



HOKA

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CHICAGO

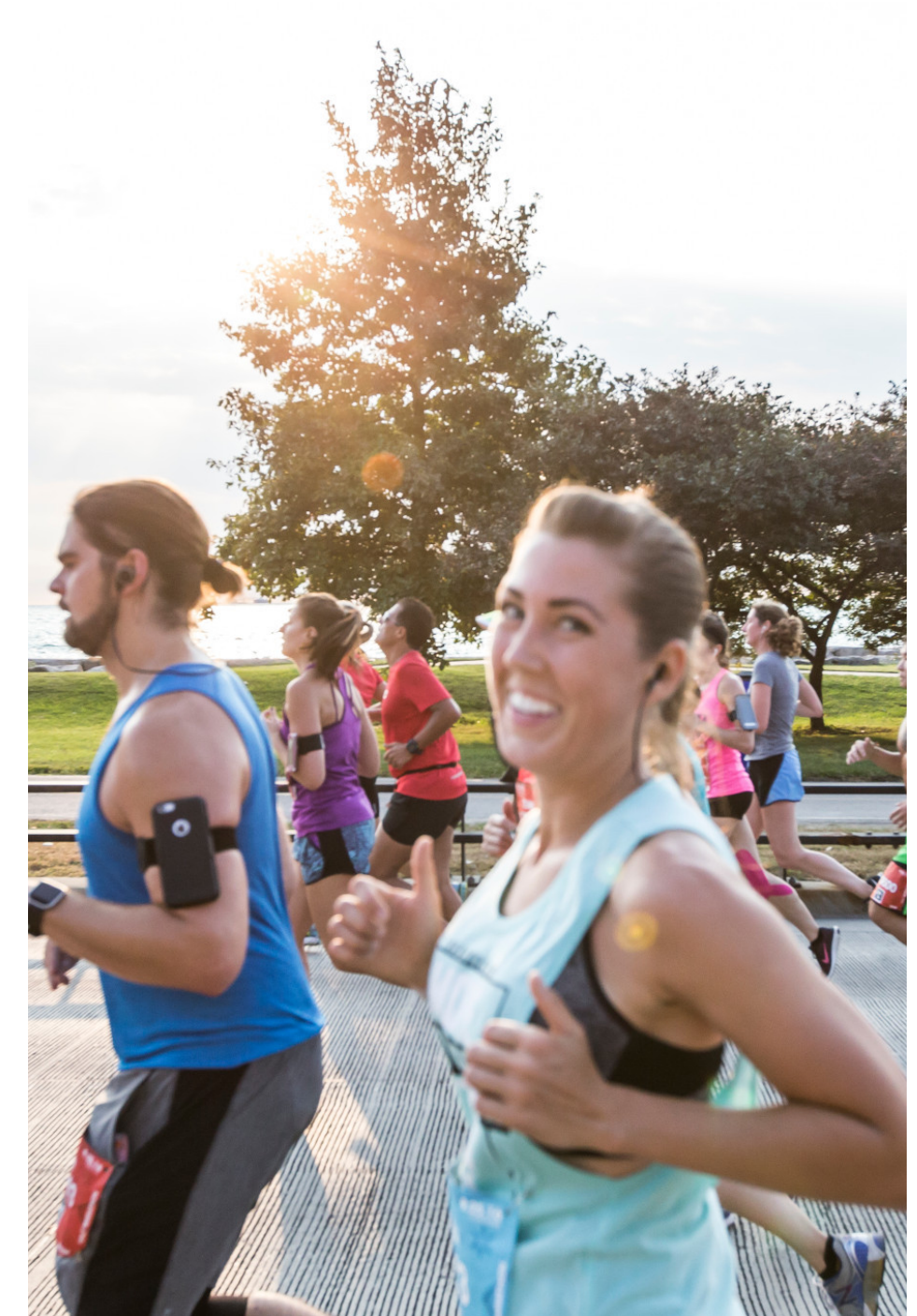
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HALF MARATHON/5K<sup>SM</sup>



# Chicago's premier hometown race

For over two decades, the HOKA ONE ONE Chicago Half Marathon/5K has provided a race experience among some of the city's most iconic sites. Athletes depart from Jackson Park, site of the 1893 Columbian Exposition, run past the Museum of Science & Industry and onto Lake Shore Drive all to earn a finisher medal worthy of Chicago's big shoulders. It's a can't-miss tradition for Chicago athletes, and those building up for fall marathons.







registered runners

12,000

race day attendance

24,000

men

57%

women

43%

average age

37

states represented

50

in state participants

70%

out of state participants

30%





# Meaningfully Activate

make your sponsorship memorable by incorporating a signature, branded activation strategy.  
here are just some examples of customizable experiences.

## content

- how-to video series
- ask a coach segment
- pro athlete integration
- gear recommendations
- travel and tourism showcase
- fuel & nutrition guidance
- training programs
- course tours & talks

## athlete and spectator services

- transportation and shuttles
- athlete changing station
- host hotel and lodging
- athlete bag check or bag drop
- aid stations & on-course fuel
- spectator refreshments
- volunteer hospitality

## experiential

- branded race photos
- cheer zones and signs
- branded swag/gear
- on-course entertainment
- media/vip hospitality
- post-race entertainment
- executive or corporate challenge
- athlete post-race food/beverages





# Best Weekend Ever

## Healthy Way of Life Expo

The Healthy Way of Life Expo is a two-day celebration featuring international, national and regional exhibitors promoting products, services, and brand experiences. The expo is an integral part of the race weekend experience, and is the site of all mandatory packet pickup and course talks for all Chicago Half Marathon participants.

## Sunday Race Day

The HOKA ONE ONE Chicago Half Marathon & 5K both take place on Sunday, using a common start line and finish line. The 5K is a great opportunity for friends and families to participate before they cheer their loved ones competing in the half marathon.

## Sunday Finish Festival

Families and friends are invited to join participants in the Finish Festival to celebrate their accomplishment and cheer on other runners as they cross the Finish Line. The Finish Festival features music, food, beer, merchandise, a sponsor village and activities for all ages.



# Weekend Social Media

FACEBOOK

Engagement

1K

Total Impressions

28K

New Page Likes

16



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