



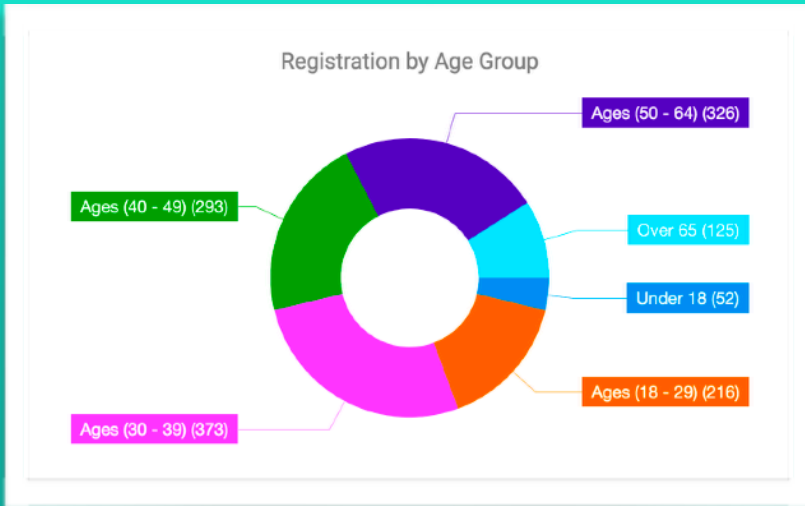
**THE 45th ANNUAL BAYOU CITY CLASSIC 10K  
- TEXAS' OLDEST 10K -  
& FAMILY FRIENDLY 5K  
SATURDAY, MARCH 5, 2022**

**PROCEEDS BENEFIT HOUSTON PARKS**



*A Non-Profit Event Organized by the  
Houston Area Road Runners Association*





(Data shown are from the last live event - 2020 )

## ABOUT THE EVENT

- ~1500 attendees for live event (ave.)
- Promotional outreach to ~25,000
- Event has donated almost \$250,000 over the last 8 years.
- Event promoted in both print, digital, and social media to over 10,000 people
- Over 1500 commemorative t-shirts with sponsor logos given out to registered runners and volunteers.
- Race owned & managed by HARRA, an all-volunteer, 501 C(3) non-profit organization whose mission is to promote running as a competitive sport and a healthful exercise.

## RACE SHIRT

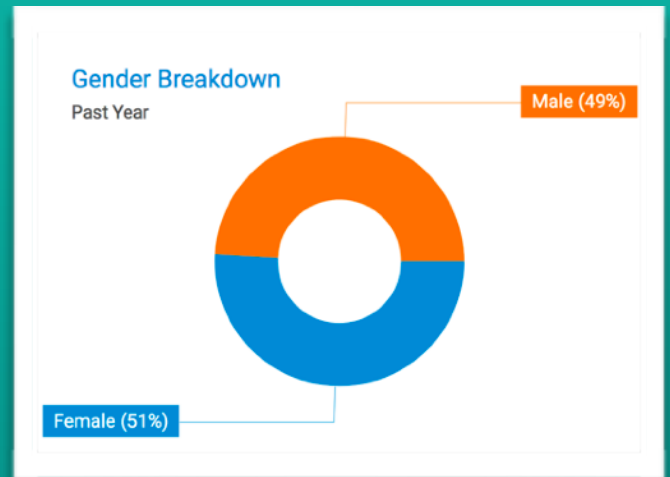


AGE GROUP	COUNT	PERCENTAGE
Under 18	52	3.75%
Ages (18 - 29)	216	15.6%
Ages (30 - 39)	373	26.93%
Ages (40 - 49)	293	21.16%
Ages (50 - 64)	326	23.54%
Over 65	125	9.03%
<b>Total</b>	<b>1,385</b>	<b>100%</b>

