

Bucharest ^{6th Edition} May 13th-14th 2017 HALF MARATHON

Bucharest Running Club premier events



 Bucharest21km

Semimaraton - 21.097 km
Cursa Individuală Volkswagen - 10.548 km
Ștafeta Vodafone - 8 km + 8 km + 5.1 km
Cursa populară Mega Image - 3.6 km
Cursa Adolescenților - 3.6 km
Cursa Copiilor McDonald's - 0.85/1.4 km

www.bucuresti21km.ro

About Event

Since 2012



**Primăria
Municipiului
București**

Starting with 2012 Bucharest Half Marathon is organized by Bucharest Running Club Association (ABRC) together with the Romanian Athletics Federation and the Bucharest City Municipality, supported by the Romanian Olympic and Sport Committee, Ministry of Youth and Sport.

The running competition is internationally approved and registered in the official list of the worldwide street marathons, and is also affiliated to The International Association of Marathons and Distance Races – AIMS.

International standards & recognition

Bucharest Half Marathon meets all the requirements of an international street competition: street track fully closed and ensured, international arbitrage and observers, prizes in money, medical assistance, electronic timing with individual chips, medals, competition t-shirts, competition numbers, lockers, registration and online individual results.



About Event

Extended partnership



Volkswagen – gold sponsor

adidas – technical sponsor

Vodafone – Communication partner

Vodafone – Marathon Relay Race partner

Mega Image – Popular Race sponsor

McDonald's- Kids Race sponsor

Isostar – official energizer

Izvorul Minunilor – official water

Ursus - official beer

Athénée Palace Hilton Hotel

City Grill-Hanu' Berarilo

UNIQA Asigurări

World Class, Repower

Global Relocation Services

Media Trust



About Event

Multiple races

- ◆ Half Marathon (21,097 km)
- ◆ Relay (4 x 5,27 km)
- ◆ Individual Race (10,548 km)
- ◆ Popular Race 3,5 km
- ◆ Teen Race 2,5 km (teenagers 14 – 19 years old)
- ◆ Kids Race, 0-5 years old category (0.8 km)
- ◆ Kids Race, 6-7 years old category (0.8 km)
- ◆ Kids Race, 8-9 years old category (0.8 km)
- ◆ Kids Race, 10-11 years old category (1.4 km)
- ◆ Kids Race, 12-13 years old category (1.4 km)

Back on 2017

We invite you to come run in the center of Bucharest and around the biggest building in Europe – the Parliament House! **START / FINISH: Constitution Square.**



