



**12K • 5K • KIDS RUN**

Coronado, CA – [CrownCityRun.com](http://CrownCityRun.com)

**SPONSORSHIP OPPORTUNITIES**

Coronado Island is the perfect destination for one of the nation's top 4th of July celebrations, and the Crown City Classic is at the heart of it all. This annual event draws participants from across the country to kick off Independence Day festivities with a truly unique experience—running beneath California's largest U.S. flag.

Runners and families alike can participate in the 12K, 5K, and Kids ½ Mile Run, all set against the stunning backdrop of Coronado Island. After crossing the finish line, enjoy live music and explore the vibrant vendor village at Tidelands Park. Free and open to the public, the vendor village offers an excellent opportunity to connect with the community and showcase your brand.

Join us for this unforgettable celebration of fitness, family, and freedom!

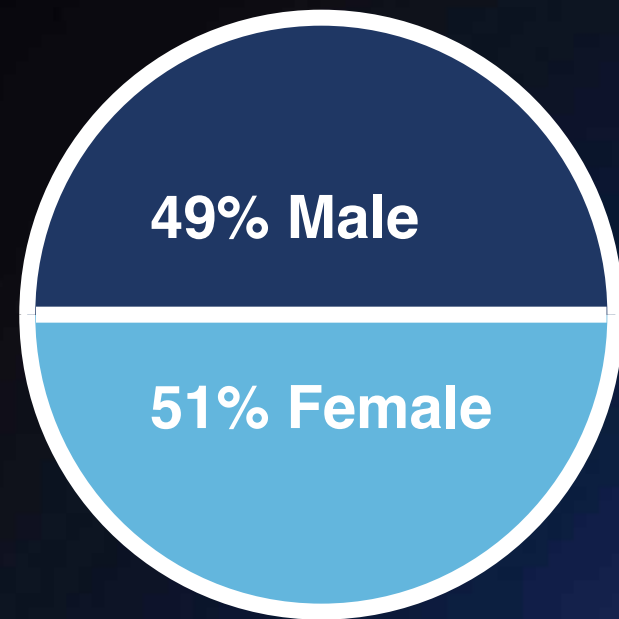


**EASYSYDay**  
SPORTS

# 2024 PARTICIPATION & DEMOGRAPHICS

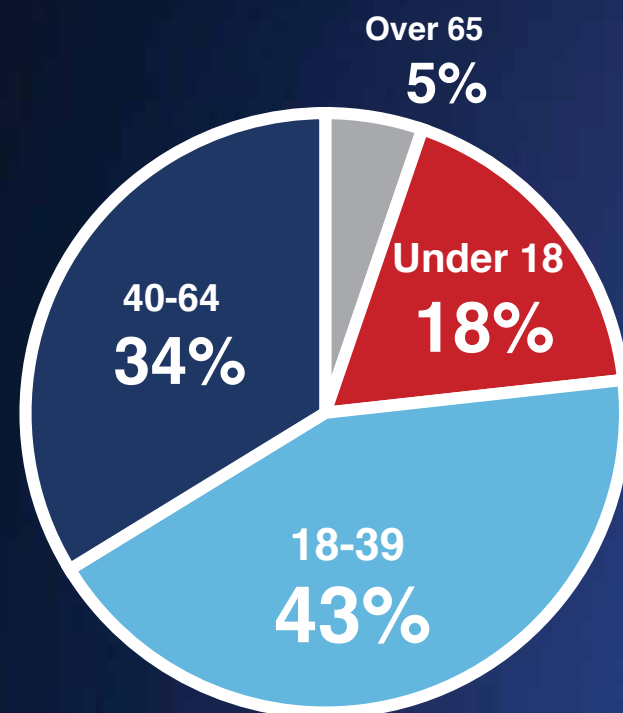
The Crown City Classic, held annually in Coronado, California, attracts a diverse group of participants. According to data from the 2023 event, the race drew approximately **3,000** runners, accompanied by an additional **3,000** friends, family, and spectators.