## DEMOGRAPHICS

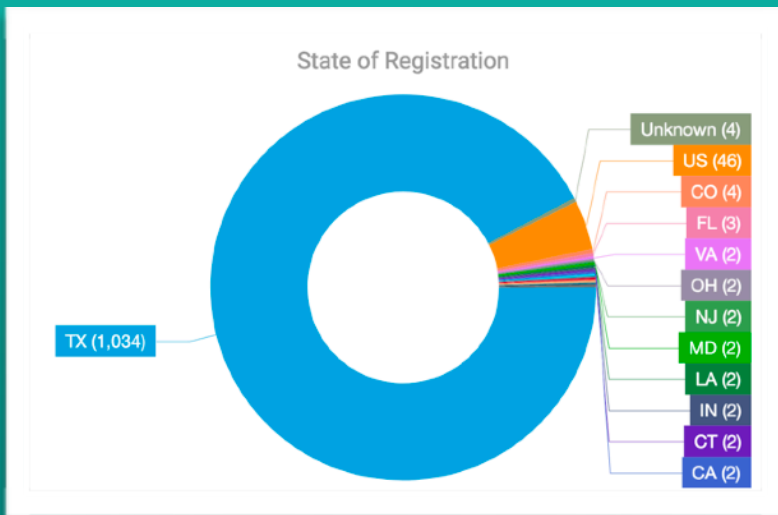
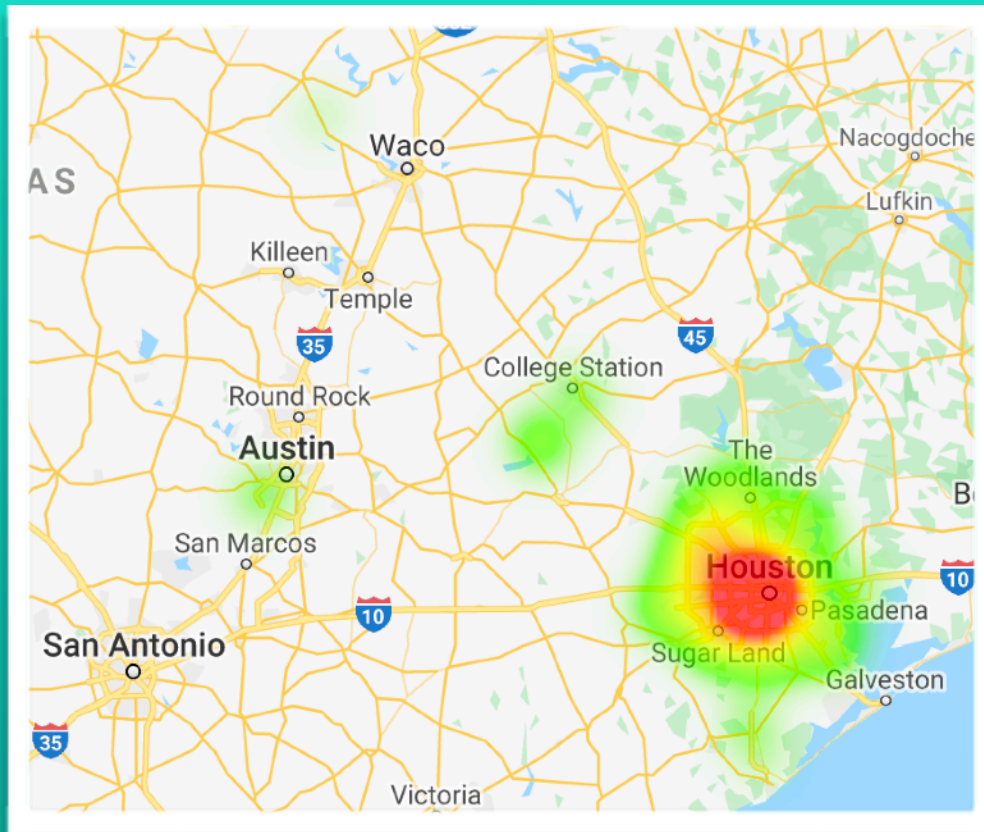
Participants in the Bayou City Classic represent a wide demographic distribution

- Equal representation of gender
- Wide distribution across all age groups with most in the 30-65 window



Our unique custom tech shirts feature a logo designed by local artist April Murphy of AEM studios. Major sponsor logos are printed on the back. These shirts are very popular and seen on runners around town well after the event.

# GEOGRAPHICAL DISTRIBUTION



Although most participants are Texas residents, the race always attracts a few out of state runners.

**GREATER HOUSTON AREA**

COUNTY	%
Brazoria County	3.13%
Chambers County	0.35%
Fort Bend County	7.38%
Galveston County	1.65%
Harris County	73.32%
Liberty County	0.09%
Montgomery County	4.52%
Wharton County	0.35%
<b>Total</b>	<b>90.78%</b>

Event participants are concentrated in the greater Houston area and surrounding counties, extending as far away as Austin, College Station, and Waco, TX.

# INPERSON MARKETING



The **Houston Area Road Runners Association** promotes the Bayou City Classic at two major events each year. **Promotion includes large signage with presenting sponsor logo, shirt giveaways, and onsite race registration.**



The **Houston Marathon EXPO** in **January**. The marathon is the largest sporting event in Houston, with **25-30,000 participants** that visit the EXPO before the race.

