



Start the New Year off on the right foot by establishing or maintaining an active lifestyle.

This 5K fun run/walk is a great way for runners to end or start the year off the right way. The event has become a tradition in more than 46 cities across Canada and is one of the strongest cultural activities in terms of New Year's festivities.

**Be a part of the resolution!**

December 31, 2020 to January 1, 2021

[resolutionrun.ca](http://resolutionrun.ca)



### History

- 36<sup>th</sup> Annual
- Over 10,000 participants
- Events across Canada and the US
- Virtual Run Available

### Features

Opportunity to reach your customer and demographic through:

- Activation: Promote company/products in association with The Brick Resolution Run brand
- Special Events - Provide prizes or promotional items at events
- Exposure: Over 10,000 participants, plus spectators and Running Room customers, will see your company name, products, and services.



## Value of sponsorship

### Prestige of Association with the Event

- Attracts participants nationally
- Business exposure

### Awareness

- Puts brand in the public eye

### Exclusivity

- Category exclusivity within the same industry (depending on level of sponsorship)

### Audience Interest/Loyalty

- Participants and sponsors return year after year
- Media Coverage Potential
- Local, regional, and national coverage

### Established Track Record

- 2020/21 will be the 36<sup>th</sup> annual event
- Logo/Brand Recognition
- Long-term sponsorship relationship builds recognition

### Community Investment

- Volunteers drawn from the community
- Brand recognition reaches non-participatory groups

# resolutionrun.ca

### Opportunities available

please contact: Liz Caine  
lcaine@runningroom.com



**Demographics  
Gender Breakdown:**  
Female: 70%  
Male: 30%

**Total Attendance:**  
Approximately 13,000  
(including spectators)

# Marketing

**Website:**

The Brick Resolution Run is listed as a featured race on Running Room's website, has a prominent location on Running Room's homepage throughout October-December, and has banner ads running throughout runningroom.com. The Running Room website has 4.9 million visits/year.



**Emails:**  
We send 7-10 emails advertising The Brick Resolution Run to **our database of over 140,000 recipients.**



John Stanton, Founder of Running Room, promotes the event on his own social media pages creating further interest.



## Number of followers:



Running Room Facebook:  
**111,602**



Running Room Twitter:  
**28,000**



Running Room Instagram:  
**18,800+**



Resolution Run facebook:  
**2,300+**



Resolution Run  
Website Page Views:  
**131,225**



**Magazine:** Full page ads for The Brick Resolution Run will appear in the September/October & November/December issues of the *Running Room Magazine*, which is distributed to **100,000 customers**.

**Training Programs:**  
Running Room has Training Programs focused specifically on The Brick Resolution Run.



## Social Media Exposure

Posts on The Brick Resolution Run and Running Room's Facebook pages begin in May with the launch of registration. Beginning with 1-2 posts a month for the start of registration with steady increase each month until the weeks leading up to the event, with 5-10 posts created each week.