

RACEGUARDS.ORG



Together, we  
Race for Good

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# Race Guards + the Title Sponsor On Course

Race Guards and its Title Sponsor will create a strategic partnership positioned for significant growth over the next five years. The Title Sponsor will be known as the company that is committed to giving back and helping people race safe, reach their goals in endurance sports and lead healthy lifestyles.

Touching millions of people every year, Race Guards provides a platform like no other traditional “name on a sign” sponsorship. The Title Sponsor will have the ability to showcase itself as a company that wants to make a positive impact on people’s lives by providing a service like no other in the world of sports.





Becoming the “Standard of Care” at races across the country.



Over 26 Million Americans will go running regularly in 2017.



## The Standard of Care

Race Guards is the only in-race first aid company in the country. Founded in 2012, Race Guards has established itself as the “standard of care” in the running community. We have a track record of success and

professionalism that is sought after by race directors and medical directors committed to providing the best race experience for its participants.



# Accolades



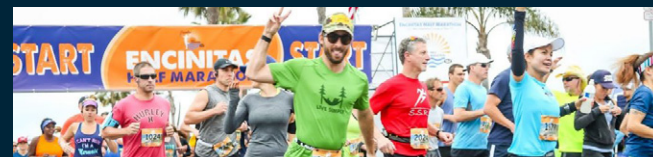
## Scott Erickson, Brand Manager 3M Consumer HealthCare

"As the brand manager for ACE™ Brand and Nexcare™ I look to secure opportunities to align our brands with organizations and causes that provide a solid return on investment as well as the opportunity to partner with an organization that is making a difference in the health and well-being of people. Race Guards hits both of these marks for us."



## Susan Briggs, Race Director San Diego Half Marathon

"I really appreciate the 24 race guards that worked all morning long to ensure everyone was running cramp-free and taken care of. We surveyed our runners. Lots of people notice and appreciate your on-course presence, too."



## Bill Nichols, Race Director Encinitas Half Marathon

"You guys did an outstanding job. Everyone was very impressed with your Race Guards. I spoke to several of your Guards, what a fun and professional group of people you have. You provide such a valuable service to the participants and relieve my headaches knowing that your group is on the course."



## Jack Murray, Co-Owner High Five Events Austin Marathon, 3M Half Marathon

"Participant safety is paramount and our partnership with Race Guards provides in-race first race support when needed throughout the course."

# How we work

Race Guards are volunteer endurance athletes and medical professionals who run the entire course – from start to finish – treating minor to major medical issues. Race Guards see and treat issues before they become major issues. Race Guards bring more finishers to the finish line safely.

## 01 Start to Finish

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- In 2017, Race Guards will support over 50 events. In 2018 that number will grow to 75 events with hundreds of events supported annually in the next five years
- 70% of team members are medical professionals (nurses, doctors, EMTs, physical therapists, etc.)



## 02 Trained + Certified

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- Growing team of over 800+ volunteer endurance athletes
- All team members certified in AED, First Aid and CPR
- 5 CPR saves on course in 2016
- Race Guards run in pairs, at all paces, covering the course and identifying runners “in distress” on the course.

## 03 Organized & Tactical

- Race Guards day-of-race team comprised of 12-35 Race Guards, depending upon event size
- Team members carry first aid supplies and AEDs on course and work directly with race director and medical director to ensure seamless on course support



## 04 Data Capture + Measure

- Race Guards app tracks all on-course incidents, generating report to race director
- Race Guards support races of all distances and sizes including triathlons
- Race Guards treat hundreds of participants at each race. Example: San Diego Rock 'n Roll Marathon 2016 (25,000 participants) – Race Guards treated 600+ runners