Saturday

May 13th 2017

Kids Races Day

Sunday

May 14th 2017

Adult Races Day

2017 Bucharest HALF MARATHON

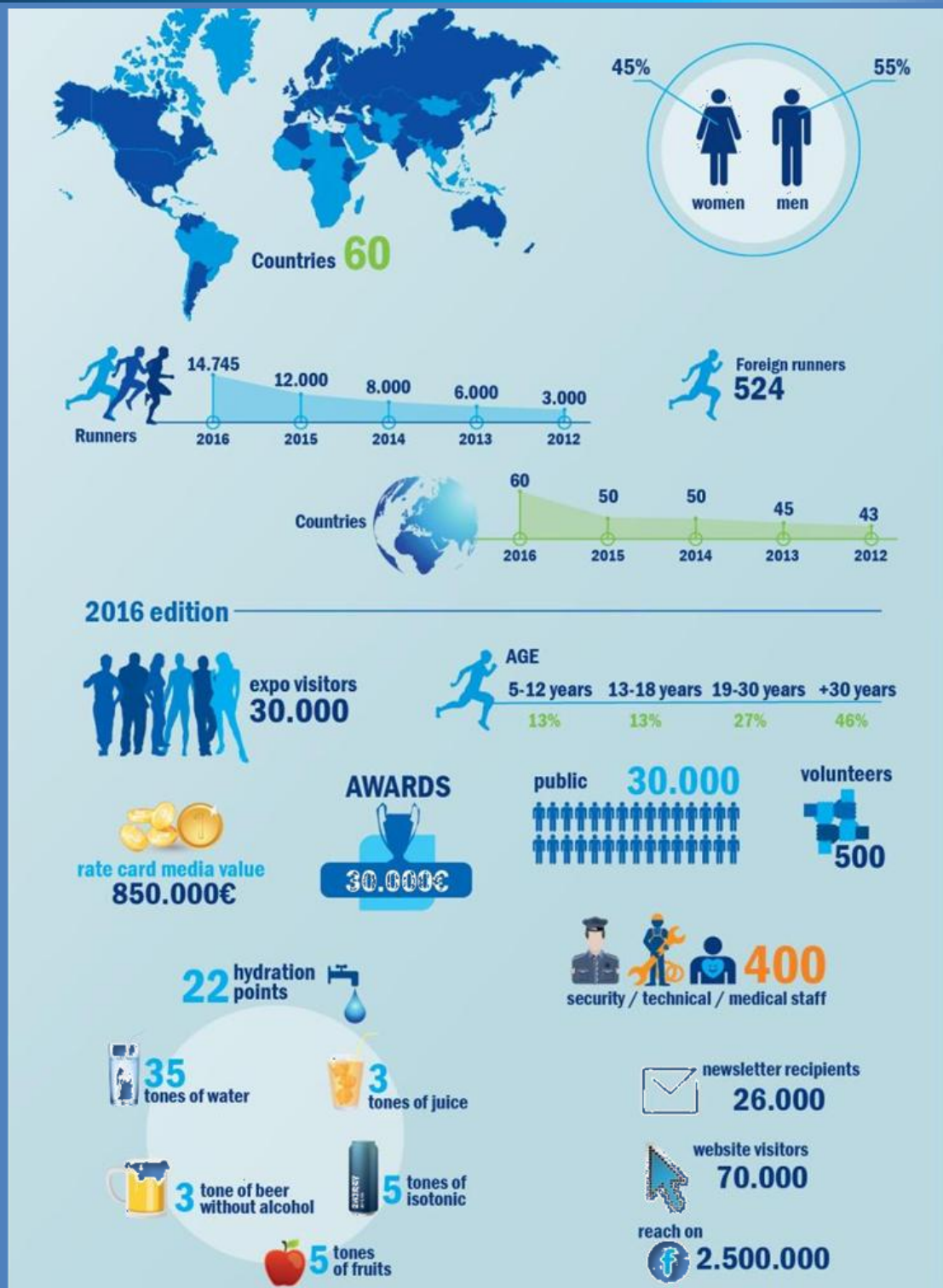
Bucharest Running Club premier events

- Semi Maraton (21,097 km)
- Cursa Individuala (10,548 km)
- Ștafeta (4 x 5,27 km)
- Cursa Populară (3,5 km)
- Cursa Copiilor
 - categorii 0 - 7 ani (0,85 km)
 - categorii 8 - 9 ani (1,4 km)
 - categorii 10 - 11 ani (1,4 km)
- 1 Punct schimb Ștafetă
- 1 Borne KM
- 1 Puncte medicale
- 1 WC

START / FINISH: Constitution Square

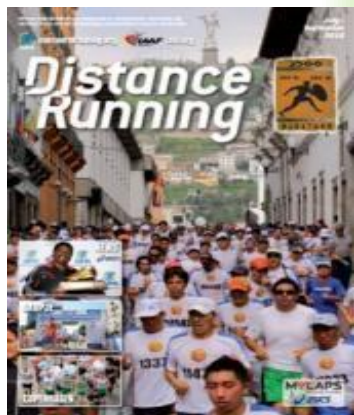


About Event



Event communication

National & International media coverage (> 900k EUR value)



Press

- ◆ ½ page, in Distance Running magazine;
- ◆ ½ page in Runners World magazine;
- ◆ BRC exhibition stand within other AIMS and IAAF events;
- ◆ National magazines and newspapers (March – May): Men's Health, Revista Ioana, National Geographic, Cosmopolitan, Femeia, Mami, Gazeta Sporturilor, Ring, In Your Pocket, Alerg, Casino, World Class magazine, Alerg magazine.

www.bucuresti21km.ro
www.bucharest-marathon.com
news.ro
profit.ro
www.121.ro
www.4run.ro
www.cronicaromana.ro
www.sport24h.ro



- ◆ Newsletters sent to over 15,000 recipients;
- ◆ E-banners posted on partners' websites;
- ◆ Video spots promo and post-event spots;
- ◆ Social media: <https://www.facebook.com/Bucharest21km>
<https://www.youtube.com/user/Bucharest21km>
- ◆ Event live streaming;

Online / Social media

Radio

- ◆ over 2 month adds campaign at Europa FM, Vibe fm and Itsy Bitsy ;
- ◆ news at Radio Bucuresti, Romania Actualitati, Gold FM;

TV

- ◆ one month adds campaign on TV City & TVR;
- ◆ News on TVR, DiGi TV, Pro TV, Realitatea TV, Romania TV, Antena 1 & 3;

PR

- ◆ 2 press conferences;
- ◆ ongoing presence at radio and TV shows;

OOH

- ◆ video spot on displays in Metrorex, Regina Maria & Otopeni Airport;
- ◆ street screens at start and finish gate on the event day;

Event communication

National & International media coverage (> 900k EUR value)

