

THE WORLD'S BEST BEER RUN

IPA10K.COM



APRIL 20, 2024
THE BARLOW · SEBASTOPOL, CA
IPA 10K/3K · HALF MARATHON
BREWFEST · BEER MILE



Produced by



A GOOD RUN

IT'S ALL ABOUT THE EXPERIENCE

ONE-OF-A-KIND EXPERIENCES

The IPA10K event was born from Destination Races and the popular Half Marathon Series. It expands upon the very principles which transformed the race experience 20 years ago with the inaugural Napa-to-Sonoma Wine Country Half Marathon. Now, more than ever, we craft these multi-faceted events designed to engage participants from the moment they sign up. From training runs to ongoing digital content, up through event weekend with the expo, scenic run courses and the best post-race festival in the industry, we give our customers what they want. Its reflected in event reviews which consistently place us in the highest tier of the sport. This is not your typical running event, its a one-of-a-kind lifestyle experience. Don't just take our word for it, here is what our customers have to say.

"The event was well organized and pumped full of positive energy. Everyone attending including staff was in the best mood. LOVED the free massage and music after the 10k. Blew my mind!"

"It was so well organized!! Everyone was friendly and had a good time, the course was beautiful. This was a fantastic event!! It gets all the stars!"

"Loved the energy of the announcer, the pre-race toast, the Beer Mile! The food at the end was also great, and I love how many doggies participate."

"The vibe! It's the best race ever, all participants are so cool, you make new friends! All races should end with a beer festival :)"

"I loved the event overall. It was a great inclusive event where everyone had fun and supported each other."

Loved the running comradery and very laid back, cool vibe. Best race I have run in a long time. So much fun.

It's a nice, easy run on a beautiful course. There is such great energy during the race and afterwards at the Brewfest and beer mile!



Loved it all! Great atmosphere and fun!

* All quotes from 2023 post-race survey



DEMOGRAPHICS

BENEFITS OF ENGAGEMENT



EARLY ENGAGEMENT

Work, play, and live healthy... a perfect blend of lifestyle, culture, and wellness. Participants are encouraged to train and interact with us and our partners early, building anticipation for the big event weekend. Lead-up events and activations are designed to drive traffic and create buzz.



DESTINATION TRAVELERS & ACTIVE LIFESTYLERS

We attract locals, as well as regional explorers and long-distance travelers of all ages! Our customer database of 60,000 active life-stylers follow us on social media and interact often. We surround the event with activities for everyone with an emphasis on groups, families, and charity fundraising.



LOCAL BUSINESS OPPORTUNITIES

Offering a bespoke, turn-key, destination event designed to showcase the region's assets and bring value to the community and tourism partners. We also offer local businesses a chance to promote and sell products on-site as sponsors and exhibitors. The event also becomes a focal point for local schools, and non-profits organizations to volunteer and become event beneficiaries.



OUR AUDIENCE / IMPACT

54% female, 46% male

Avg age = 33 yr old

40% destination travelers > 60 miles

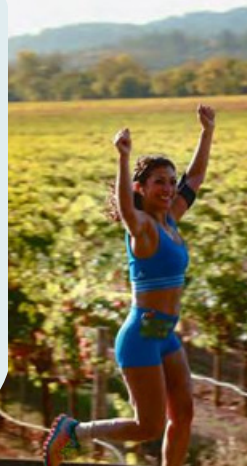
Participant database = 62,000

Social Media followers = 6,000 and growing

\$750-\$1K = Avg. weekend expenditure

Room nights = 700 to 1,400 (all lodging)

Total Economic Impact = over \$1M annually





HOW WE PROMOTE THE EVENT, DESTINATION AND SPONSORS

EVENT WEBSITE

Our home base is our website where we drive traffic for registration, as well as information on the events and races, travel and tourism partners, the venue, sponsors, merchandise, and more. Here you can find photos and videos that showcase the cool vibe and excitement of our one-of-a-kind event! We'll dedicate an entire section to promoting your destination and the venue.

SOCIAL MEDIA

We create buzz about the event and partnerships by creating year-round content and promotions on all our social media platforms. Our active-lifestyle community consists primarily of educated people who travel, work out, dine out, and spend money on things they are passionate about such as running and craft beer. This results in plenty of user-generated content and brand awareness.

AMBASSADOR PROGRAM

Our marketing team consists of a dozen or so strategically placed brand ambassadors who passionately promote our events on social media and at other expos and events. They help distribute our print collateral material to sports and running retail stores, breweries, gyms, etc. We begin collaborating with running groups, breweries, and gyms months in advance to plan pub runs and other activities. Ambassadors are incentivized with comp merchandise, race entries and other perks.

EMAIL MARKETING

Our database is full of loyal customers so its a go-to resource when we need to drive registration and share information about new developments and sponsor activations. The database has been cultivated over the years from past participants, partnerships and inquiries and is now over 60,000 strong!

MEDIA / ADVERTISING

This event, and the Beer Mile competition in particular, has an almost cult-like following and attracts many of the fastest beer milers in the world. Thus, we attract media attention and the 2024 event will be televised and live streamed **GOLIVE SPORTS TV**. We also distribute press releases and conduct interviews for radio, print, tv and podcasts. Our advertising budget allows for spends for reaching targeted geo markets.

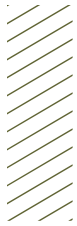
ON-SITE ACTIVATIONS

Our strongest asset is the live event. That's where the emotion and consumer behavior is cultivated. We can provide exhibitor space, signage, media coverage, a live interactive environment, eager customers, and ideas. The ball is in your court to take advantage.

PARTNERSHIPS

We partner with dozens of craft brewers, plus sponsors, exhibitors, vendors, charities, associations, and tourism partners. Each, on varying levels, participates in the event, many with activations and promotions designed to drive attendance and increase visibility.





SPONSOR & EXHIBITOR OPPORTUNITIES

EXHIBITOR	Friday - Health & Fitness Expo Saturday - Races & Festival 1 or 2 day option. \$350 and up
INDUSTRY SPONSOR	Cash or Product Contribution Beverage, Nutrition, Apparel, Value = \$1,500 and up
EVENT SPONSOR	Mid-level sponsor with multiple touch points including digital promotions, on-site activation and registration perks. \$2K to \$5K
CATEGORY SPONSOR	Health & Fitness Expo, VIP Area, BREWFEST, Beer Mile Races, Light 'N Up Lounge, Band Stage, Live Stream/TV Broadcast * \$3K to \$6K
PRESENTING AND TITLE SPONSOR	Name association with the event plus all levels of engagement and promotion from digital marketing campaign to on-site activations. \$7k to \$15K

- *Sponsorship fee ranges from \$1,500 to \$15,000 depending upon category and benefits provided in pre-race digital and print marketing campaign, logo placement on participant items, on-site footprint and activations, video/tv placement, complimentary entries and other perks.*



CRAFT BREWING PARTNERSHIPS

Each year over 40+ craft brewers, sponsors, exhibitors, and vendors join The Barlow's 30 existing marketplace tenants at the IPA10K Brewfest. Over 3,000 participants and spectators are treated to one of the most entertaining and fulfilling beer-themed festivals in all of California.




2023 Brewery Partners





LETS CREATE MEMORABLE EXPERIENCES

GET IN TOUCH

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