



Partner

with City Challenge Races

Your products & services will reach thousands of athletes and spectators at our events. Partner with our team and we will help you increase brand awareness and generate new sales!

FOUNDED IN 2013

CITY CHALLENGE
OBSTACLE RACE



**RUNNING IS
BACK 5K**

Youth
CITY CHALLENGE
OBSTACLE RACE



2022 Partnership Opportunities

ON SITE ACTIVATIONS

- Booth space on event day

ON SITE BRANDING

- Event presented by “you name here”
- Logo inclusion on step & repeat backdrop
- On course signage
- Presenting partner of obstacles

DIGITAL MARKETING

- Logo placement on event website
- Sponsored Inclusion in email newsletter
- Facebook & Instagram post & story inclusion
- Your logo on all finisher photos

MISCELLANEOUS

- Official Sponsor Status
- Category Exclusivity



THREE REASONS YOUR FIRM SHOULD BE PART OF THIS RACE

SIGNIFICANT MEDIA

relays in complete social media coverage, email list opportunities, online broadcasts, and other unique digital opportunities showcased on a national level

MOTIVATED PARTICIPANTS

from self-driven communities in rich urban areas from around the country

UNIQUE BALANCE

of individual/group, body/mind, safe/adventurous, men/women, fun/drive yields outstanding opportunities to address influencers and gain organic followers

PARTICIPANT STATS

- 3K to 5K participants & spectators per race.
- 40,000 athletes across all events

2022 DATES

- Jersey City | May 14th
- Running Is Back 10K | May 15th
- Corporate Challenge 5K | June 17th
- Youth City Challenge Race | June 26th
- Hoboken City Challenge Race | July 30th
- New York City Challenge Race | Oct. 22nd
- Hoboken Turkey Trot 5K | Nov. 19th
- Jersey City Turkey Trot 5K | Nov. 24th
- Hoboken Jingle Bell 5K | December 17th

PARTICIPANT DEMOGRAPHICS

- 91% represent the upper class and upper middle class
- 51% male 49% female gender participation
- Median age 34 years old
- Most participants are in the 25-46 age range
- 34% corporate teams & 66% non-corporate teams
- 100% health, fitness, and fun oriented athletes!





Contact for Pricing
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2022 CITY CHALLENGE RACES