

**ALL
RUNNERS
ARE
BEAUTIFUL**

RUNCZECH

SUMMARY OF ACTIVITIES 2019

WELCOME WORD

This is an amazing time to be in the Czech Republic. A historic time. Because 30 years ago, the Czechs took part in what the world has come to know as the Velvet Revolution. And we are celebrating that quiet but relentless form of resistance. And the embracing of democracy.

It so happens that the Prague International Marathon was started right around the same time. And what Vaclav Havel and others did for a nation, we are trying to do for the sport of running. We are trying to liberate it. To open the doors to mass participation. To democratize it.

We march under a banner that reads, ALL RUNNERS ARE BEAUTIFUL. Our way of saying to the world that, no matter your nationality, your color, your beliefs or your ability, you are welcome here. You are a part of something that transcends borders and ideology. That's why we stage races that anyone can take part in, from family fun runs to an ultra-marathon. Races through city streets or winding down beautiful country trails.

If you run to support a good cause, chances are we do, too. Social. Environmental. Educational. For more than 25 years, our mission was to make the Czech Republic a happier, healthier place. And we have. Now, in some of the most turbulent times the planet has seen since our Velvet Revolution, we'd like to see if the sport of running can bring the people of the world a little closer together.

We think it can. And we hope you do, too.
Gratefully and sincerely,

Carlo Capalbo

*President of the RunCzech Organizing Committee
World Athletics / IAAF Road Running Commission
Chairman*

CONTENT

- 2-3 Introduction
- 4-13 Where we stand now
- 14-15 What we want to reach
- 16-31 RunCzech projects
- 32-35 Where you can meet us
- 36-42 Thanks to our partners





ALL RUNNERS ARE BEAUTIFUL

We aim to use our resources, our experience and our celebrity to preach the value of running.

To vastly expand the number of people who consider themselves runners. To cultivate a new class of elite athletes. And to become more active in preserving a healthy environment, making the world more conducive to running for everyone.

Furthermore, we aim to make running events more than just opportunities to test your strength and your stamina. We are viewing them—and promoting them—as places to demonstrate that people of different backgrounds, nationalities, color and ability can come together in peace.

To put aside our differences, and to celebrate together.

Prague International Marathon, spol. s r.o.
Tempo Team Prague s.r.o.
Juniorský maratonský klub, z.s.
SuperHalvs s. r. o.
Františka Křížka 461/11, 170 00 Praha 7
E-mail: info@runczech.com | Tel: +420 224 919 209

Napoli Running s.r.l.
Via Caracciolo 15, 80121 Naples, Italy
E-mail: info@napolirunning.com
www.napolirunning.com

