



Join us on November 17, 2018 for the 5th annual Big Easy Running Festival!

Runners from across the country will hit the streets of New Orleans for a half marathon and 5K, and finish with a rockin' after party after an iconic finish at the City Park Festival Grounds, next to the New Orleans Museum of Art.

PARTICIPANTS



1250+ registrants
76% ages 25-49



39% male
61% female



58% from Louisiana
22% from New Orleans

BENEFITS OF PARTNERSHIP

This event is a fun and engaging way to interact with runners while promoting your brand and supporting active lifestyles. Sponsorship opportunities include on-site exposure, product sampling and sales rights, digital and social media marketing, and category exclusivity.

Owned and operated by Premier Event Management, The Big Easy Running Festival is backed by one of the most experienced and well-respected production companies in the country!



BIG EASY RUNNING FESTIVAL

SPONSORSHIP OPPORTUNITIES

NAMING RIGHTS

Title and presenting naming rights

MARKETING

Television, radio, & print advertising

Traditional media and PR

Social media

Email campaigns

Event website

Category exclusivity

BRANDING

Starting and finish line structures

Banners in spectator areas

Logo on event photography

Participant t-shirts

Volunteer t-shirts

On-site digital advertising

Participant medals

PA announcements

Post race party

Philanthropic tie-in

ENGAGEMENT

Booth space at expo

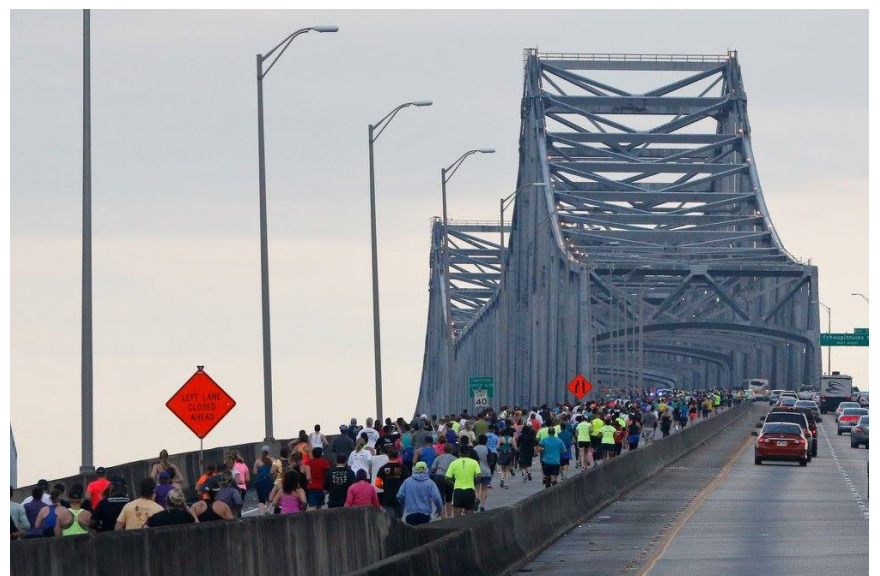
Finish line space

Pass-through rights

Sampling opportunities

Complimentary entries

VIP experience



For more information on ways to get involved or to inquire about purchasing individual expo booths, email sponsorship@pem.events.