



**KIDS**  
RUN  
**THE OC**  
MAY 4, 2019



## Event Summary

The SDCCU OC Marathon was established in 2004 by community and civic leaders to create a world class event and raise money for children's charities in Orange County. The OC Marathon's Foundation (OCMF) supports the Kids Run the OC Program and our mission to "Inspire Kids to Fitness".



A September 2013 Runner's World Magazine article states, "Cash-Strapped school districts that eliminate physical education to focus on classroom learning might be doing students a disservice, suggests a study showing better test performance by fit kids than their unfit peers." Partnering with youth physical education and sports experts from the Orange County Department of Education, OCMF created the Kids Run the OC youth running program to help kids ages 5-14 get fit and adopt an active, healthy lifestyle through running, all while having fun.

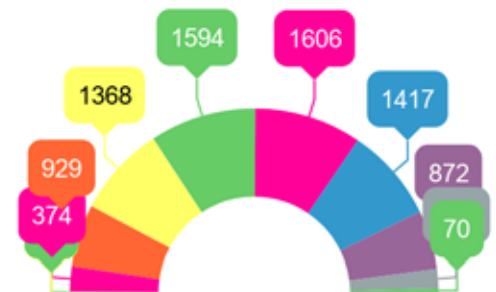
The program has seen huge gains since its inception in 2004 with just 400 kids. In 2017, the program trained coaches from 115 schools and agencies and had over 8,500 kids throughout Orange County training for their Final Mile all spring. Since the start of the program, Kids Run the OC program has trained over 40,000 kids to finish their own "Marathon" and taught them valuable lessons in fitness and nutrition.

## DEMOGRAPHICS

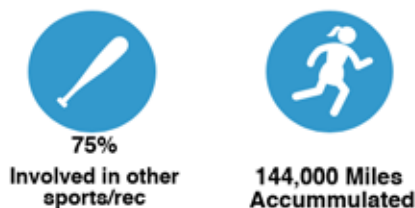
### Gender



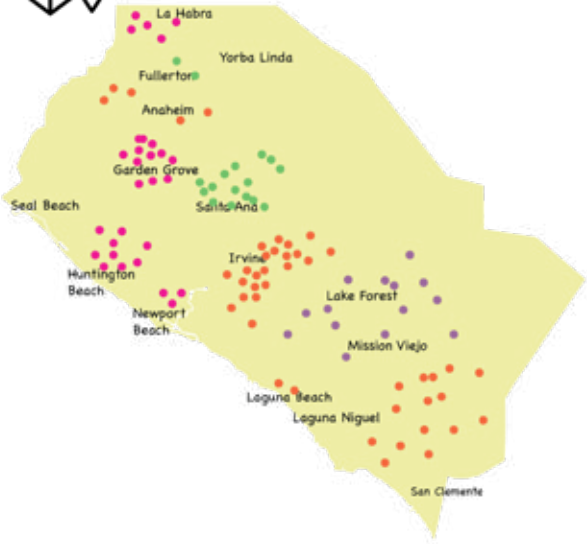
### Age Breakdown



### Fun Info



## Where do they live?



District Name	# of Schools
Capistrano USD	13
Centralia USD	3
Fullerton School District	2
Fountain Valley USD	2
Garden Grove USD	9
Huntington Beach City	3
Irvine USD	21
La Habra City	5
Laguna Beach USD	2
Newport-Mesa USD	3
Ocean View USD	8
Orange USD	5
Saddleback Valley USD	13
Santa Ana USD	12
Tustin USD	4
Westminster USD	8

## KROC Report Card



- A** 97% parent satisfaction with program
- A+** 100% of parents would recommend the program to others
- A** 93% parent satisfaction with KROC Final Mile (Event Day)
- A** 96% of them would do the event again

## Opportunities to Reach OC Runners Kids Run the OC

MAY  
4

KIDS RUN THE OC  
SATURDAY, MAY 4, 2019 | 6 AM - 12 PM

Families from all over the OC join together to watch over 9,000 children ages 5-14 complete their "final mile" of the Kids Run the OC Program. This "final mile" event is the culmination of the children's marathon program which takes place for 10-12 weeks at over 130 schools in OC.

In addition to the 9,000+ runners, an additional 12,000 parents, teachers, coaches are also in attendance at the KROC Expo!

