



Ventures Endurance is one of the largest event companies in North America, attracting 500,000+ participants to nearly 100 events (and growing!) annually. VE is a division of Gannett, whose portfolio includes the USA TODAY network, as well as local media organizations in 46 states across the US.

VE's Hot Chocolate Run, also known as "America's Sweetest Run", is one of the most iconic running series in the country, delivering its signature chocolate experience and premium swag alongside a top-notch urban run. We expect 125,000+ runners across all 18 events.





49+
MILLION
AMERICANS ARE
RUNNERS

RUNNING IS THE CORE OF HEALTH & WELLNESS IN THE U.S.

Running has become synonymous with “self-care” – an outlet for both physical and mental fitness – as evidenced by the 19 million Americans who enter running events every year.

RUNNERS ARE **HEALTHY**

- 85% of runners classify themselves as “healthy”
- 79% credit running with improving their physical health
- 81% credit running with improving their mental health

RUNNERS ARE **WEALTHY**

- 57% earn over \$100,000 per year
- \$1,795 spent on running-related expenses per year, on average

RUNNERS ARE **COMMITTED & MOTIVATED**

- 55% run at least 4 days/week
- 10 events entered each year, on average



DEMOGRAPHICS



72% Female
28% Male



80%
Married



89% College Grad
63% Post-College



\$118k
Average HHI



71%
Age 25-44





2023-24 CALENDAR

| City | Date |
|---------------|----------|
| Denver | 10.1.23 |
| Oklahoma City | 10.15.23 |
| Chicago | 11.5.23 |
| Columbus | 11.19.23 |
| St. Louis | 12.3.23 |
| Phoenix | 12.10.23 |
| Tampa Bay | 12.10.23 |
| San Francisco | 1.7.24 |
| Houston | 1.27.24 |

| City | Date |
|--------------|---------|
| Atlanta | 2.4.24 |
| Dallas | 2.10.24 |
| Charlotte | 2.17.24 |
| Nashville | 2.24.24 |
| Seattle | 3.3.24 |
| San Diego | 3.17.24 |
| Philadelphia | 4.6.24 |
| Minneapolis | 4.13.24 |
| Detroit | 4.20.24 |

Virtual

ANYWHERE, USA

National Virtual Run from 2.14.23 – 6.1.23



SPONSOR OPPORTUNITIES INCLUDE

TITLE

- Full naming rights, logo lock-up & category exclusivity
- Inclusion in official press release
- Logo inclusion (hyperlinked) on all emails and website pages
- A banner ad (hyperlinked) and custom content in registration confirmation email
- A monthly co-branded email and social post (FB) to all participants
- A banner ad (hyperlinked) and custom content in the event guide email sent to all participants
- Logo inclusion on all participant photographs
- Major footprint (20x20) at pre-race expo and post-race festival
- High visibility signage and activation at the above plus on-course
- The opportunity to promote / sell brand / brand merchandise
- A minimum of eight (8) shout-outs by emcee at each event
- The opportunity to include a product and/or offer in every participant goodie bag

PREMIER

- Category exclusivity
- Logo inclusion (hyperlinked) on all emails and website pages
- A banner ad (hyperlinked) in registration confirmation email
- Three (3) co-branded emails and social posts (FB) to all participants
- A banner ad (hyperlinked) and custom content in the event guide email sent to all participants
- Major footprint (20x10) at pre-race expo and post-race festival
- High visibility signage and activation at the above plus on-course
- The opportunity to include a product and/or offer in every participant goodie bag

ELITE

- Logo inclusion (hyperlinked) on all emails and website pages
- One (1) co-branded email to all participants
- One (1) co-branded social post (FB) to all participants
- Logo inclusion (hyperlinked) in the event guide email sent to all participants
- A 10x10 booth at the pre-race expo and post-race festival
- The opportunity to include an offer in every participant goodie bag



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INVESTMENT LEVELS: \$100,000 (Chicago), \$50,000, \$25,000

PREMIER SPONSORSHIP



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INVESTMENT LEVELS: \$50,000 (Chicago), \$25,000, \$10,000

ELITE SPONSORSHIP






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INVESTMENT LEVELS: \$25,000 (Chicago), \$10,000, \$5,000

CALENDAR & PRICING

| | | | | |
|--|---|--|---|--|
|  <div>DENVER Expo 9.30, Run 10.1 🏃 9,500</div> |  <div>Oklahoma City Expo 10.14 Run 10.15 🏃 2,000</div> |  <div>CHICAGO Expo 11.3&4, Run 11.5 🏃 36,000</div> |  <div>COLUMBUS Expo 11.18, Run 11.19 🏃 9,000</div> |  <div>ST LOUIS Expo 12.2, Run 12.3 🏃 7,000</div> |
|  <div>PHOENIX Expo 12.9, Run 12.10 🏃 8,000</div> |  <div>TAMPA Expo 12.9, Run 12.10 🏃 5,000</div> |  <div>SAN FRANCISCO Expo 1.5&6, Run 1.7 🏃 6,000</div> |  <div>HOUSTON Expo 1.26, Run 1.27 🏃 4,500</div> |  <div>ATLANTA Expo 2.2&3, Run 2.4 🏃 9,000</div> |
|  <div>DALLAS Expo 2.8&9, Run 2.10 🏃 9,500</div> |  <div>CHARLOTTE Expo 2.16, Run 2.17 🏃 3,500</div> |  <div>NASHVILLE Expo 2.23, Run 2.24 🏃 4,000</div> |  <div>SEATTLE Expo 3.2, Run 3.3 🏃 6,500</div> |  <div>SAN DIEGO Expo 3.16, Run 3.17 🏃 7,000</div> |
|  <div>PHILADELPHIA Expo 4.5, Run 4.6 🏃 5,500</div> |  <div>MINNEAPOLIS Expo 4.12, Run 4.13 🏃 3,000</div> |  <div>DETROIT Expo 4.19, Run 4.20 🏃 2,000</div> | | |

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|---|--|---|---|---|---|
|  | <div>Green Pricing (>5,000) Title \$25,000 Premier \$10,000 Elite \$5,000</div> |  | <div>Blue Pricing (5K - 10K) Title \$50,000 Premier \$25,000 Elite \$10,000</div> |  | <div>Purple Pricing (Chicago) Title \$100,000 Premier \$50,000 Elite \$25,000</div> |
|---|--|---|---|---|---|

Note: Multi-event discounts available upon request



The Hot Chocolate Run is proud to have [ST. JUDE CHILDREN'S RESEARCH HOSPITAL](#) as our official charity partner.

St. Jude is the #1 endurance-based charity fundraising program, making it the ideal platform to increase engagement with both brands and provide our participants a trusted opportunity to give back.





THANK YOU