ACE Brand



+ Add to   ➦ Share   ... More

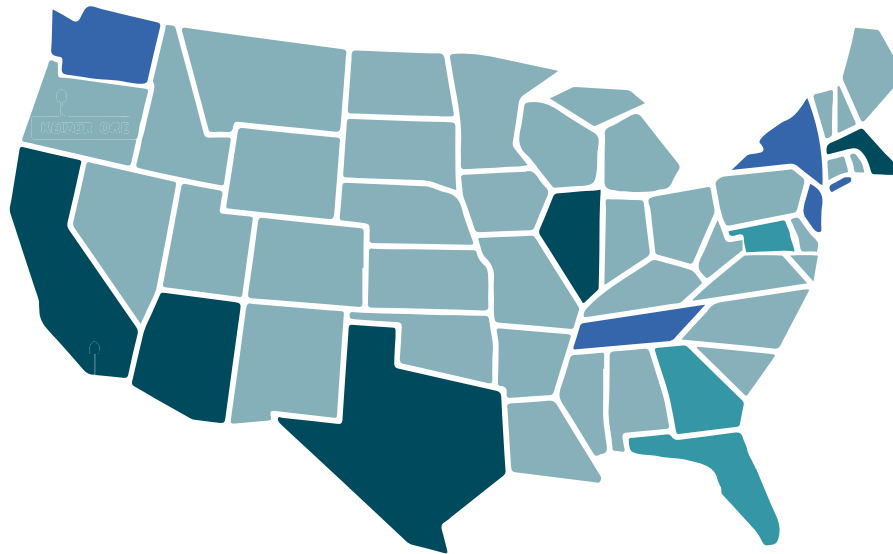
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Please click on play button or visit <https://youtu.be/ZH0e3dp0iV4>



# Race Guards Markets

Race Guards model works by establishing a team in a market and then expanding the number of races served in each market.



## '17 Current Markets

California  
Texas  
Illinois  
Arizona  
Massachusetts

## '18 Expansion Markets

Florida  
Georgia  
Baltimore

## '19 Expansion Markets

New York/New Jersey  
Washington DC  
Tennessee

# Race Expos

Race Guards staff an expo booth at all races offering a one or two-day health and wellness expo for race participants. At many of these expos, Race Guards provide free Hands-only CPR demonstrations, generating heightened traffic from expo attendees to the booth

## Opportunity for the Title Sponsor include:

- On-site activation with athletes and guests
- Promotion of the Title Sponsor's "Know your 4 health numbers" and "Take Control of your Health" initiatives
- Giveaway items and distribution of educational materials
- Sweepstakes or other promotion to generate social media content and database collection
- Biometric screenings (at selected races)
- Promotion of Race Guards/Title Sponsor booth to participants in pre-event information, social media and expo announcements



# Race Guards + the Title Sponsor Post Race Recovery Zone

At selected races, Race Guards + the Title Sponsor will have the opportunity to staff and promote a post-race recovery tent for runners.

As runners come through the finish line, runners would be invited into the recovery tent to receive post-race participant opportunities:

- Hands on attention from Race Guards
- Foam rolling, stretching and hydration
- Activation opportunities with the Title Sponsor representatives
- Complementary biometric screenings



# The Title Sponsor's Branding + Promotion

The Title Sponsor of Race Guards will have category exclusivity. Branding and promotion opportunities include:

- The Title Sponsor branded on all Race Guards gear and promotional items to include uniforms, expo booth, vehicles, finish line tents, recovery zone, Race Guards website
- A comprehensive joint Social Media Campaign





# Race Guards Title Sponsorship Social Media Campaign 2018



# Overview

Race Guards is building vibrant, co-branded social media campaigns that will energize and inspire individuals to **Run Their Own Race!**

Example Campaign:

**Campaign Voice:** Optimistic, Curious, Uplifting & Informative

**Run Your Own Race** Every step you take in the right direction is a personal WIN. Everyone deserves a “win” when they are trying to make a difference in their community, in themselves, and for their family.

The supporting hashtag **#WatchMeWin** will instill a sense of fun and confidence in the decision to be PROUD of every little step you take toward a better tomorrow.

