



**KIDS**  
RUN  
**THE OC**

**MAY 5, 2018**

presented by  
**NUTRILITE™**

# Exhibiting Opportunities



## Program Summary

The 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.

Join us to "Inspire Kids to Fitness"!

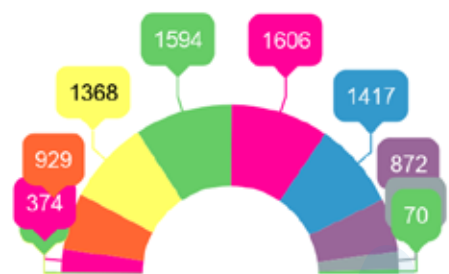


## DEMOGRAPHICS

### Gender



### Age Breakdown

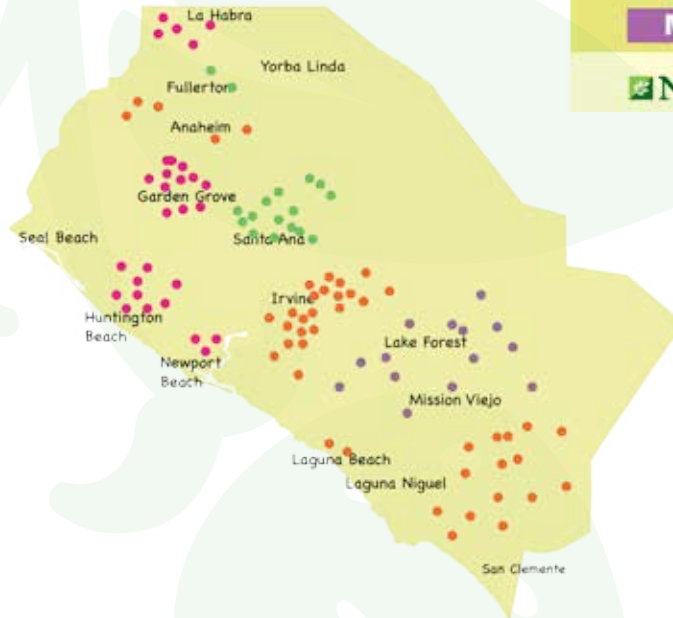


### Fun Info



## 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

## EVENT SUMMARY

SATURDAY, MAY 5, 2018  
6 AM - 12 PM

Families from all over OC join together to watch nearly 10,000 children ages 4-14 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 packages ranges from \$750 - \$2,000.*



## 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

### JumboTron Sponsor - \$1,500

- Includes logo on the jumbotron throughout duration of KROC
- 1 10x10 booth space (includes 1 8' table and 2 chairs)
- Limited to 1 sponsor

### 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 2 sponsors

### 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 2 sponsors

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

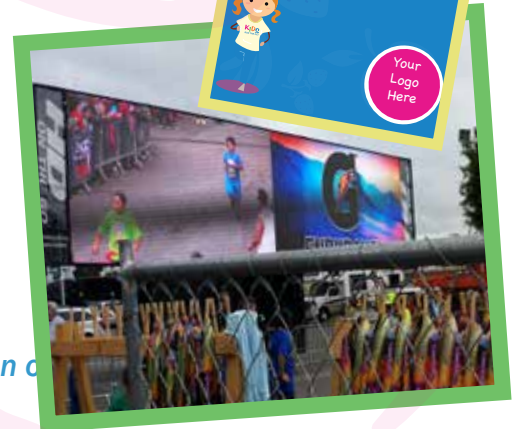
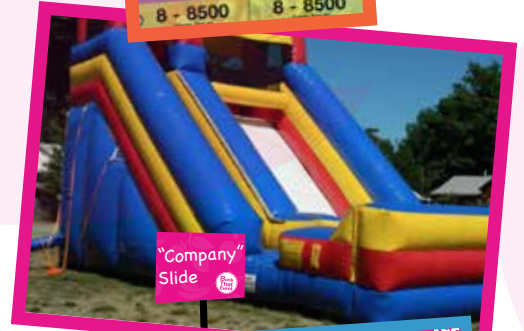
- Includes name/logo on the 3/4 mile mark
- 1 10x10 booth space (includes 1 8' table and 2 chairs)
- Limited to 2 sponsors

### JumboTron Rotation Sponsor - \$750

- Includes rotating logo on the jumbotron throughout duration of KROC
- 1 10x10 booth space (includes 1 8' table and 2 chairs)
- No Limit to # of sponsors

### Inflatables Sponsor - \$750

- Includes name/logo on signage in front of inflatable item
- 1 10x10 booth space (includes 1 8' table and 2 chairs)
- Limited to 3 sponsors





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## Contact Us

If you have any questions, please contact us at  
[Expo@ocmarathon.com](mailto:Expo@ocmarathon.com) or 949-667-4071

