



HALF MARATHON SERIES

**AN EXTRAORDINARY RUNNING SERIES
FOR ORDINARY RUNNERS**

THE SUPER IDEA

WHAT IS IT

SuperHalfs is a series of six glorious half marathons that takes super-ordinary runners to six dream tourist destinations:

🕒 LISBON



🕒 PRAGUE



🕒 BERLIN



🕒 COPENHAGEN



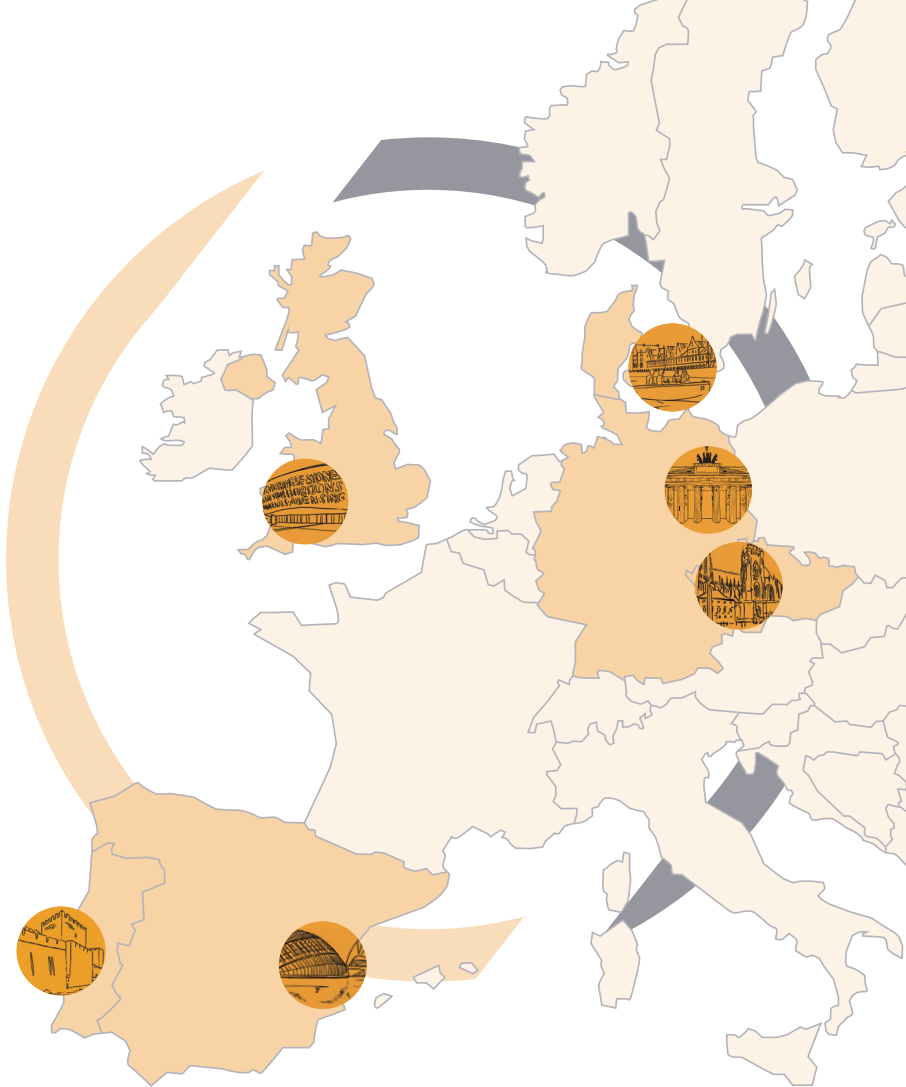
🕒 CARDIFF



🕒 VALENCIA



🔑 All of the SuperHalfs event organizers are certified by World Athletics, European Athletics, and AIMS as providers of top quality races globally.