**HARRA's Party in the Park** in **August** at **Memorial Park**. HARRA invites all runners to stop and learn about HARRA, the Bayou City Classic, and other area running clubs. **Free event reaching at least 2000 runners.**

## RACE VENUE



The event is staged from beautiful **Hermann Square** in front of **City Hall**. The race course runs out **Allen Parkway** and back, finishing at the square where the **Post Race Party** takes place. **Plenty of space for vendor tents and concessions next to the reflecting pool.**



# RACE DAY EXPERIENCE



The family-friendly race has a festive atmosphere and features a costumed centipede contest, bagpipe players, and terrific post-race party.



The EPIC post-race party features sponsor tents, food and drink vendors along one side of the reflecting pool and local run club tents on the other.

# PARTNERSHIP OPPORTUNITIES

## Presenting Sponsor \$10K +

- Tent space at post race party
- 30 free entries
- Delivery of packets to Sponsor office
- VIP Parking for Senior Management
- Access to VIP hospitality tent
- Logo on back of T shirt and in all advertising
- Logo Banner at POST RACE PARTY
- Logo and link on race website

## Platinum Sponsor \$5K +

- Tent space at post race party
- 15 free entries
- A parking pass or two
- Access to VIP hospitality tent
- Packet Pick up at their location if appropriate
- Ad handout at packet pickup if appropriate
- Logo on shirt and advertising
- Logo and link on race website

## Gold Sponsor \$1K

- Same as Platinum with fewer race entries
- Logo placement on shirt is lower & smaller than Platinum sponsors

## Silver Sponsors \$500

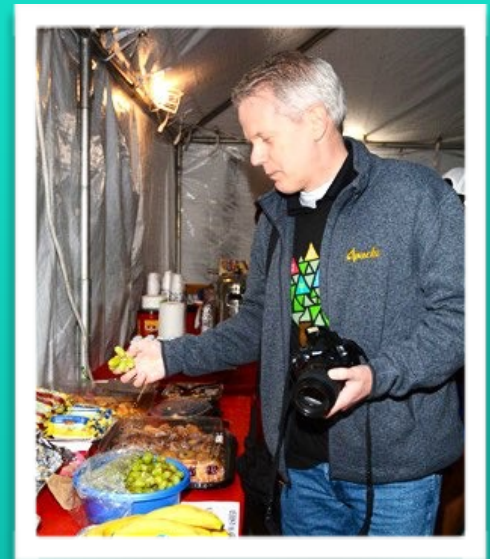
- Tent space at Post-Race Party
- Logo on shirt and on website

## Houston Strong Sponsors (\$250 and up or in kind sponsors)

- Tent space at Post-Race Party
- Logo on website

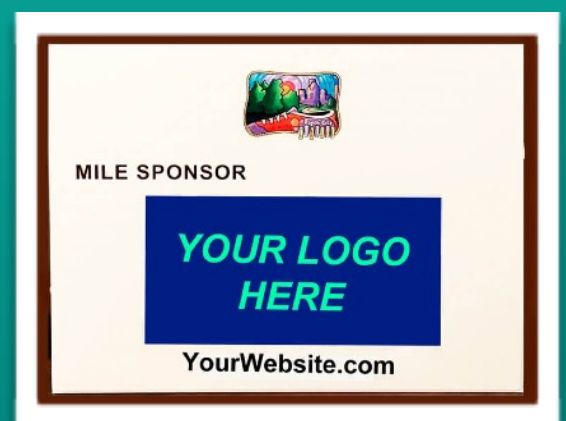
## Mile Marker Sponsors (\$250)

- Logo on Marker and on website



Inside the VIP Hospitality Tent

**2020 SPONSORS:** Houston Striders, Desertview Services, Inc., HS Green, Fleet Feet Sports, Massage Therapy Houston, Elite Spine and Health Center, Saint Arnold Brewing Co., Fajita Pete's, IW Marks, Love Corn, Sprouts, Power Crunch, Turkey Hill, and more...



Mile Marker Road Signs 24" X18"



**THE BAYOU CITY CLASSIC 10K/5K**  
**SATURDAY, MARCH 5, 2022, 8AM**  
**HERMANN SQUARE, HOUSTON, TX**

For more information about partnering with the Bayou City Classic, please contact us: [hello@bayoucityclassic.org](mailto:hello@bayoucityclassic.org)

The Bayou City Classic 10K/5K is presented by the Houston Area Road Runners Association (HARRA), an all-volunteer, non-profit 501(c)3 organization (EIN 74-0041210) whose mission is to promote running as a competitive sport and a healthful exercise. All donations are tax-deductible.

