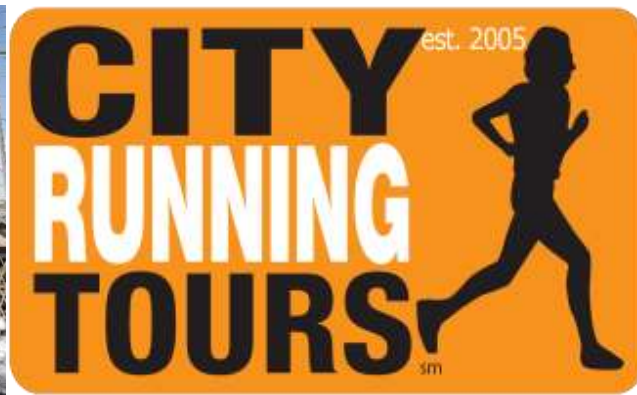
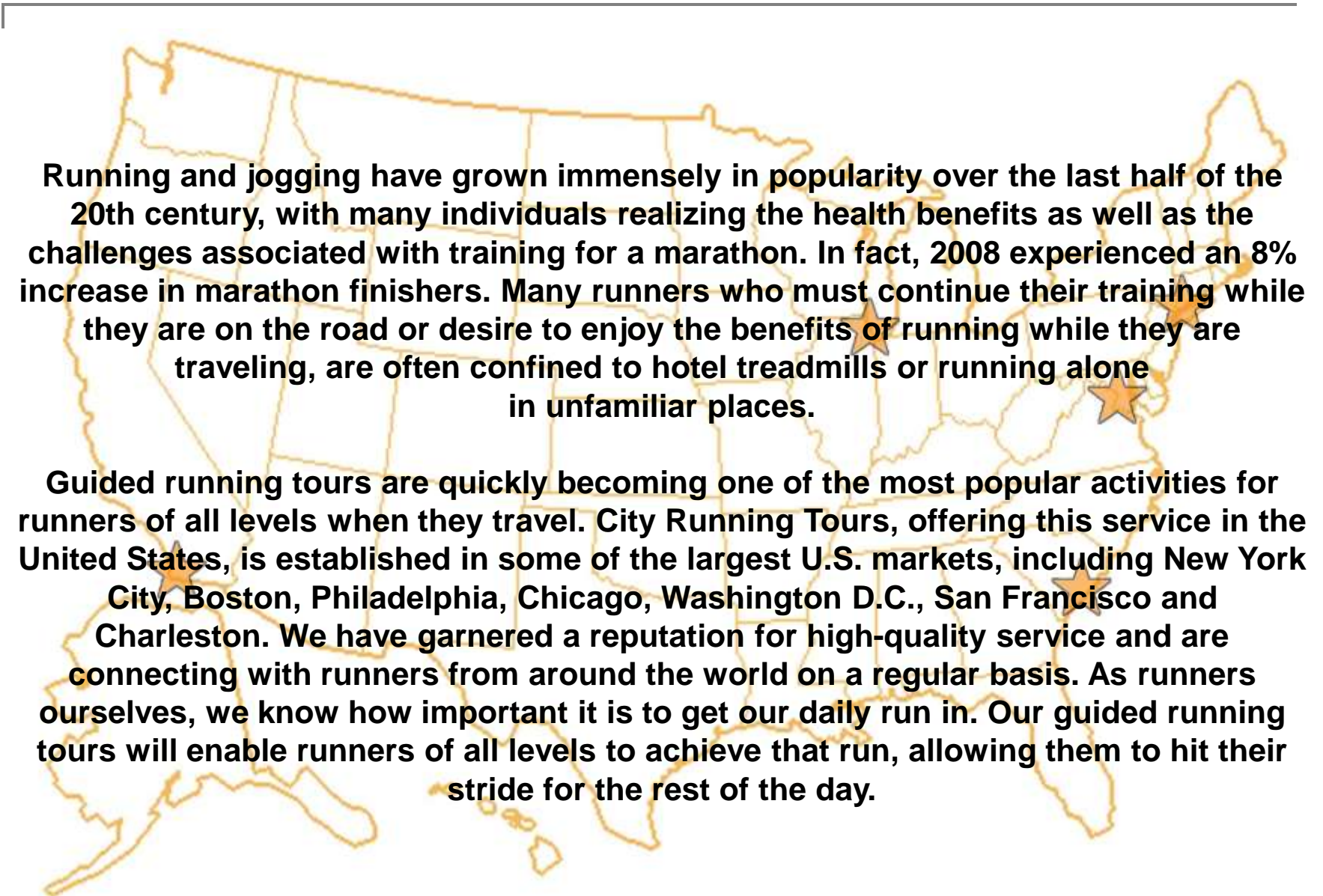

CITY RUNNING TOURS



GUIDED RUNNING TOURS

Boston • Charleston • Chicago • New York,
Philadelphia • San Francisco • Washington D.C.



