



THE 47th ANNUAL BAYOU CITY CLASSIC 10K
- TEXAS' OLDEST 10K -
& FAMILY FRIENDLY 5K
SATURDAY, MARCH 2, 2024

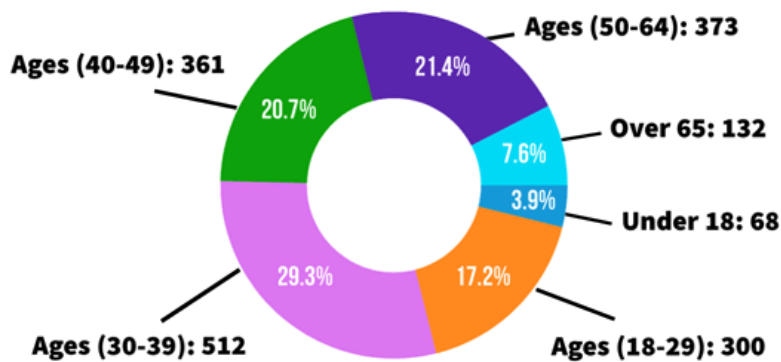
PROCEEDS BENEFIT HOUSTON PARKS



*A Non-Profit Event Organized by the
Houston Area Road Runners Association*



Registration by Age Group



(Data shown are from the last live event - 2023)

AGE GROUP	COUNT	PERCENTAGE
Under 18	68	3.89%
Ages (18 - 29)	300	17.18%
Ages (30 - 39)	512	29.32%
Ages (40 - 49)	361	20.68%
Ages (50 - 64)	373	21.36%
Over 65	132	7.56%
Total	1,746	100%

ABOUT THE EVENT

- >2000 attendees expected
- Promotional outreach to ~25,000.
- Event has donated almost \$250,000 over the last 8 years.
- Event promoted in both print, digital, and social media to over 10,000 people.
- Over 2000 commemorative t-shirts with sponsor logos given out to registered runners and volunteers.
- Race owned & managed by HARRA, an all-volunteer, 501 C(3) non-profit organization whose mission is to promote running as a competitive sport and a healthful exercise.

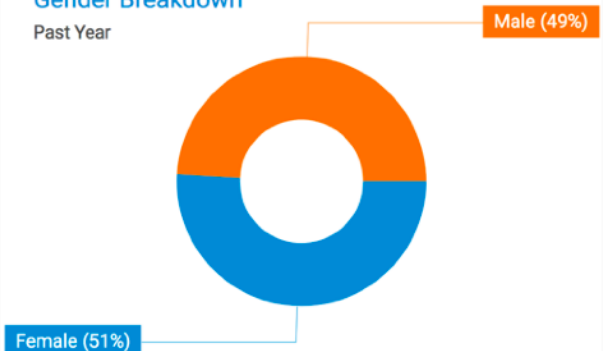
DEMOGRAPHICS

Participants in the Bayou City Classic represent a wide demographic distribution

- Equal representation of gender
- Wide distribution across all age groups with most in the 30-65 window

Gender Breakdown

Past Year

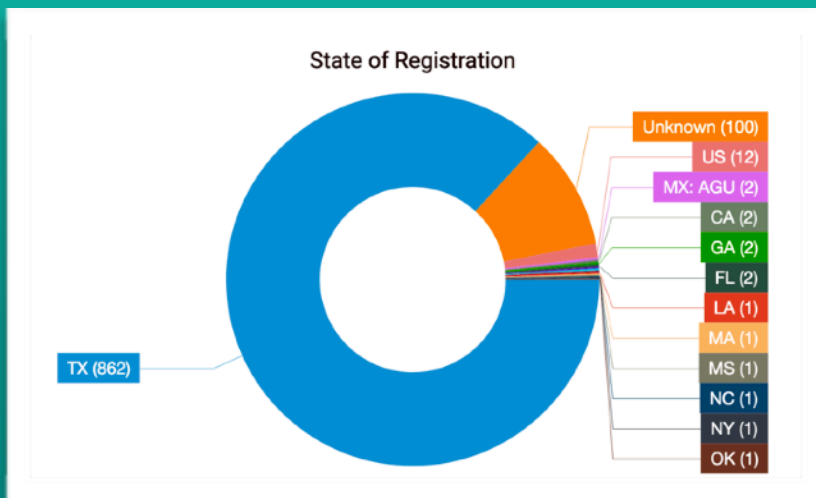
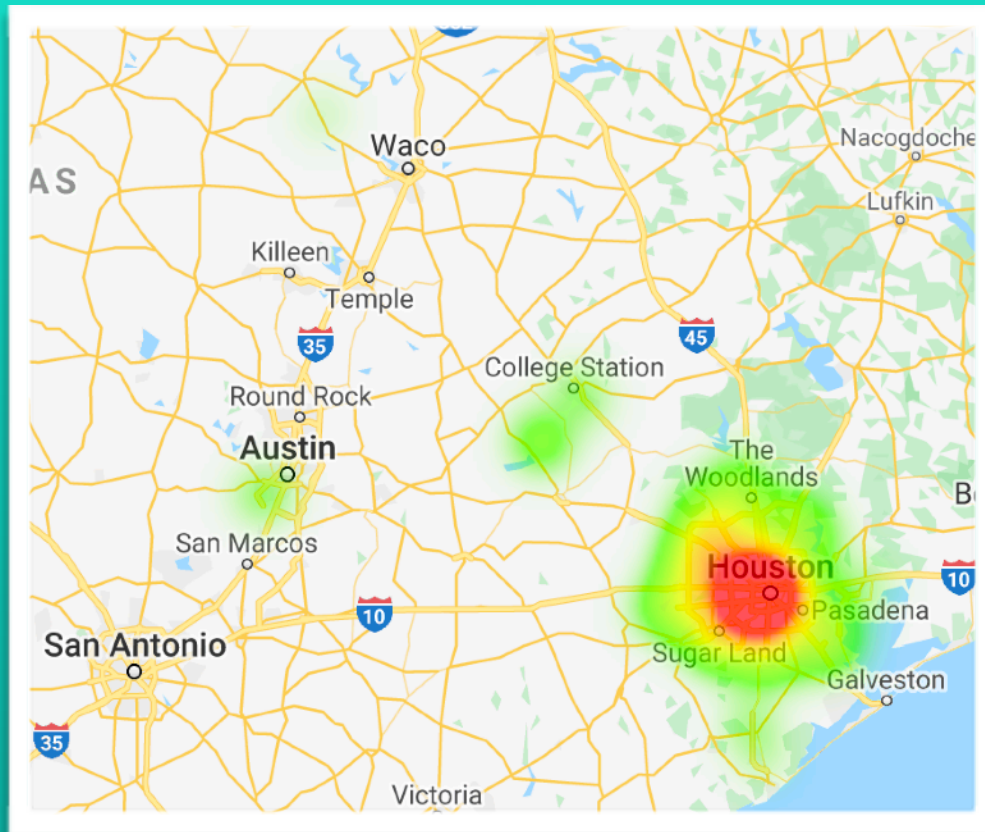