## Gender Breakdown

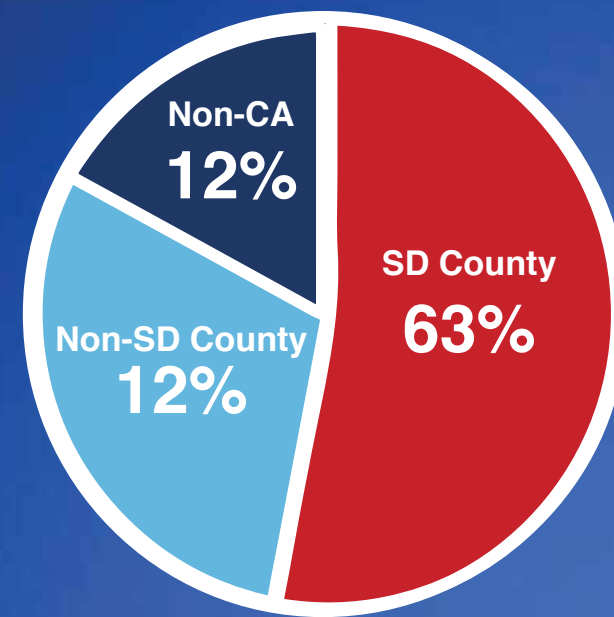


- **Average Age:** 38 years old
- **Education Level:** 81% of participants held a bachelor's degree or higher.
- **Annual Household Income:** 43% reported an annual household income of \$100,000 or higher

## Participation By Age



## National Participation



- **Runners from 34** different states took part in the event
- **International Presence:** Participants from **6** countries joined the race

# 2024 MARKETING HIGHLIGHTS

- Runner participation increased 15% from 2023 - 2024
- Official race website and social media channels (Instagram, Facebook)
- Our 2024 race ambassador, Jessica McClain, is a seven-time NCAA All-American and Olympic cross country and long-distance runner
- Press Release
- San Diego local news (KUSI, Fox 5, NBC, etc) interviews on race morning
- Paid Exclusives with Coronado Times, Bring Back the Mile, RacePlace, Racegrader, & Runguides
- 40+ email campaigns to a database of 30k runners
- Paid Facebook & Instagram ads
- Posted on all Local & National Calendar Race Listings



## Social Media Performance Summary

<p>Post Impressions</p> <p><b>582k</b></p>	<p>Post Reach</p> <p><b>223k</b></p>	<p>Post Engagement</p> <p><b>40k</b></p>	<p>Post Clicks</p> <p><b>17k</b></p>
--	--------------------------------------	--	--------------------------------------

# 2024 EVENT ASSESTS

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



THURSDAY  
July 4, 2024  
12K/5K/Kids Race  
★★★★★  
THE MOST PATRIOTIC RACE ON THE WEST COAST!

- Run 7.4 miles in celebration of 7/4 or test your speed with the 5K
- Patriotic Start: Run under the largest US flag on the west coast!

