

# THE GREAT AMERICAN BACON RACE

*THE WORLDS BEST TASTING 5K*



**COMING TO A CITY NEAR YOU IN 2024**



[WWW.AMERICANBACONRACE.COM](http://WWW.AMERICANBACONRACE.COM)



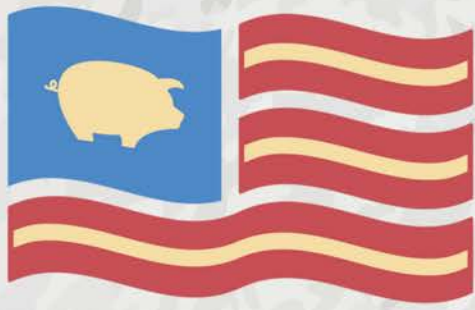
# THE GREAT AMERICAN BACON RACE



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# WHY A BACON RACE?

## THE GREAT AMERICAN BACON RACE

Bacon is the crispy, sizzling superstar that has raked in a staggering \$6.3 billion in sales in the US alone over the past year. That's almost a billion tons of delicious meat candy! And with over 2.7 million folks running 5Ks every year, it's time to add some sizzle to their steps!

Introducing **The Great American Bacon Race**, the ultimate 5K that will have you drooling before you even start running! Picture this: a nation-wide race fueled by the mouth-watering aroma of bacon, followed by the "**Bacon Bash**" after-party, a festival celebrating all things bacon with free samples, music, contests, and food trucks loaded with bacon delights.

Now, lets not forget the young ones. They can join us for the 1k Kids Bacon Dash.

Plus, who knows, you might even bump into the one and only Kevin Bacon!



Meet our mascot Kevin, yes, Kevin Bacon.







# THE GREAT AMERICAN BACON RACE

## OUR MISSION

**STOP  
BULLYING**

**STAND UP. SPEAK OUT.**

Listen up, folks, we're not superheroes. We won't be leaping over tall buildings, stopping villains, or snuggling puppies. But, we do have a mission: to throw the most epic and fun 5K event ever that's open to everyone and their grandma. Plus, we're more than just fun and games, we're also donating a percentage of our earnings to the coolest anti-bullying charity around: [www.NVEEE.org](http://www.NVEEE.org).

## WHAT CUSTOMERS SHOULD EXPECT.

- A fun, well-organized, bacon-themed, 5k fun run
- Bacon, bacon, and more bacon (obviously)
- Custom finishers medal and Great American Bacon Race T-shirt for all participants
- A finish line filled with medals and FREE BACON (did we mention the Bacon?)
- Digital timing for all runners (awards and prizes based on time and age group)
- A walking/stroller heat for those just out for the fun of it
- 1k Bacon Dash for the kiddies with medals
- The Bacon Bash After-Party with tons of bacon, music, awards, bacon-themed food trucks, vendors, cool merchandise, and more
- Tons of like-minded people having fun and enjoying a fun bacony filled event
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**I HAVE 3 PIECES OF BACON, YOU TAKE 2, WHAT DO YOU HAVE?  
A BLACK EYE, YOU HAVE A BLACK EYE.**

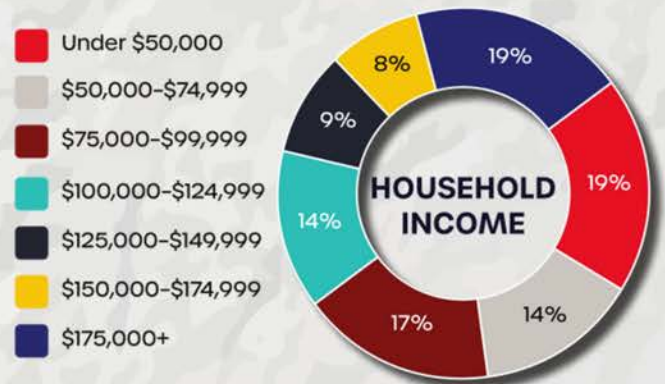
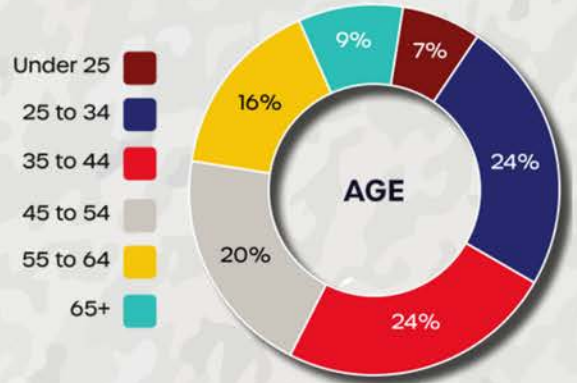
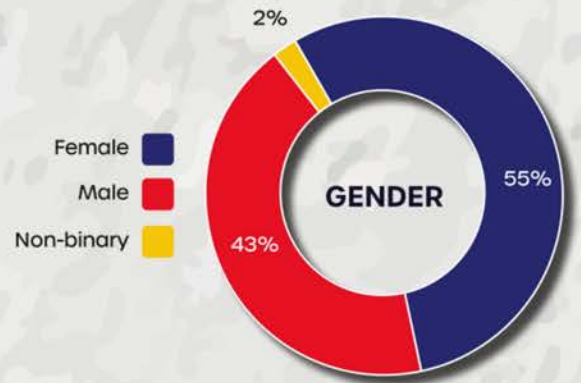


# BY THE NUMBERS

Runners today are highly educated and affluent, with 75.8% having a college diploma and 66% earning over \$75,000. Dedicated runners train year-round, running an average of 208 days and nearly 1,165 miles per year. They run to stay in shape (77.3%), be healthy (76.1%), relieve stress (61.9%), and have fun (61.7%).

