

Running Marathon

BARCELONA

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save the planet.
run for it.





EVENT CONCEPT:

PURPOSE: MAIN GOAL. MARATHON EVENT CONCEPT: "PATH TO PERSONAL GREATNESS"

CORE IDEA: TO EXPERIENCE BARCELONA'S ICONIC LANDMARKS WHILE RUNNING A FAST AND FLAT COURSE, MAKING IT ACCESSIBLE FOR BOTH BEGINNERS AND EXPERIENCED RUNNERS.

TARGET AUDIENCE: ELITE RUNNERS, FIRST-TIMERS, SPECIFIC AGE GROUPS BETWEEN 18-60 YEARS OLD, MIX (BOTH MALE & FEMALE).

OBJECTIVES: TO CREATE AN INCLUSIVE EVENT THAT CELEBRATES EVERY RUNNER'S JOURNEY, REGARDLESS OF PACE, AND FOSTERS A SUPPORTIVE COMMUNITY. BUT THERE WILL BE A CUT OFF TIME OF 7 HOURS AND 30 MINUTES TO FINISH THE 42KM RUN.

Campaign Structure

Pre-launch

Milestone	Timeframe (Months Prior)	Key Action/Focus
Pre-launch	12–16 months	Gauging interest, building email database, secure early sponsors,
Team & Budget	12 months	Finalize organizing committee, establish detailed budget, secure
Date & Permits	10–11 months	Officially select event date, secure major city permits and
Sponsorship Finalization	9 months	Finalize all sponsorship tiers and agreements.
Launch/Tier 1 Reg.	8 months	Official campaign launch. Tier 1 registration opens (lowest price).
Tier 2 Reg. Start	5 months	Tier 2 registration opens (mid-price).
Pre-race Prep begins	4 months	Start providing detailed training plans, route maps, and logistics
Tier 3 Reg. Start	1 month	Tier 3 registration opens (regular price/last chance).
Race Week	0 months	Expo Sports, bib number collection, last-minute logistics,
Race Day	0 months	Execution of the event.
Post-race	< 1 month	Results compilation, photo/video release, feedback survey, sponsor