Running and jogging have grown immensely in popularity over the last half of the 20th century, with many individuals realizing the health benefits as well as the challenges associated with training for a marathon. In fact, 2008 experienced an 8% increase in marathon finishers. Many runners who must continue their training while they are on the road or desire to enjoy the benefits of running while they are traveling, are often confined to hotel treadmills or running alone in unfamiliar places.

Guided running tours are quickly becoming one of the most popular activities for runners of all levels when they travel. City Running Tours, offering this service in the United States, is established in some of the largest U.S. markets, including New York City, Boston, Philadelphia, Chicago, Washington D.C., San Francisco and Charleston. We have garnered a reputation for high-quality service and are connecting with runners from around the world on a regular basis. As runners ourselves, we know how important it is to get our daily run in. Our guided running tours will enable runners of all levels to achieve that run, allowing them to hit their stride for the rest of the day.

WHO WE ARE

City Running Tours is a team of running enthusiasts that provide an opportunity to experience a city in an exciting way. CRT offers runners a chance to exercise while learning about the history, urban myths, and unofficial landmarks of some of the great cities across the country. We are runners ourselves, so we understand how important it is to get our miles in.



CRT makes running an essential part of our clientele's daily routine, making it easier to get those miles in, no matter the city their lives take them to.

CRT clientele is a unique niche of people who depend on running. Without it, they wouldn't feel like themselves.

WHAT WE DO

City Running Tours is ideal for runners of all levels and motivations. The business traveler tired of running on the hotel treadmill, the marathon runner training for a race, the family of runners looking to run together or the recreational runner with an urge to explore new and interesting routes. City Running Tours offers both group runs as well as personalized runs to specific landmarks, accommodating any athletic ability, style, or training regimen.

Personalized Runs:

Clients choose how far they would like to run, what areas and sights they would like to see and we customize a run based on that information. There own personal running guide will meet them at their hotel to take them on their run. We run at their pace, provide water and bring camera in case they feel like capturing the moment. At the end of the run clients are returned to where they are staying and given a souvenir goody bag. These runs are offered 7 days a week all year long.

Group Runs:

Our groups runs are set 5 - 6 mile routes throughout our cities. These runs are designed with stops along the way to accommodate all running paces. Each of these runs are connected with a local establishment to make the experience unique, ie. a specialty running shop where clients get fitted for shoes along with discounts or a local eatery or brewery where at the conclusion of the run the participants are entitled to brunch or pint of beer. Our groups runs are on weekends only all year long.



COST BREAKDOWN



Personalized Runs:

\$60 per runner for a run up to 6 miles
\$6 each additional mile

Run Includes:

- Personalized Guided Running Tour
- Pick up and drop off service where client is located
- Bottle of SmartWater
- Complimentary Photos
- Souvenir Goody Bag with a City Running Tours technical shirt, samples of Bear Naked Granola, BodyGlide and much more!



Group Runs:

\$20 per runner

Run Includes:

- Group Guided Running Tour
- Bottle of SmartWater
- Other amenities depending on theme of run*

* Beer Runs include a tour of the brewery and 1 pint of beer
Running Shop runs include running shoe fitting and a discount to the shop
Brunch Runs include a post run meal. Runners pay for brunch separately

DEMOGRAPHICS

Since our inception in June of 2005 we have led over 700 runs with over 1000 people from 42 different states and 27 different countries.