www.runczech.com

RUNCZECH

RUNCZECH RACES 2019

ALL RUNNERS ARE BEAUTIFUL

NAPOLI RUNNING

Napoli City Half Marathon
STARFESTA A.2 / FAMILY RUN & FRIENDS
24 febbraio 2019

registra ti su
www.napolirunning.com

F136

ALL RUNNERS ARE BEAUTIFUL

SPORTSIMO
1788

Sportismo Prague Half Marathon
April 6, 2019

RUNCZECH

ALL RUNNERS ARE BEAUTIFUL

Volkswagen Prague Marathon
May 5, 2019

RUNCZECH

4066

ALL RUNNERS ARE BEAUTIFUL

MATTONI

Mattoni Karlovy Vary Half Marathon
May 18, 2019

RUNCZECH

F2533

ALL RUNNERS ARE BEAUTIFUL

MATTONI

Mattoni Ceské Budejovice Half Marathon
June 1, 2019

RUNCZECH

3500

ALL RUNNERS ARE BEAUTIFUL

MATTONI

Mattoni Olomouc Half Marathon
June 15, 2019

RUNCZECH

F868

ALL RUNNERS ARE BEAUTIFUL

O₂

Prague Relay
25, 26, 27 June 2019

RUNCZECH

F622

ALL RUNNERS ARE BEAUTIFUL

BIRELL

Birell Prague Grand Prix
5 & 10 km
Sept. 7, 2019

RUNCZECH

4545

ALL RUNNERS ARE BEAUTIFUL

Birell Prague Grand Prix
adidas Women's race 5 km
September 7, 2019

RUNCZECH

F1599

ALL RUNNERS ARE BEAUTIFUL

MATTONI

Mattoni Usti nad Labem Half Marathon
Sept. 21, 2019

RUNCZECH

2525

ALL RUNNERS ARE BEAUTIFUL

MATTONI LIBREC NATURE RUN

5th October 2019

RUNCZECH

ALL RUNNERS ARE BEAUTIFUL

NAPOLI RUNNING

Sorrento Positano
ULTRA MARATHON 54 KM
PANORAMICA 27 KM
FAMILY RUN & FRIENDS
24 febbraio 2019

registra ti su
www.napolirunning.com

RUNCZECH

351

SEASON HIGHLIGHTS

RUNCZECH

452 989

PEOPLE ENGAGED
IN RUNCZECH EVENTS

95 129

RUNNERS AT START
LINES OF OUR EVENTS

191 115

SATISFIED
EXPO VISITORS



278

ELITE ATHLETES

18 286

FAMILY RUN
PARTICIPANTS

4 574

FIRST-TIME
PARTICIPANTS

3 504

TREES PLANTED

5 693

B2B GUESTS



66 428

ACTIVE PEOPLE
IN RUNNING MALL
& ENERGY AT WORK
PROGRAM

6

RUNCZECH
REPRESENTATIVES
AROUND THE WORLD



6 485

INDISPENSABLE
VOLUNTEERS



NAPOLI RUNNING

30 950

PEOPLE INVOLVED
IN NAPOLI RUNNING EVENTS

10 104

RUNNERS
AT START LINES
OF OUR EVENTS

25 259

SATISFIED EXPO
VISITORS

RUNCZECH RACES 2019

Mattoni Karlovy Vary Half Marathon 18 May 2019

7 023 runners (4 009 competitive
+ 3 014 non-competitive)



♂ 63 %
♀ 37 %

Sportisimo Prague Half Marathon 6 April 2019

11 815 runners
(competitive)



♂ 67 %
♀ 33 %

Volkswagen Prague Marathon 5 May 2019

15 075 runners
(9 849 competitive
+ 5 226 non-competitive)



♂ 76 %
♀ 24 %

O₂ Prague Relay 25-26-27 June 2019

10 212 runners (9 780 competitive
+ 432 non-competitive)



♂ 56 %
♀ 44 %

Birell Prague Grand Prix 7 September 2019

9 748 runners
(7 127 – 10K runners
& 2 621 – 5K runners)



♂ 45 %
♀ 55 %



Mattoni Ústí nad Labem

Half Marathon

21 September 2019

6 085 runners
(3 529 competitive
+ 2 556 non-competitive)

♂ **64 %**

♀ **36 %**



Mattoni

Liberec Nature Run

5 October 2019

3 397 runners
(2 683 competitive
+ 708 non-competitive)

♂ **63 %**

♀ **37 %**



♂ **66 %**

♀ **34 %**

Mattoni

Olomouc Half Marathon

15 June 2019

10 078 runners
(6 481 competitive
+ 3 597 non-competitive)



♂ **65 %**

♀ **35 %**

Mattoni

České Budějovice Half Marathon

1 June 2019

6 482 runners
(3 442 competitive
+ 3 040 non-competitive)