CrownCityRun.com REGISTER TODAY

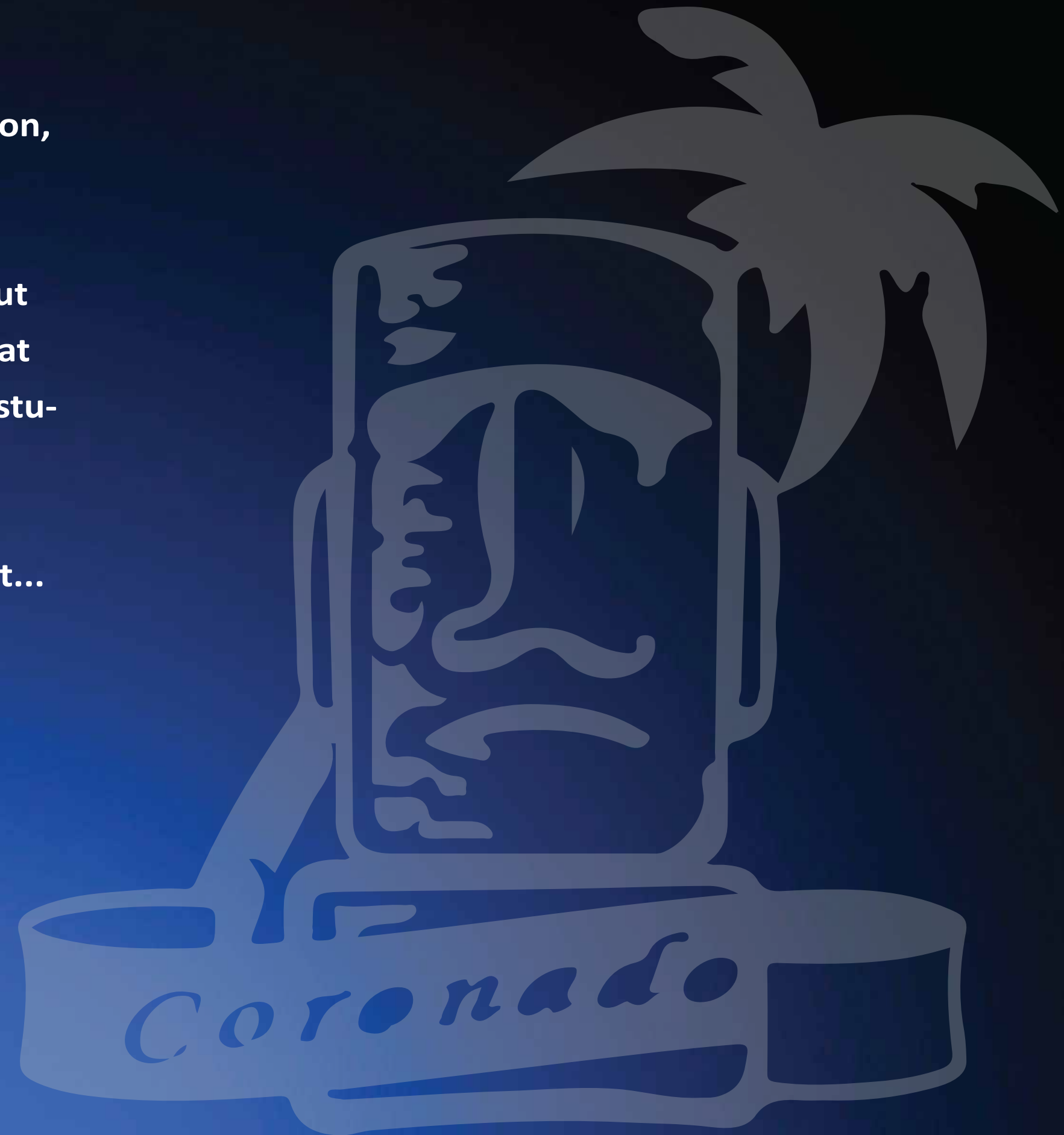
# CHARITY

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)

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

[islandersportsfoundation.com](http://islandersportsfoundation.com)



# BE A PROUD SPONSOR OF THE 2025 CROWN CITY CLASSIC!

## ***TITLE SPONSOR***

Become the Title Sponsor of the Crown City Classic and receive category exclusivity. Showcase your brand on event day with a post-event expo booth, sponsor activation, Start/finish Line signage and on event assets (like runner tees, bibs and medals.) In addition, you'll be included in event and participant emails, on print ads, event posters, and have the opportunity to sponsor key event elements, such as the opening ceremony, expo, race course, and more.

## ***PREMIER SPONSOR***

Become the premier sponsor of the Crown City Classic and showcase your brand on event day with a post-event expo booth, sponsor activation, some event signage and on the participant tees. In addition, you'll be included in some email & print marketing and have the opportunity to become a designated sponsor of key race elements, such as the awards ceremony, water stations, etc.

## ***OFFICIAL SPONSOR***

Become an official sponsor to feature your brand with a post-event expo booth and on an item in the participant goodie bags. You'll also receive your logo on the event website, and on some event ads & emails.

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](mailto:contact@easydaysports.com). We hope to see you on the most patriotic day of the year!