THE SUPERJOURNEY

HOW IT WORKS



**GET YOUR
SUPERPASSPORT**




**COMPLETE
6 RACES
IN ANY ORDER**



**GET A STAMP
FOR EVERY RACE
COMPLETED**



**BECOME
A SUPERRUNNER
AND GET YOUR
SUPERMEDAL**

 The emotion as runners complete their journey and earn a SuperMedal is an opportunity to create a deep and meaningful connection with the brand and associated partners.

THE MARKET FIT

WHY RUNNERS JOIN



FOR THE JOY OF RUNNING

Not for the headlines. Not for the podium



FOR PERSONAL ACHIEVEMENT

The satisfaction of saying 'I did it'



FOR THE THRILL OF TRAVEL

Creating their own running adventure



FOR HEALTH

Both physical and mental wellbeing



FOR SENSE OF BELONGING

Being part of a community with a shared passion



FOR SOLIDARITY

Supporting a noble cause





🔑 Runners are passionate about health, social and environmental issues. They act as fantastic role models in promoting a brand story ...

WHY SHOULD BRANDS JOIN



ELEVATE YOUR BRAND

WHY RUNNING EVENTS ARE A POWERFUL SPONSORSHIP VEHICLE



POWER OF THE PARTICIPANT

You interact with prospects when they're most receptive, doing something they love.



B2B CONNECTION

Runners represent a good percentage of corporate executives and decision makers.



COMMUNITY IMPACT

Running events have a huge impact on local charities and the communities they serve, solidifying your image as a responsible corporate citizen.



TEAM BUILDING

Running events are a great vehicle for employee morale, motivation and volunteer work. They also promote the importance of health and fitness in the workplace.



POSITIVE DEMOS

Runners tend to be more affluent and brand loyal.



RUNNING IS GROWING

More people are taking up running as a simple way to get exercise. In fact, distance races are the fastest-growing events in many parts of the world.

THE SUPERCOMMUNITY

WHO DO WE TALK TO DIRECTLY

	Explosive start	It doesn't stop	Managed growth	
	2022 TO 2024	2025	2026	2027
Engaged runners on their SuperJourney	FROM 0 TO 75 000+	110 000+	135 000+ ↑ 25%	170 000+ ↑ 25%
Social media followers	FROM 0 TO 47 000+	78 000+	97 500+ ↑ 25%	122 000+ ↑ 25%

✉ NEWSLETTER OPEN RATE

69 %

✉ PERSONALIZED EMAIL OPEN RATE

99.8 %

An engaged subscriber list can be so much more valuable than one with huge numbers but poor open/click rates.

THE SUPERFAMILY

WHO DO WE TALK TO VIA RACES

155 000+

operating at full 'sold-out' capacity

**PARTICIPANTS
AT 6 SUPERHALFS EVENTS**

where every third participant has a SuperPassport

950 000+

RUNNERS IN RACES DATABASE

LIVE AND HIGHLIGHTS

VIEWERS ON TV/STREAMING PLATFORMS

1 200 000+

SOCIAL MEDIA FOLLOWERS

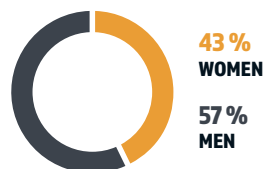
310 000+

EXPO VISITORS

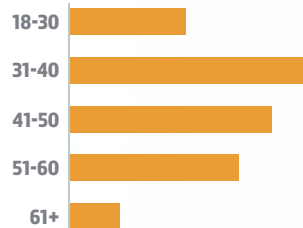
THE SUPERPROFILE

WHO IS OUR AUDIENCE

GENDER



AGE



NATIONALITY

- | | |
|--------------------|--------------|
| 1. UNITED KINGDOM | 11. POLAND |
| 2. GERMANY | 12. CZECHIA |
| 3. SPAIN | 13. USA |
| 4. PORTUGAL | 14. NORWAY |
| 5. DENMARK | 15. BELGIUM |
| 6. ITALY | |
| 7. FRANCE | |
| 8. BRASIL | |
| 9. NETHERLANDS | |
| 10. IRELAND | |

PROFESSION

1. TOP MANAGEMENT
2. EXECUTIVE
3. HEALTH CARE
4. IT
5. FINANCE
6. ACADEMIC
7. STUDENTS
8. ENGINEERS
9. LAWYERS
10. SALES REPS

TOTAL 179 COUNTRIES

Running knows no borders. Our runners play for the same team, united under the same banner. Races are dominated by people in their 'best' years, where age and gender is cast aside, and amateurs can meet their heroes.