**Exhibiting Opportunities are available to businesses/groups that primarily serve kids/families. Booth space ranges from \$500 - \$1,000.**



## Exhibiting Packages

### Finish Line Food - \$2,000

- Includes name on finish line fencing
- On maps “Company Finish Line Food”
- 1 10x10 booth space (includes 1 8’ table and 2 chairs)
- Limited to 2 sponsors

### Bib Numbers - \$2,000

- Logo on all bib numbers
- 1 10x10 booth space (includes 1 8’ table and 2 chairs)
- Limited to 1 sponsor

### Results Sponsor - \$2,000

- Logo on results website link
- Logo on sign on canopy
- 1 10x10 booth space (includes 1 8’ table and 2 chairs)
- Limited to 1 sponsor

### Program Sponsor - \$2,000

- Includes name/logo on the school tent zone document
- 1 10x10 booth space (includes 1 8’ table and 2 chairs)
- Limited to 2 sponsors

### 1/4 Mile Marker - \$750

- Includes name/logo on the 1/4 mile mark
- 1 10x10 booth space (includes 1 8’ table and 2 chairs)
- Limited to 1 sponsor

### 1/2 Mile Marker - \$750

- Includes name/logo on the 1/2 mile mark
- 1 10x10 booth space (includes 1 8’ table and 2 chairs)
- Limited to 1 sponsor

### 3/4 Mile Marker - \$750

- Includes name/logo on the 3/4 mile mark
- 1 10x10 booth space (includes 1 8’ table and 2 chairs)
- Limited to 1 sponsor

### Exhibit Only - \$500

- 1 10x10 booth space (includes 1 8’ table and 2 chairs)
- Limited to 8 sponsors

## Media

### EDITORIAL BREAKDOWN

Print Publications: 9,958,746 Impressions

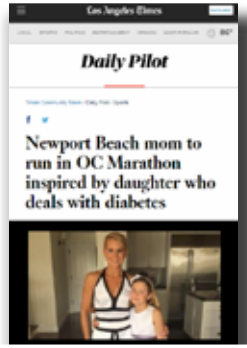
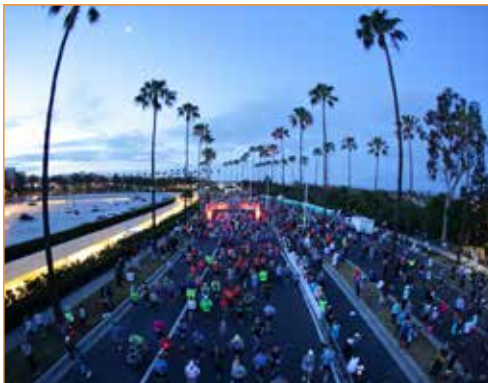
Broadcast Coverage: 654,552 Impressions

Online Coverage: 367,783,178 Impressions

PR Wire Published: 5,000,000 Impressions



News outlets that regularly cover The OC Marathon Running Festival include KTLA-TV, KABC-TV, LA Times - Daily Pilot, OC Register, Newport Beach Indy, Huntington Beach News, OC Mom Magazine, Endurance Sportswire, and Patch.com. The OC Register has published print publications as well as in the local and life sections.



## What They Say

*Cat Dengate: One of my FAVORITE marathons BEAUTIFUL course, a little bit of everything (beach, urban, residential, South Coast Plaza, Santa Ana River Trail, parts of Bay Bay), and an AWESOME Finish Line Festival. Well organized and totally fun!!*

*Danielle Caziarc- "Love the OC marathon - beautiful scenic course, awesome fiffiffinish line festival, and excellent giveaways! I have had great experiences with this race and will certainly be coming back next year."*

*Chelsea B.- "Out of the three beach cities races, this one is definitely my favorite. You start out running toward the beach and throughout the course, you're running through beautiful neighborhoods, overlooking the ocean, running past trendy streets with plenty of shops and people cheering you..."*

*Meryl S.- "What a great race!! I had a lot of fun running the OC Half Marathon! Everyone was super excited and happy. Lots of encouragement from the people watching the race, beautiful views the entire time and flawlessly organized!"*

# Contact Us

If you have any questions, please contact us at  
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949-667-4071