lululemon RACE SHIRTS



Our unique custom tech shirts are provided by our partner lululemon, and feature a logo designed by local artist April Murphy of AEM studios. Major sponsor logos are printed on the back. These shirts are very popular and seen on runners around town well after the event.

GEOGRAPHICAL DISTRIBUTION



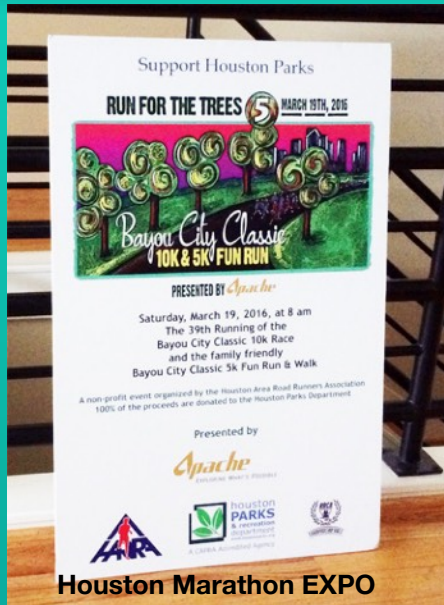
Although most participants are Texas residents, the race always attracts a few out of state runners.

GREATER HOUSTON AREA	
COUNTY	%
Brazoria County	3.13%
Chambers County	0.35%
Fort Bend County	7.38%
Galveston County	1.65%
Harris County	73.32%
Liberty County	0.09%
Montgomery County	4.52%
Wharton County	0.35%
Total	90.78%

Event participants are concentrated in the greater Houston area and surrounding counties, extending as far away as Austin, College Station, and Waco, TX.

MARKETING

The **Houston Area Road Runners Association** promotes the Bayou City Classic at two major events each year. **Promotion includes large signage with presenting sponsor logo, shirt giveaways, and onsite race registration.**



The **Houston Marathon EXPO** in January. The marathon is the largest sporting event in Houston, with **25-30,000 participants** that visit the EXPO before the race.



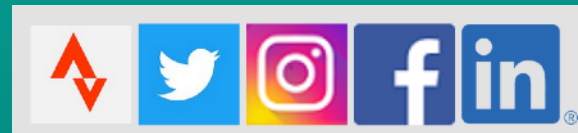
HARRA's Party in the Park in August at Memorial Park. HARRA invites all runners to stop and learn about HARRA, the Bayou City Classic, and other area running clubs. **Free event reaching at least 4000 runners.**

Ambassador Program



The **Bayou City Classic Ambassador Program** was started in 2023 with 18 individuals representing a cross-section of our diverse community of runners in the greater Houston area.

Our ambassadors engage with the community through social media, unique personal connections, participation in free community “popup runs” from select sponsor locations, and more.