This hashtag can easily be adapted for each marathon, such as:

#WatchMeWinHouston

#WatchMeWinSanDiego

#WatchMeWinNYC



# Why?

What makes Race Guards and the Title Sponsor the perfect social “solemates”?

We’re both committed to the following core values, which will drive our social media campaign:



1. **Giving back to the community:** The Title Sponsor and Race Guards are dedicated to connecting with individuals and making a difference in the lives of millions of people.
2. **Every little step is a step in the right direction:** No matter where you are in your health journey, Race Guards + the Title Sponsor will spur your curiosity about being a healthier you and what that means.

# Who are we connecting with?

- Well trained runners (potential future Race Guards)
- Average trained + casual runners (Race Guards acts as a guide and educator)
- First-time runners / non-runners (Race Guards demonstrates safe practices)
- Spectators (Race Guards demonstrates leadership in safe running)
- Family and friends (expo attendees) of runners (Race Guards demonstrates a healthy lifestyle)
- Race Directors (Race Guards helps create reputation for safety and supports attendees, reduces liability, adds to professionalism)
- Community (Race Guards + the Title Sponsor giving back to the community)
- Race Guards volunteers





# How?

We will utilize the following platforms:

- Facebook
- Instagram
- Twitter
- Race Guards Content Kit
- YouTube
- Email marketing
- Landing page(s)
- Expos and *Race for Good Clinics*



# Social Media Platforms

## Facebook

Our Facebook reach is limitless. In addition to our community of followers and the Title Sponsor's followers, many of our race partners bring an average of 25,000 followers. At 75 races in 2018, this brings our potential reach to millions of people plus their followers. To maximize our Facebook reach, we need to implement a strategic advertising campaign.

## Instagram

We will ID Race Guards ambassadors who have a large social following in the race community.

## Twitter

Twitter will be used for branding, sharing news and creating new results in Google.  
**Sample tweet:**

Think you know your numbers? Join us tomorrow and find out if you're right!  
#watchmewinhouston

## YouTube

This platform will be used for publishing videos. In addition to Race Guards-produced content from race days, we can explore videos as part of our social media campaigns.

## Race Guards Content Kit

We will provide race organizers and the Title Sponsor marketing team with a digital kit full of customized, ready-to-go content and images that they can weave into their emails and post on their social media pages.

# Dedicated Landing Page

Race Guards will build a **dedicated landing page** on its website to highlight Title Sponsor + Race Guards partnership. The landing page will showcase for example the “**Run Your Own Race Campaign**” and provide us with the opportunity to **capture email addresses** and connect individuals with the Title Sponsor.

Here are a few ways we can utilize the landing page(s).

## Quizzes

Participants who take the quiz will be entered to win entry into a future race, and will be prompted to visit the expo booth. Quizzes will be used for email capture and connection with the Title Sponsor.

## Tell Us Your Story

Runners in each race city can participate in “tell us your story” contests. These take our campaign to a local level.

## Spotlights

We can highlight ambassadors, Race Guards volunteers, Golden Jersey racers and more!

# Campaign Ideas

- BuzzFeed-Style Quizzes
- Golden Jersey Giveaway
- Video series with expo tie-in
- Facebook Ads campaign





# Audience Reach + Societal Engagement

Two examples of Race Guards' reach and societal engagement leading up to race day:

## Chevron Houston Marathon

27K Participants  
36K Social Media followers + friends/family  
66K Expo Attendees  
200K Spectators



## BMW Dallas Marathon

18K Participants  
26K Social Media followers + friends/family\*  
50K Expo Attendees  
150K Spectators



\* In 2016, the Dallas Marathon had 265K people reading each FB post.

# Sample Facebook Posts

Participate as a Race Guards volunteer at the upcoming Houston Marathon to have fun, stay fit, and give back! Click below to learn more any apply today.



