



Rock 'n' Roll

HALF MARATHON SAN FRANCISCO

Join the FREE Runner Perks & Business Promotions Programs

Advertise to 8,000+ Potential Customers & Drive Business During Race Week

Part of the United Airlines Rock 'n' Roll Half Marathon San Francisco Race Weekend - April 5-7, 2019

EVENT OVERVIEW:

- **Health & Fitness Expo at Pier 35:** Friday, April 5 @ 3-7 pm and Saturday, April 6 @ 10 am-5 pm
- **Half Marathon (start at PIER 39 and finish at Ghirardelli Square):** Sunday, April 7 @ 6:15-11:00 am

RUNNER PERKS PROGRAM:

Businesses participating in Runner Perks create a special offer/discount just for race participants. We encourage our 8,000+ runners, volunteers, and exhibitors to patronize YOUR business on race week! How to participate:

- 1. Create a simple offer or discount just for runners, race volunteers and expo exhibitors!** Send the following information to Marketing Manager Alex Smith at alex.smith@ironman.com **ASAP for maximum exposure and publicity (and by no later than March 18, 2019).**
 - Business Name
 - Logo
 - Address, Phone, Website
 - Discount/offer details & dates discount applies
 - Please keep to 40 words or less. Ex: "Congrats runners! Celebrate your achievement by bringing in your race bib or medal for 20% off your dinner (alcohol excluded)."
- 2. Look for your offer/discount on our Runner Perks webpage:** We add your offer to our webpage and email a direct link to our 8,000+ participants, volunteers, and exhibitors before the race.
- 3. Activate your offer/discount on Race Week and get ready for runners to visit your business:** During race week, award your offer to customers when they are (1) a participant who shows their race bib or medal, (2) a volunteer who shows their volunteer shirt, or (3) an exhibitor who shows their credential.

BUSINESS PROMOTIONS PROGRAM:

Businesses can donate gift cards/prize packs that runners can win through Rock 'n' Roll email registration promotions. We advertise YOUR business via email inclusion, increasing your exposure to new customers and increasing your likelihood of new business on race week. How to participate:

- 1. Contact Marketing Manager Alex Smith at alex.smith@ironman.com ASAP to express your interest and what you'd like to donate to be included in a registration promotions email.**
 - Spots are limited to be included in the Business Promotions Program. Don't delay!
 - Preference for at least 5 gift cards/prize packs of at least \$50 each.
- 2. Look for your email inclusion:** Your offer will be included in a promotional email sent to 8,000+ participants encouraging them to register for a chance to win one of the gift cards/prize packs.
- 3. Coordinate gift card/prize pack delivery.** We work together to get the cards/prizes to the winners.
- 4. Get ready for runners to visit your business:** Be prepared to welcome runners on race week thanks to your exposure through the Business Promotions Program. And be sure to participate in Runner Perks to drive even more business your way!

Ready to Participate or Have Questions? Email Alex Smith: alex.smith@ironman.com