Team Budget, Sponsorship Finalization



LAUNCH TIER FEES

BARCELONA MARATHON REGISTRATION

TIER 1

UP TO 1,000 ENTRIES

€70,00

TIER 2

FROM 1.001 TO 6.000 ENTRIES

€80,00

TIER 3

FROM 6.001 TO 16.000 ENTRIES

€90,00

TIER 4

MORE THAN 16.000 ENTRIES

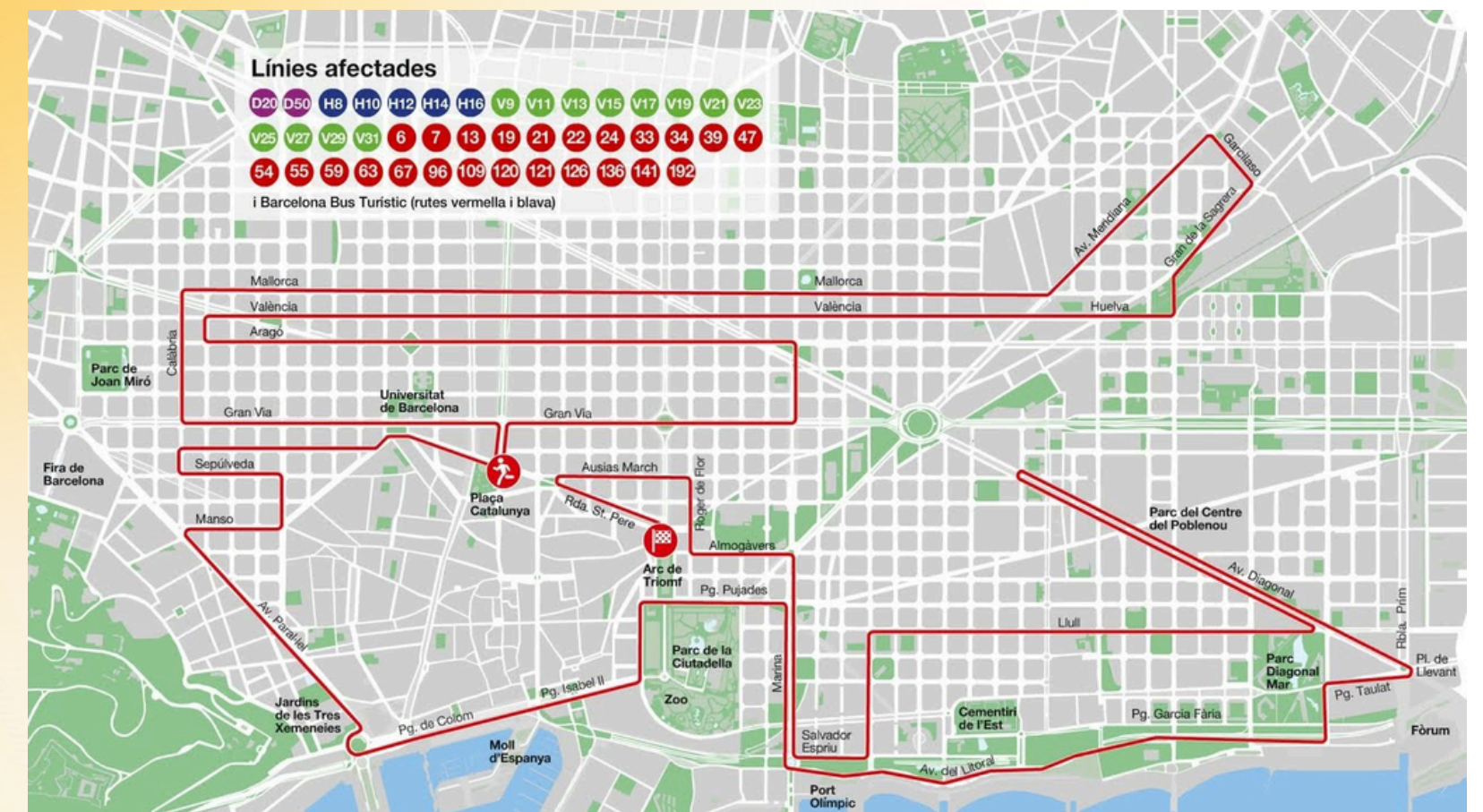
€100,00

PRE-RACE PREP, LIKE RUN CLINICS

RACE WEEK: BIB NUMBER
COLLECTION. RACE BRIEFING



RACE ROUTE



MESSAGING AND STORYTELLING

“Run among world-class architecture and vibrant Mediterranean energy, a course that connects culture, emotion, and movement.”



MAKE IT EXCITING

This isn't just a marathon. It's the heartbeat of a city that never stands still. From your very first step, you're drawn into a living landscape of iconic architecture, Mediterranean light, and streets filled with history, color and energy. Every corner opens up something new. Every kilometer carries its own story.

PLANET AWARENESS

To inspire personal greatness while promoting respect for the planet. Through sustainable water stations, reduced single-use plastics, and conscious event practices, this race becomes not just a challenge of distance but a commitment to cleaner seas, greener cities, and a healthier future. **Running may be an individual effort, but protecting the earth is a shared one.**

WHAT WILL MARATHON INCLUDE FOR PLANET AWARENESS

Blue wave: → Water awareness

Green leaf: → City/carbon savings

Recycling triangle: → Eco checkpoint

Silence icon: → Silent stretch

Earth icon: → Impact fact points You can distribute these minimally but effectively along the route.

PLANET AWARENESS POINTS

BARCELONETA AREA

ARC DE TRIOMF

NEAR SAGRADA FAMILIA

GLÒRIES AREA

DIAGONAL AREA

CAMP NOU AREA

PLAÇA ESPANYA



SHORT-PREMIER OF MARATHON



PLATFORM-SPECIFIC CONTENT STRATEGY



Purpose: Reach younger, trend-driven audiences and showcase the emotional, fast-paced, energetic side of the marathon experience.