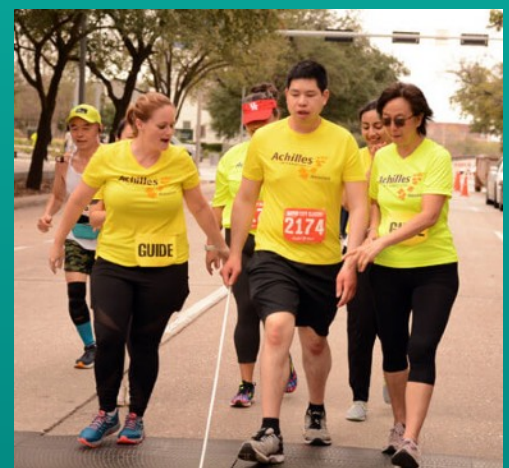


SOCIAL MEDIA: The event and sponsors are promoted on all HARRA & Bayou City Classic social media platforms.

RACE DAY EXPERIENCE



The race has a festive atmosphere and features a costumed centipede contest, bagpipe players, and a terrific post-race party.



The Bayou City Classic is a family-friendly, all-inclusive event. We have recognized athletes in our Wheel Chair Division for many years and welcome all challenged athletes to join us. We invite **EVERYONE** to participate.

POST RACE RACE PARTY



BAYOU CITY CLASSIC PARTNERSHIP OPPORTUNITIES

Presenting Sponsor \$20K

VIP hospitality tent access
50 free entries
Delivery of packets to Sponsor's office
VIP Parking for Senior Management
Packet Pickup at business, optional
Marketing material at packet pickup, optional
Logo on back of shirt and in all advertising
Logo Banner at Post Race Party & VIP tent
Logo and link on race website

Platinum Sponsor \$10K

VIP hospitality tent access
30 free entries
VIP Parking for Senior Management
Packet Pickup at business, optional
Marketing Material at packet pickup, optional
Logo on shirt and advertising
Logo and link on race website

Gold Sponsor \$5K

Tent space at Post Race Party
Up to 2 parking passes
15 free race entries
Logo placement on shirt is lower & smaller than Platinum sponsors

Silver Sponsor \$1K

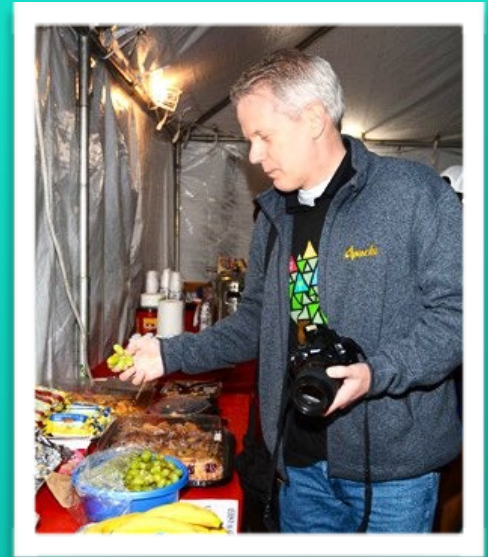
Tent space at Post Race Party
5 free race entries
Logo placement on shirt is lower & smaller than Gold sponsors

Bronze Sponsors \$500

Tent space at Post Race Party
Logo on shirt and on website

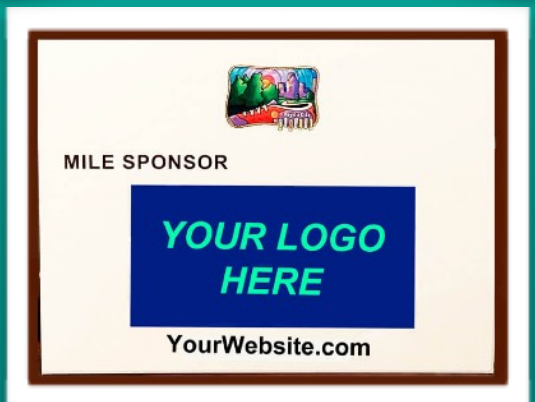
Houston Strong Sponsors (\$250 and up or in-kind sponsors*)

Tent space at Post Race Party
Logo on website only
*in-kind donation must be tangible product valued over \$250



Inside the VIP Hospitality Tent

2023 SPONSORS: lululemon, Houston Striders, Desertview Services, Inc., Fleet Feet Sports, Elite Spine and Health Center, Saint Arnold Brewing Co., Texas Tamale, Teotihuacán Mexican Café, IW Marks, Running Alliance Sport, Houston Dash, Sprouts, Fogo de Chão, Texas Foot & Ankle, Raising Cane's, Resource One, iHop, Alex's 5K, Bayou City Road Runners, Homelight, Signature Care and more...



Mile Marker Road Signs 24" X18"

Mile Marker Sponsors (\$250)

Logo on Marker and on website



THE BAYOU CITY CLASSIC 10K/5K
SATURDAY, MARCH 2, 2024, 8AM
HERMANN SQUARE, HOUSTON, TX

For more information about partnering with the Bayou City Classic, please contact us: hello@bayoucityclassic.org

www.bayoucityclassic.org

The Bayou City Classic 10K/5K is presented by the **Houston Area Road Runners Association (HARRA)**, an all-volunteer, non-profit 501(c)3 organization (EIN 74-0041210) whose mission is to promote running as a competitive sport and a healthful exercise. All donations are tax-deductible.