Nr. 5 (anul 2), toamna

alerg

GHIDUL TĂU DE ALERGARE

Când orașul devine al alergătorilor

alerg

GHIDUL TĂU DE ALERGARE

Bucharest City Marathon 2010

POVEȘTEA PIETREI CRAIELEI

VIKTOR RÖTHLIN.
CAMPIONUL EUROPEAN

- ▶ CUM SĂ ÎȚI ALEGI
PROGRAMELE DE ANTRENAMENT
- ▶ TINERETE FĂRĂ BĂTRÂNEȚE.
E POSIBIL?
- ▶ MARATOANE...
PUȚIN ALTFEL

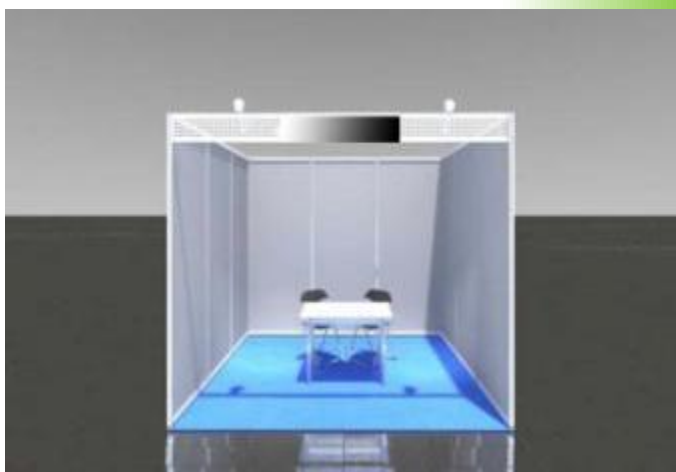
**Marathon la
BUCUREȘTI**

▶ INFORMAȚII ▶ SFATURI ▶ INTERVIURI

Event communication

Advertising & Sponsorship opportunities

Target segment: active, educated persons, with civic attitude, environmentally responsible;
Enlarged target covers adults, teenagers, children living in urban areas, mainly Bucharest, secondarily in Brasov, Constanta, Ploiesti, Craiova and other major cities.



Sport Expo Stand



Branding on merchandising elements



- ◆ Posters (50x70 cm)
- ◆ Roll-up
- ◆ Flyers
- ◆ Press insert – printed media
- ◆ Online banners

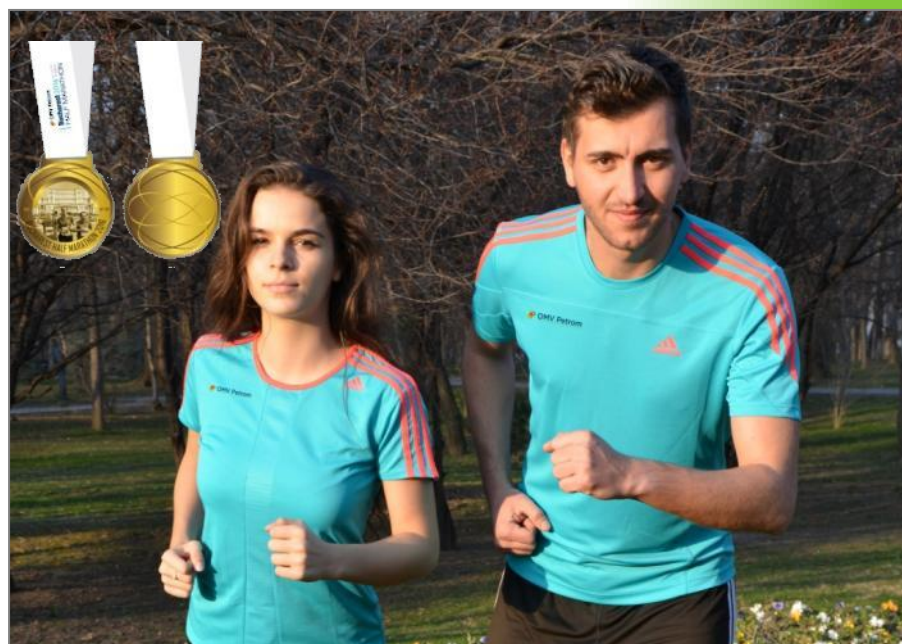
Event communication

Advertising & Sponsorship opportunities

Racing KIT branding



- ◆ Competition numbers
- ◆ T-shirts
- ◆ Medals
- ◆ Diplomas



Event communication

Advertising & Sponsorship opportunities

Racing track branding



- START / FINISH gate
- Directional signs

- Stage background
- Track fence wall banners



Event pictures

Challenge



Event pictures

Friendship



Event pictures

Happiness



Event pictures

Empathy