Why TikTok: Helps build cultural hype, spreads storytelling at speed, and taps into community-driven discovery.



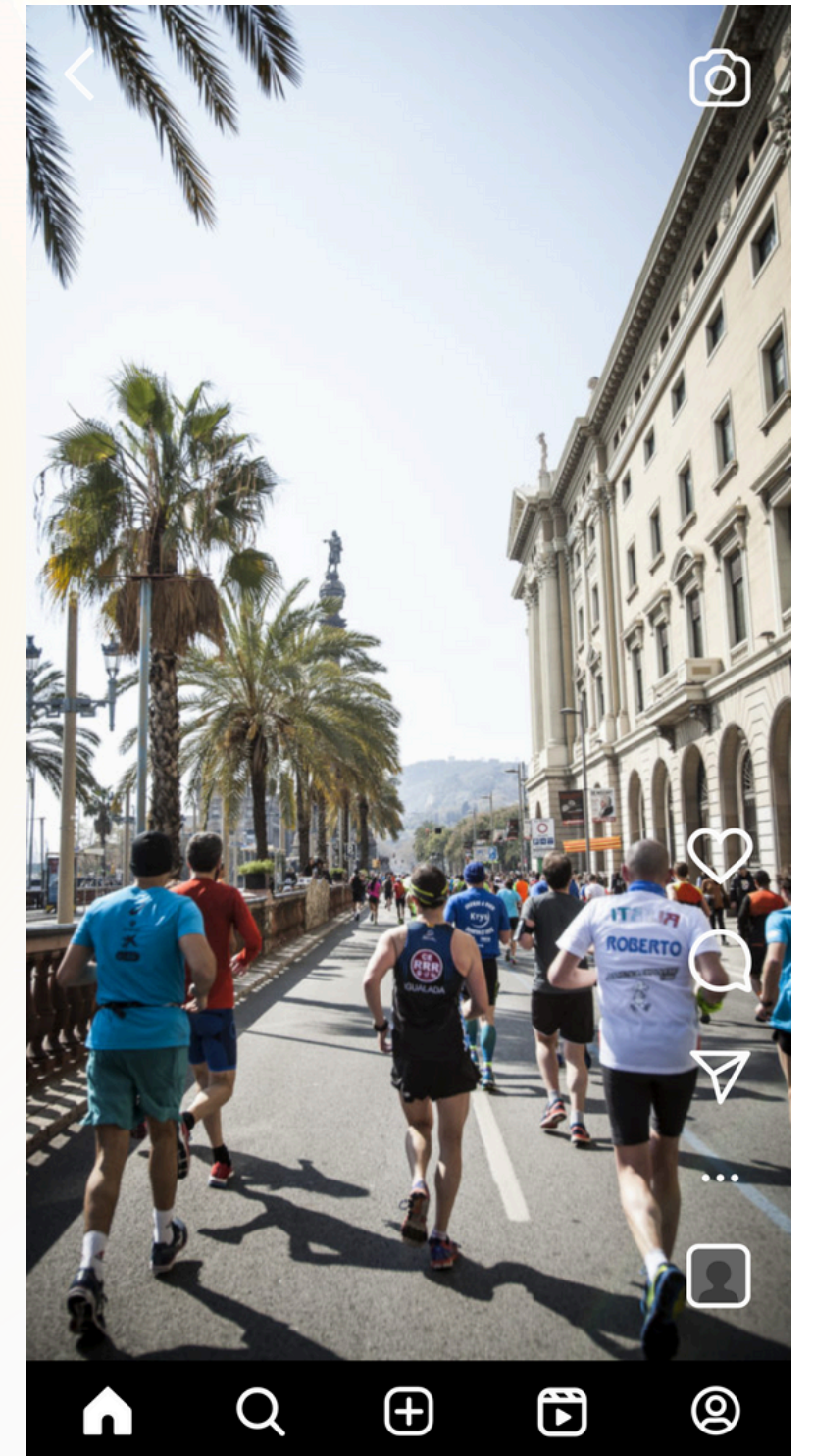
Purpose: Build a polished, inspirational brand presence and engage both local and international runners.