Breakdown by Age:

- + Under 20: 2%
- + 20 - 29: 15%
- + 30 - 39: 38%
- + 40 - 49: 35%
- + 50+: 10%

Breakdown by Gender:

- + Female - 56%
- + Male - 44%

Running Level:

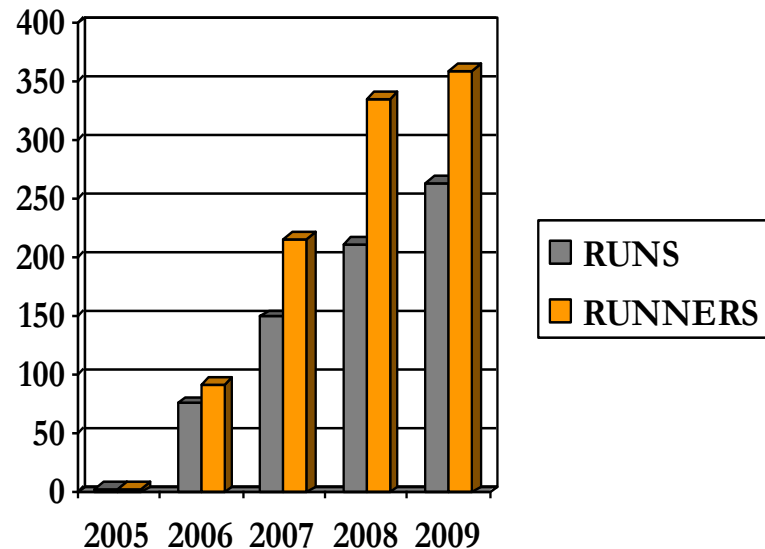
- + Competitive - 48%
- + Recreational - 52%

Breakdown by Location:

- + Domestic – 54%
- + International – 46%

Breakdown by Travel:

- + Recreation - 57%
- + Business – 43%



OPPORTUNITY

In return of your companies investment in City Running Tours, your organization will have excellent opportunities to:

- Be exposed to a large, relevant group of runners from all over the world.
- Showcase your organization in a new and exciting way through a grassroots level of marketing.
- Associate your company with an innovative, growing business that reaches your clientele through personal testimonials of your product and/or service.
- Associate your company with a developing, global market that represents a quality, established brand within the running community.
- Inclusion in City Running Tours national and local events.
- Inclusion in City Running Tours marketing campaign,



OPPORTUNITY



Opportunity Levels:

Local Level Sponsor - partnering and providing products to one City Running Tours location.

National Level Sponsor- partnering and providing product to all City Running Tours locations.

International Level Sponsor- connecting with City Running Tours on a worldwide scale through our partners at Global Running Tours through both a financial and product contribution.

SPONSORSHIP TYPES, LEVELS, INVESTMENTS AND BENEFITS

(The level of benefits you will receive will depend on your contribution)

Sponsorship Benefit	Local Level Sponsor	National Level Sponsor	International Level Sponsor
Presence on CRT website on only one city page	✓		
Presence in CRT Souvenir bag in one CRT location	✓		
Acknowledgement in local media coverage	✓		
Presence on CRT website on all pages		✓	✓
Presence in CRT Souvenir bag in all CRT locations		✓	✓
Acknowledgement in national and international media coverage		✓	✓
Presence on CRT T-shirts			✓

WHAT PEOPLE ARE SAYING

+ “This was my first time visiting New York and it certainly was the best way to see Manhattan. I booked a 9-Mile tour with my only requirements that I get a feel of the city and to take in the sights. The tour was great; my guide pointed out all the main places of interest and went into their history, so I learned plenty about the city from a local’s perspective. If you enjoy running and want to see the city then I would definitely recommend it.” - **Scott, London**

+ “Great way to get introduced to DC - my guide easily matched my pace and was well informed and interesting! I always worry about fitting in a run while on vacation- this was the perfect solution. It was worth every penny.” - **Laura, Wisconsin**

+ “My running tour in Chicago was worth my money as well as my time. My tour guide did a great job catering this tour to my needs. This was an excellent way to see the city and get exercise all for a reasonable price. Don't hesitate to try City Running Tours on your next vacation. Not only is the guide there to take pictures but he or she also carries you water in their own backpack. What a bonus!”
- **Shelly, South Dakota**

+ “This was a highlight of our trip! It was a great way to start the day and see the city, while learning about it at the same time. Although we left the choosing to you, I liked that we had the option to choose the sights. Our tour guide was the best. He really enjoyed running and most of all knew a lot about the city and loved his job.” - **Jennifer, California**





For additional information visit www.cityrunningtours.com or contact runners@cityrunningtours.com with any questions.