5k running events are not just for serious “runners.” They bring in people from all walks of life, including:

- Athletes / runners
- Fitness enthusiasts (martial artists, gym users, crossfit, etc.)
- Families running together
- Business professionals, CEO’s, upper management
- Emergency services personnel and military (discounted of course)
- College students,



*Oh, and these guys*





# MARKETING STRATEGY



## ONLINE

### **Social Media:**

Our organic social media presence is continuously expanding across various platforms such as Facebook, Twitter, Pinterest, Youtube, Instagram, Tumblr, and more.

### **Paid Digital:**

We effectively employ Google, Facebook, Instagram, and TikTok ads to precisely target the interests and locations of our specific consumer base.



## EMAIL

Our email database boasts an impressive collection of nearly one million subscribers, which has been accumulated over the years.

In addition to our current subscribers, we continue to expand our email lists through various methods such as social contests, sweepstakes, and gamification.



## PR

### **THE MEDIA LOVE US:**

Press releases will be sent over the wire, both nationally and locally, doubling up on all the local, regional media outlets - print, TV, bloggers & radio.

We contact radio and TV stations and even local influencers in the region to gain exposure for our events.



## LOCAL

### **Ambassadors:**

Our team of local running enthusiasts actively promotes our events on a grassroots level.

### **Local Businesses:**

We collaborate with local business owners to display our flyers and posters and promote our events in-house. As a token of gratitude, we offer marketing incentives and free race entries.

# WHY PARTNER WITH US?

If you're looking to take your company to the next level, partnering with our brand is like adding rocket fuel to the engine. Our loyal customer base is like a treasure trove of new clients waiting to be discovered.

By teaming up with us, your company can tap into this goldmine and expand your reach like never before. Plus, rubbing shoulders with our brand can add a little extra sparkle to your reputation, and attract even more customers. And let's not forget the icing on the cake ... BACON! Our brand can offer a whole range of marketing possibilities, including co-branded campaigns, events, and product collaborations that are a win-win for both companies. Get ready to shoot for the stars with us!



# SPONSOR OPPORTUNITIES

We've got the sponsorship game on lock! Whether you're a small business looking to get a boost or a bigwig wanting to expand your reach, we've got the perfect partnership package for you. And if none of our pre-made options tickle your fancy, we'll whip up a custom deal just for you. So don't be shy, message us to learn more!

**\$250**

## Standard Vendor Package

- 10 x 10 vendor space in main event area
- Company logo featured on main website
- Welcome posts on social channels and email
- Discounted race passes
- DJ announcements throughout the event

**SPECIAL FOR 2024: GET 10 PEOPLE TO SIGN UP AND YOUR STANDARD VENDOR PACKAGE IS FREE!**

**\$750**

## Vendor VIP Package

- Priority placement of logo on all marketing
- Identification as main vendor on website
- 10 x 10 vendor space in main event area (high traffic)
- Additional company banner displayed at finish line
- 5 x free race entries for employees, friends and family
- 10x discounted (50% off) additional race entries
- Welcome posts on social channels and email
- Multiple PA mentions throughout the event
- 1x dedicated email blast to our database

Nothing grabbing your fancy? Reach out for a tailor-made package at [info@americanBaconRace.com](mailto:info@americanBaconRace.com).



# EVENT NAMING OPPORTUNITY

\$TBD

## YOUR BRAND

presents

### **The Great American Bacon Race.**

Display your brand identity nationwide as the presenting sponsor of **The Great American Bacon Race!** You will have exclusive rights as the main bacon supplier for the event. Your name will become a part of the main race logo lock up. Hormel will also get naming rights to “The Hormel Bacon Bash” after party in every city. Hormel will also enjoy unlimited branding throughout the course and main event areas.

**National sponsor package includes, but is not limited to:**

- Hormel integrated with the logo brand logo and displayed on all marketing materials
- Branding displayed around the course and throughout the festival area.
- Identification as presenting sponsor on all advertising (online, print, radio, TV, etc.)
- Main presence on the events website including home page
- Logo display on all competitors T-shirts, start/finish arch
- Dedicated Hormel activation area at all event (high visibility) for promo tents, vehicles, samplings etc.
- Promotional material in race packets
- Multiple mentions on the PA system throughout the event
- 20 free race entries per event + 50% off for ALL Hormel staff

Based on a minimum amount of events nationwide in a twelve month period





# THANK YOU!

*Kevin Bacon*



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