## On your mark, get set, HELP!

Race Guards are placed throughout the race – in the front, middle and back. No matter what your pace is, you can join in!

[RACEGUARDS.ORG](http://RACEGUARDS.ORG)

[Apply Now](#)

The race has ended...you're scanning the finish line festivities for your drink of choice. Which one do you go for?

- A. Sports drink - any color, any time!
- B. That cold, bubbly beer
- C. Always H2O, straight up simplicity



## Run Your Own Race

Go the extra mile. Earn the extra smiles.

[RACEGUARDS.ORG](http://RACEGUARDS.ORG)

[Learn More](#)

# Sample Facebook Posts

Which running shoe are you? Take the quiz to find out!

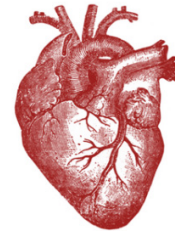


Take the Quiz!

Run Your Own Race

RACEGUARDS.ORG

Learn More



Your heart is the one muscle  
that never rests.

**RACE  
GUARDS**  
CERTIFIED IN-RACE FIRST AID

# Sample Facebook Posts

You just have to start. You get up one morning, put your shoes on, and take that first step. That right there, that's a huge WIN.



## Run Your Own Race

Join hundreds of others in your community who are signing up for the Houston Marathon to take a step in the right direction of a better tomorrow. #WatchMeWin

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[Learn More](#)

Life is full of hurdles you think you can't hop. Together, we're here to help you discover there's always another way, and there's always another day. Can we just stop and celebrate that for a second?



## Run Your Own Race

Join hundreds of others in your community who are signing up for the Houston Marathon to take a step in the right direction for a renewed mind, body, and spirit. #WatchMeWin

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[Learn More](#)



# Tracking Success

Race Guards is committed to providing the Title Sponsor with reports and validations of its investment in Race Guards. Program benchmarks will be established with the Title Sponsor prior to program launch, and following each race, Race Guards will create a “scorecard” reporting all metrics to include:

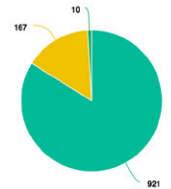
- Race and expo impressions (to include participants, spectators, expo attendees)
- Social/digital media impressions
- Pre-and post-race communications to race participants
- Number of activations
- Overview of all branding and marketing opportunities
- All metrics and deliverables as outlined by the Title Sponsor



# Reporting

The Title Sponsor will receive a detailed social media engagement report, similar to this:

## GENDER TARGETING



female male unknown

	Clicks	Impressions	Reach	Spend (\$)
female	921	34,252	20,415	683.51
male	167	9,721	5,414	148.46
unknown	10	333	200	5.50

## FACEBOOK ADS PERFORMANCE OVERVIEW

44,306

IMPRESSIONS

2.48%

CTR (%)

\$837.47

SPEND

424

WEBSITE CLICKS

605

POST ENGAGEMENT

26,029

REACH

587

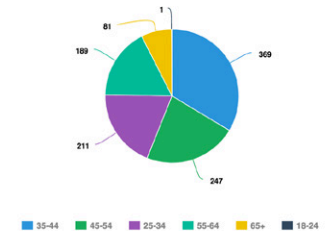
PEOPLE TAKING ACTION

1,098

CLICKS

14

LEADS (FORM)



	Clicks	Impressions	Reach	Spend (\$)
35-44	369	15,922	9,372	297.89
45-54	247	9,165	5,382	105.46
25-34	211	11,152	5,933	169.43
55-64	169	5,124	3,303	114.45
65+	81	2,816	1,927	58.44
18-24	1	127	112	1.78



"We are in this together." Race Guards and its Title Sponsor's partnership is like no other traditional "name on a sign" sponsorship. Race Guards and its Title Sponsor are helping millions of people reach their goals safely. Two brands aligning interests so that we can help more people in 'good times and in crunch times'.