT RACE	\$25 PER SHOUT OUT
FACEBOOK RECOGNITION (ADD ON ONLY)	\$100 PER POST
FOOD/ SUPPLEMENTS/ DRINKS AT RACE	DONATION

WE LOOK FORWARD TO HELPING YOUR COMPANY REACH ITS GOALS WITH OUR TARGET AUDIENCE OF ACTIVE & GOAL ORIENTED RUNNERS.

TO DISCUSS PARTNERING WITH RUNTASTIC EVENTS, PLEASE CONTACT ONE OF OUR REPRESENTATIVES BELOW:

### AJ FRAZIER

SPONSOR COORDINATOR

#### EMAIL

[aj@runtasticevents.com](mailto:aj@runtasticevents.com)

#### CELL

209.597.2096

RECEIVE 20% OFF WHEN YOU PURCHASE OPTIONS IN 3 OR MORE EVENTS



## SPONSORSHIP & VENDOR AGREEMENT

### SPONSORSHIP/VENDOR INFO

COMPANY NAME \_\_\_\_\_ DATE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

WEBSITE URL TO LINK TO LOGO \_\_\_\_\_

### EVENTS SPONSORING

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> FRIGID 5K          | <input type="checkbox"/> TIMP HALF            | <input type="checkbox"/> PHOENIX HAUNTED HALF |
| <input type="checkbox"/> DINO HALF          | <input type="checkbox"/> MT. NEBO 26.2 & HALF | <input type="checkbox"/> LEHI THANKFUL 13     |
| <input type="checkbox"/> RUN OF REMEMBRANCE | <input type="checkbox"/> SLC HAUNTED HALF     | <input type="checkbox"/> GLENDALE THANKFUL 13 |
| <input type="checkbox"/> HEBER HALF         | <input type="checkbox"/> PROVO HAUNTED HALF   | <input type="checkbox"/> _____                |
| <input type="checkbox"/> STEEL DAYS         | <input type="checkbox"/> AUSTIN HAUNTED HALF  | <input type="checkbox"/> _____                |

### PACKAGE SELECTION

- ☐ TITLE SPONSOR
- ☐ GOLD SPONSOR
- ☐ SILVER SPONSOR
- ☐ BRONZE SPONSOR
- ☐ RACE BAG INSERT
- ☐ EXPO BOOTH
- ☐ FINISH LINE BOOTH
- ☐ GIFT CARD / MERCHANDISE
- ☐ FOOD SPONSOR
- ☐ OTHER / A LA CARTE

### PAYMENT INFORMATION

TOTAL PAYMENT \$ \_\_\_\_\_

- ☐ CHECK  
☐ CASH  
☐ VISA  
☐ MASTERCARD

NAME ON CARD \_\_\_\_\_

BILLING ZIP \_\_\_\_\_

DATE \_\_\_\_\_

CREDIT CARD NUMBER \_\_\_\_\_

EXP. \_\_\_\_/\_\_\_\_

SIGNATURE \_\_\_\_\_ CVC \_\_\_\_\_

\* FEES ARE NON-REFUNDABLE

### ADDITIONAL NOTES

PLEASE SEND A  
VECTOR FILE OF  
YOUR COMPANY  
LOGO TO  
  
MARKETING@  
RUNTASTICEVENTS.COM

SPONSOR SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_