

The 51st Edition of the Crown City Classic is Back!

The Crown City Classic returns for its 51st year!

Coronado Island is home to one of the best 4th of July celebrations in the country. The Crown City Classic draws participants from every state and kicks off the Island's 4th of July festivities with an iconic experience like nowhere else – running under the largest U.S. flag in California.

Participants and families enjoy the 12K, 5K, & Kids ½ Mile Run, followed by a live band and vendor village in Tidelands Park. The vendor village is free and open to the public and a great way to gain exposure for your brand.



12K • 5K • KIDS RUN
Coronado, CA – CrownCityRun.com

We invite you to join our event as a sponsor of the Crown City Classic.

PARTICIPATION & DEMOGRAPHICS

Estimated Attendance:

The race is projected to draw 2,500 runners and an additional 2,500 friends, family, and spectators.



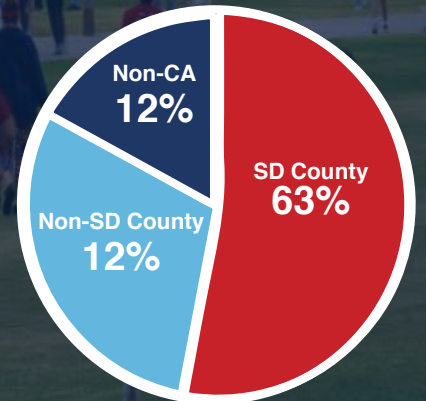
Gender

50% Female
50% Male

Geographics:

63% San Diego County
75% California
34 States participated
6 Countries participated

National Participation



Education:

81% Bachelor's degree or higher

Average Age:

36 years old

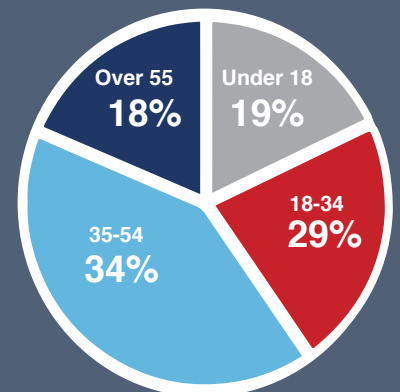
Annual Household Income:

43% \$100,000 or higher

Course Participation:

31% - 12K
59% - 5K
8% - Kids Run
1% - Virtual

Participation By Age





OFFICIAL
COURSE MAP



NORTH

12K TURNAROUND

2023 EVENT ASSETS

- Event + Volunteer Tees
- Finisher Medals
- Awards
- Start / Finish Line Branding
- Runner Kits
- Course Signage
- Goodie Bags



2023 MARKETING EFFORTS & PRESS



- Official race website and social media channels (Instagram, Facebook)
- Press Release
- San Diego local news (KUSI, Fox 5, NBC, etc) videographers on race morning;
- Over 6.6 million media impressions
- Paid Exclusives with Coronado Times, Bring Back the Mile, RacePlace, Racegrader, & Runguides
- 30+ email campaigns to a database of 30k runners
- Paid Facebook & Instagram ads
- Posted on all Local & National Calendar Race Listings
- Grassroots promotions, expo promo tour and 3,500+ flyers distributed at various running events around San Diego

CHARITY



The Crown City Classic is a proud supporter of the **Islander Sports Foundation**, a 501(c)3 charity that benefits the Coronado youth sports programs.

The purpose of the foundation is to initiate, sponsor, promote, and carry out plans, policies and activities that will further develop all athletic programs at Coronado High School (CHS) and athletic programs for middle school aged students attending any of the Coronado middle schools (public and private), or who are otherwise home-schooled through Coronado Unified School District (CUSD) and to engage in all lawful activities and operations usually and normally engaged in by an association promoting and supporting high school and middle school athletic programs.

More information regarding the Islander Sports Foundation can be found at...

islandersportsfoundation.com



SPONSOR THE 2024 CROWN CITY CLASSIC!

Title or Presenting Sponsor - Become the title or presenting sponsor of the Crown City Classic to have your brand name included in the official logo, start & finish line structures, banners, all event assets (tees, medals, bibs) and all advertising and promotion of the event.

Premier Sponsor - Become the premier sponsor of the Crown City Classic to have your brand name included in post-event expo booths/sponsor activations, email marketing, print advertising, event posters and some event assets (tees). Opportunity to become a designated sponsor of key race element, opening ceremony, expo, course, etc.

Official Sponsor - Be a category exclusive sponsor to have your logo included in regional event advertising, e-mails, website, and t-shirts! Option to sponsor a specific race such as the 5K Run or Kids ½ Mile Run.

	TITLE \$25-\$40K	PREMIER \$15K	OFFICIAL \$5K
PROMOTIONAL RIGHTS			
Entitlement- Name in Event Logo	x		
License to Use Event Marks and Logos in Advertising/Promotions	x	x	
Designated sponsor of key race element - opening ceremony, expo, course, etc.	x	x	
Official Designation/Category Exclusivity	x	x	x
PRINT ADVERTISING			
Logo incorporated in all event advertising	x	x	x
Logo in regional event advertising	x	x	x
EMAIL MARKETING			
Name &/or logo incorporated with Event Marketing Emails	x		
Logo included in footer of each email	x	x	
Sponsor Mention in Event Newsletters	ALL	MOST	at least 2 emails
Inclusion in Final Race Instruction Email- to all runners	x	x	x
Inclusion in Post-Race Congrats Email- to all runners	x	x	
Opportunity to include questions in post race survey	x	x	
PR CAMPAIGN			
Press Releases upon partnership agreement	x	x	
DIGITAL			
Name &/or logo incorporated with Event brand on website	x		
Sponsor logo on homepage	x	x	x
SOCIAL MEDIA			
Facebook Post(s) - Crown City Classic	x	x	x
Instagram Post(s) - Crown City Classic	x	x	x
PROMOTIONAL MATERIALS			
EVENT POSTCARD-Name & logo incorporated on flyer	x		
EVENT POSTER- Logo incorporated on promo poster	x	x	x
EVENT ASSETS			
BIB: Name & logo incorporated on runner bib numbers	x		
MEDAL: Logo on the back & the ribbon	Due April 1		
RACE TEE- Logo on the back of the Participant tee	x	x	
VOLUNTEER TEE: Logo on the back of the Volunteer tee	x	x	x
ON-SITE			
Expo Booth Display Space	10'x20'	10'x10'	10'x10'
Opportunity for Goodie Bag/ Virtual Goodie Bag Insert	x	x	x
PA Announcements throughout event	7	5	2
SIGNAGE			
Start & Finish Structures	x		
Finish Line Winner's Tape	x		
Event directional signage	x		
Start/ Finish Fence Chute Panels	12	8	4
Event Stage backdrop signage	x		
Step & Repeat Photo Backdrop	x	x	x
Opportunity to Brand Water Station	x	x	
VIP/HOSPITALITY			
Complimentary Entries (Per Event)	10	5	2
Opportunity to create VIP Experience	x	x	
Exclusive Corporate Discount Code	x	x	x

If you are interested in getting involved with the Crown City Classic or want to inquire more about the event, please e-mail contact@easydaysports.com. We hope to see you on the most patriotic day of the year!