



Join the FREE Runner Perks Program

Part of the Synchrony Rock 'n' Roll San Diego Marathon & ½ Marathon Race Week
June 1-3, 2018

Advertise to 30,000+ Potential Customers & Drive Business During Race Week

PROGRAM OVERVIEW:

You're invited to participate for **FREE** in the Synchrony Rock 'n' Roll San Diego Marathon & ½ Marathon Runner Perks program. **You create a unique offer or discount, and we encourage participants to visit your business during race week.** This is our 21st year running in San Diego, and the program is our way to celebrate the community and promote local businesses each year.

RACE WEEKEND SCHEDULE:

- Health & Fitness Expo at the San Diego Convention Center on Friday-Saturday, June 1-2
- Synchrony Rock 'n' Roll San Diego 5K presented by Brooks on Saturday, June 2
- Synchrony Rock 'n' Roll San Diego Marathon & ½ Marathon & Relay on Sunday, June 3

HOW TO PARTICIPATE:

Create a **simple offer or discount just for runners, race volunteers and expo exhibitors!** Send the following information to Lindsey Harris at lindsey.harris@ironman.com by **May 9, 2018**.

- Business Name
- Logo (if available)
- Address, Phone, Website and/or Email
- Discount/offer details & dates discount applies
 - Please keep to 40 words or less. Ex: "Congrats runners! Celebrate your achievement by bringing in your race bib or medal for 20% of your dinner (alcohol excluded)."

Next Steps:

- **FREE Inclusion in the Runner Perks Webpage:** We add your offer to our webpage and email a direct link to our 30,000+ participants, volunteers and exhibitors before the race.
- **FREE Runner Perks Poster:** At the beginning of race week, we will supply a Runner Perks poster for you to display and advertise your involvement in the program.
- **Activate Your Offer on Race Week:** During race week, get ready to award your offer to customers when they are (1) a participant who shows their race bib or medal, (2) a volunteer who shows their volunteer shirt, or (3) an exhibitor who shows their credential.

DEADLINE TO SUBMIT YOUR SPECIAL DEAL IS MAY 9, 2018!

Please e-mail Lindsey Harris at lindsey.harris@ironman.com to be part of Runner Perks, if you have questions, or if you want to find ways to further promote your business through our event.