Why Instagram: Perfect for building emotional resonance, premium visuals, and a consistent brand identity.

TIKTOK



INSTAGRAM



TikTok

- Path to Personal Greatness” Mini Stories
- POV Route Experience
- Sustainability Quick Reels
- Before/After Trends—Training Clips from streets

Instagram

- High-Quality Visuals of Key Landmarks
- Sustainability Spotlights
- Training Behind-the-Scenes
- Reels That Evoke Emotion



MEDIA PARTNERSHIPS

OBJECTIVES

- BOOST EVENT VISIBILITY & PARTICIPATION
- STRENGTHEN BRAND + SPONSOR VALUE
- ENGAGE RUNNERS, LOCALS & TOURISTS

TARGET MEDIA

- LOCAL & NATIONAL PRESS (SPORTS + CITY NEWS)
- RADIO & TV (LIVE UPDATES, INTERVIEWS)
- DIGITAL MEDIA + INFLUENCERS
- SOCIAL PLATFORMS: IG, TIKTOK, X, FB

PARTNERSHIP PACKAGES

- MAIN MEDIA PARTNER: EXCLUSIVE RIGHTS, LOGO PRESENCE, INTERVIEWS
- OFFICIAL MEDIA PARTNERS: COVERAGE + PROMOTIONAL EXCHANGES
- COMMUNITY PARTNERS: LOCAL BLOGS, NEIGHBORHOOD PAGES

CONTENT PLAN

- COUNTDOWN CONTENT (3 MONTHS OUT)
- ROUTE HIGHLIGHTS, RUNNER STORIES, SPONSOR SPOTS
- DAILY UPDATES WEEK-OF-EVENT
- LIVE RACE-DAY COVERAGE + POST-EVENT WRAP-UP

KPIS

- REACH, ENGAGEMENT, SENTIMENT
- PRESS MENTIONS & MEDIA VALUE
- SPONSOR VISIBILITY METRICS



LAUNCH AND CRISIS COMMUNICATION PLAN

POTENTIAL RISKS

- WEATHER ISSUES, MEDICAL EMERGENCIES
- ROUTE/LOGISTICS FAILURES
- DELAYS, SAFETY/SECURITY INCIDENTS
- SOCIAL MEDIA BACKLASH

CRISIS TEAM

- SPOKESPERSON (MAIN COMMUNICATOR)
- OPERATIONS LEAD
- MEDICAL/SAFETY LEAD
- SOCIAL MEDIA MANAGER
- SPONSOR LIAISON

COMMUNICATION PROTOCOL

- INTERNAL ALERT → CRISIS TEAM MEETS FAST
- ONE UNIFIED MESSAGE ACROSS CHANNELS
- UPDATE RUNNERS, MEDIA & AUTHORITIES ASAP
- USE: EMAIL, WEBSITE, SMS, SOCIAL MEDIA

MESSAGING RULES

- FAST, FACTUAL, TRANSPARENT
- EMPATHY FIRST (SHOW CARE FOR AFFECTED PEOPLE)
- PROVIDE CLEAR ACTIONS + NEXT STEPS

PREPARED MATERIALS

- HOLDING STATEMENTS
- Q&A FOR MEDIA
- EMERGENCY CONTACT LIST

POST-CRISIS

- DEBRIEF + ANALYSIS
- UPDATE PROTOCOLS FOR NEXT EDITION

RESULT

- A solid media partnership strategy increases visibility, attracts participants, and strengthens sponsor value.
- Clear, coordinated messaging ensures consistent promotion before, during, and after the marathon.
- A prepared crisis communication plan protects the event's reputation, ensures safety, and enables fast, transparent responses.
- Together, these strategies guarantee a successful, well-managed, and trusted BCN Marathon.



Спасибо

Salamat

Teşekkürler

Thank YOU

