

“FRIENDS OF CITY RUNNING TOURS”



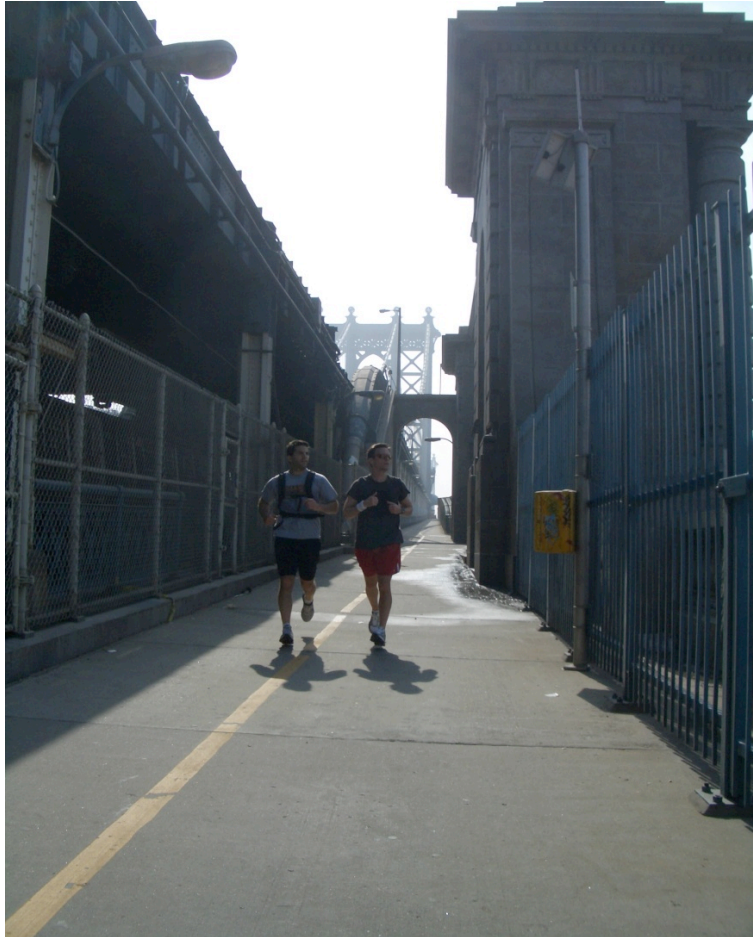
“FRIENDS OF CITY RUNNING TOURS”

Guided running tours are quickly becoming one of the most popular activities for runners of all levels when they travel.

City Running Tours, the first company to offer this service in the United States, is established in some of the largest U.S. markets. We have garnered a reputation for high-quality service and are connecting with runners from all over the world on a regular basis.

With plans to eventually be in every major U.S. city and some international destinations, we would like to invite you to be part of our exciting growth by becoming a “**Friend of City Running Tours**”.

“FRIENDS OF CITY RUNNING TOURS”



- The “Friends of City Running Tours” program is designed to boost our partners’ visibility and enhance their credibility by educating runners on quality products and services that deal with the functional aspect of the sport.

“FRIENDS OF CITY RUNNING TOURS”

- Non-traditional marketing now enables you to reach your target audience more effectively
- One of the fastest and easiest methods for connecting with the consumer on a personal level is by creating that connection through a common interest.



- Our goal is to partner with you to build a strong, beneficial relationship with the running industry. We want to increase your sales and exposure by using your products, services and capital to create a quality product for our clients.
- We offer you an opportunity to showcase your product through our unique running service. Your audience will develop a personal relationship with **City Running Tours** and, in turn, a relationship with your company.





- We want to speak with you, work with you and run with you because together we can provide runners around the globe the chance to run no matter where their travels take them. **As City Running Tours grows, so will you!**

MARATHON LEVEL (\$10,000 for 6 months)

- Company logo on CRT T-shirt
- Personal product and/ or service endorsement to captive audience
- Company Logo on CRT with link to company's website*
- CRT use of product samples or discount coupon for service in souvenir bags
- Inclusion in CRT marketing campaigns
- Inclusion in CRT national and local events



HALF-MARATHON LEVEL

(\$5,000 per 6 months)



- Company logo on CRT website with link to company's site*
- CRT use of product samples or discount coupon for service in souvenir bags
- Inclusion in CRT marketing campaigns
- Inclusion in CRT national and local events

***CRT gets approximately 93,000 visits to the website per month**

5K Level

(\$1,000 for 6 months)

- CRT use of product samples or discount coupons for service in souvenir bags
- Inclusion in CRT marketing campaigns
- Inclusion in CRT national and local events



“FRIENDS OF CITY RUNNING TOURS”

City Running Tours Demographics:

Breakdown by Age:

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

Breakdown by Gender:

- Female – 62%
- Male – 38%

Breakdown by Location:

- Domestic – 69%
- International – 31%

Breakdown by Travel:

- Recreation – 57%
- Business – 43%

Intangible Benefits:

- The opportunity to connect one on one with the worldwide running community
- Honest feedback and potential new ideas from those who use your products and/or services



“FRIENDS OF CITY RUNNING TOURS”

- “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 for but he or she also carries you water in her own backpack. What a bonus!” – **Shelly, South Dakota**
- “My guide does a great job of leading running tours through downtown San Diego. She met me at my hotel lobby and lead me around the harbor, the convention center, through China Town and around Petco field. It's the best way to see a city and keep in shape.” – **Hugo, California**