👉 You interact with prospects when they're most receptive, doing something they love. They tend to be tech-lovers, very active on their social channels, resulting in more engagement opportunities across platforms.

BRAND ACTIONS

RACE WEEKEND – THE PEAK OF THE EXCITEMENT



RUNNERS WITH YOUR BRAND CLOSE TO THEIR HEARTS

Branded bib numbers,
SuperPassports...



TOUCHPOINTS FOR BRAND INTERACTION

Promo booth, Expo stand,
sampling...



YOUR BRAND EXPOSED TO THOUSANDS OF EYES

Banners, inflatables, backdrops...



INSPIRATIONS FOR BRAND ACTIVATION

Branded finish photos,
merchandising, team building

RACES RESEARCH/DATA SURVEYS SUGGEST SOME TYPICAL BUYING HABITS OF RUNNERS:

65%

consider running
their primary sport

83%

use technology
to aid their training

62%

train with
nutrition products

74%

spend 120 euro or more
each year on running gear

BRAND ACTIONS

YEAR ROUND – CONTINUOUS CONVERSATION



DIGITAL COMMUNICATION

Social media, direct emailing, website



PUBLIC RELATIONS

Influencers, media trips, content, stories




PRINTED MATERIAL

Brochure, magazines, branded course maps



INSPIRATION FOR BRAND ACTIVATION

Brand ambassador, training tips, pop-up events, data analysis, direct sales, sampling

 **PUBLIC ACCEPTANCE:** Running is a positively perceived and accepted activity by the public, able to convey messages efficiently.

THE COMPETITIVE ADVANTAGE

WHAT MAKES SUPERHALFS SUPER



ALREADY ENGAGED COMMUNITY

Half marathon is the favourite distance of most runners. We help them achieve even more.



GEOGRAPHICAL AND YEAR-ROUND COVERAGE

The project delivers the dream of every brand manager, all under one roof.



UNIQUENESS AND ORIGINALITY

SuperHalfs is the only idea on the market with such tangible value proposition.



INCLUSIVITY AND DEMOCRACY

In a world of divisions, we are fostering a global, peace loving community of like-minded souls.




QUALITY AND TRUST

The series is built on an already proven record of mass participation race organizers.



A FORCE FOR GOOD

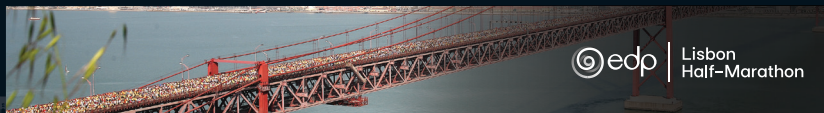
The races generate fundraising for charities, improve the health and wellbeing, and are working together to be environmentally sustainable.

 **Runners engage with the SuperHalfs over a long period of time, meaning the engagement is very deep and meaningful (brands can continually reinforce messaging)**

CALENDAR OF 2026

08 MARCH
2026

LISBON



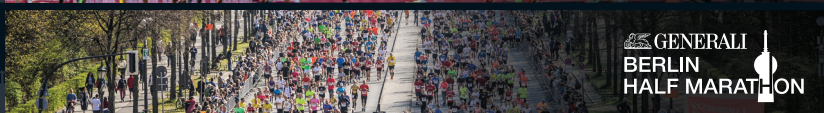
28 MARCH
2026

PRAGUE



29 MARCH
2026

BERLIN



20 SEPTEMBER
2026

COPENHAGEN



04 OCTOBER
2026

CARDIFF



25 OCTOBER
2026

VALENCIA



👉 Runners rarely travel alone. They are usually joined by friends and family who are sharing their experiences and are directly affected by the runners' journey.

YOU
"HALF"
TO DO THIS



HALF MARATHON SERIES