

[CLE] PARTICIPANTS

RUNS 22 MILES PER
WEEK

12 MONTHS A YEAR



87%

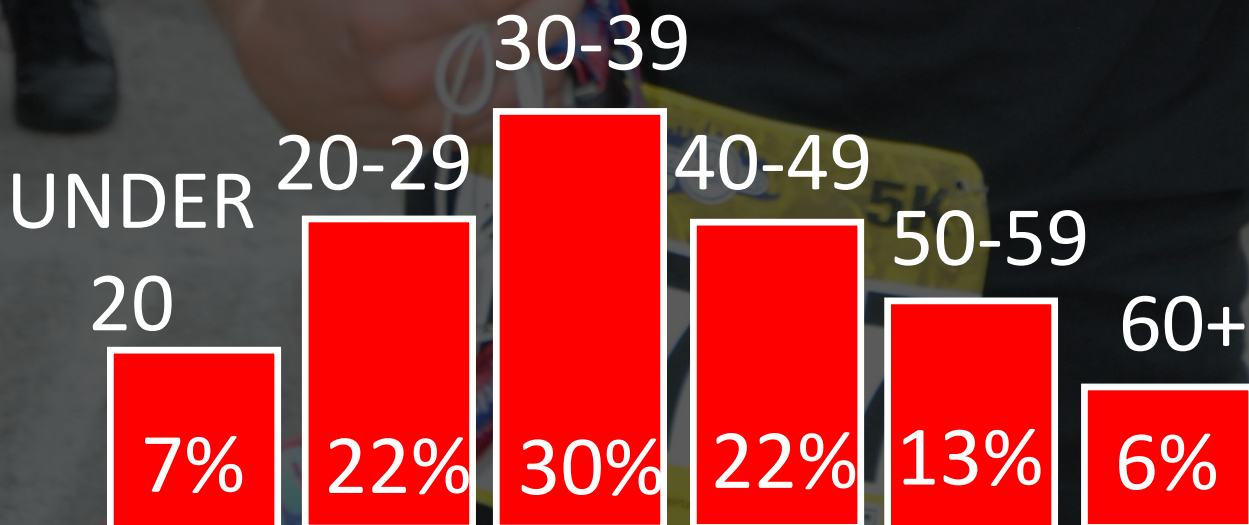
COLLEGE
EDUCATED



86%

OF RUNNERS
ARE FROM
OHIO

[AGE]



[FACT] SHEET




[EVENTS]

Marathon, Half Marathon, 10K, 5K, KIDS RUN, CHALLENGE SERIES

[DATE]

May 16-17, 2020

[PARTICIPANTS]

15,000  56%  44%  AVG HH INCOME
\$75,000

[2019 OFFICIAL SPONSORS]

Sponsors



[STAT] SHEET

[SOCIAL MEDIA]

20K+ LIKES ON FACEBOOK, INSTAGRAM, TWITTER AND YOUTUBE

[WEBSITE]

CLEVELANDMARATHON.COM - 500K IMPRESSIONS PER YEAR

[E-NEWSLETTER]

100K+ Subscribers



[Race Day Observers]

200K+

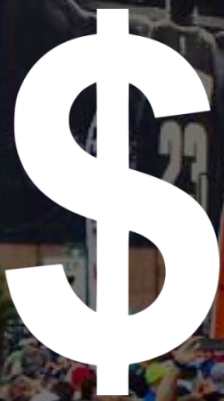


[Partnership] OVERVIEW



[90%] OF PARTICIPANTS WILL
SUPPORT CM SPONSORS OVER
COMPETITORS.

[83%] OF PARTICIPANTS HAVE A
POSITIVE ATTITUDE TOWARDS
SPONSORS BECAUSE OF THEIR
ASSOCIATION WITH THE EVENT



[79%] OF PARTICIPANTS AGREE
THEY ARE MORE LIKELY TO
PURCHASE BRANDS FROM RITE AID
CLEVELAND MARATHON
SPONSORS OVER COMPETING
BRANDS THAT ARE NOT

[75%] OF PARTICIPANTS
REMEMBER FOUR OR MORE
SPONSORS OF THE RITE AID
CLEVELAND MARATHON