COMPETITIVE RUNNERS BY AGE

18 - 34

35 - 44

45 - 64

65+



38%



35%



26%



1%

COMPETITIVE RUNNERS BY GENDER

FEMALE

38%

MALE

62%

COMPETITIVE RUNNERS BY NATIONALITY

FOREIGN RUNNERS

22%

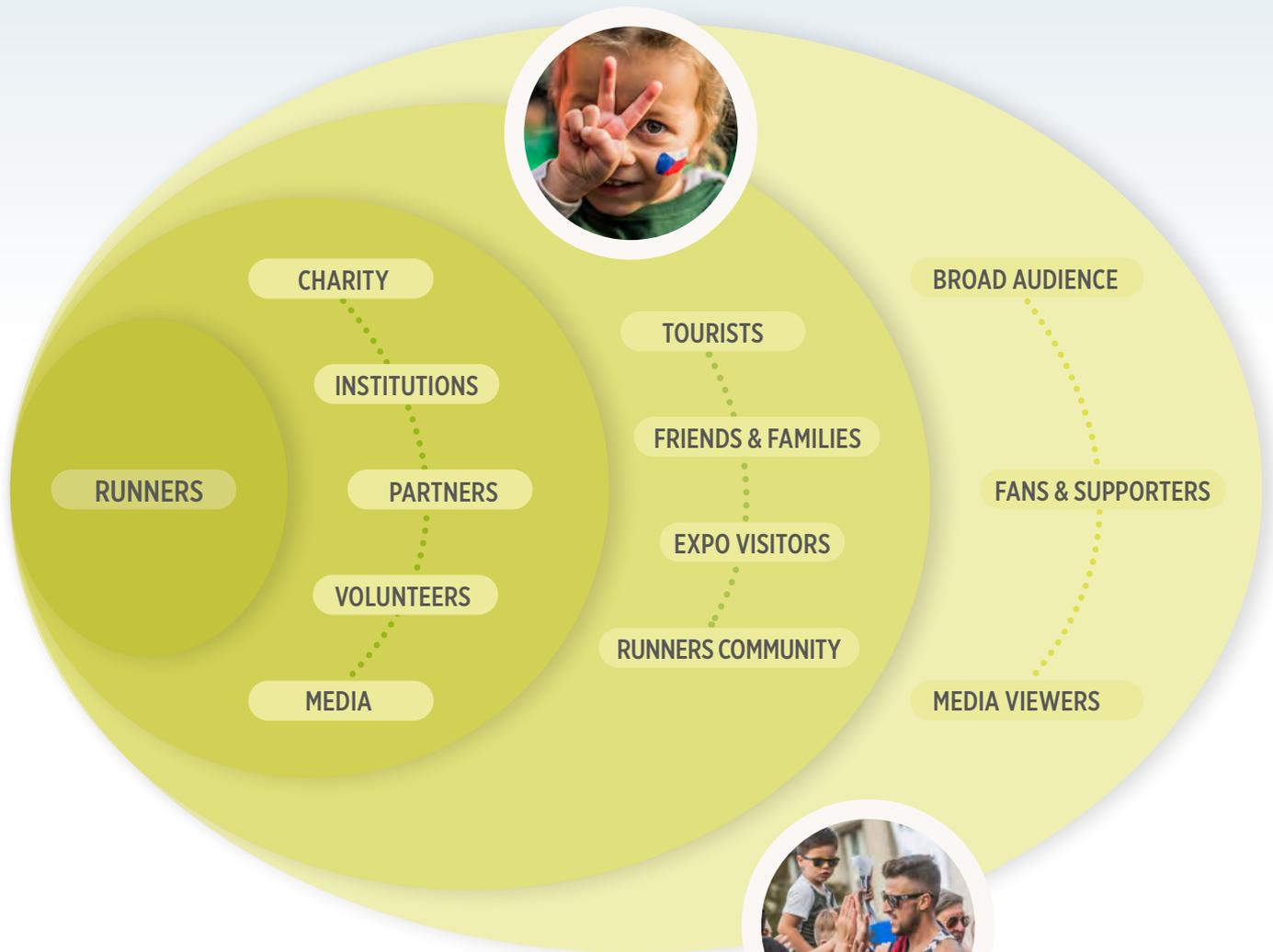
CZECH RUNNERS

78%

RUNCZECH ACTIVITIES



ENGAGED PEOPLE



TOP 10 OCCUPATIONS IN RUNCZECH RUNNING LEAGUE 2019

9957	7276	5040	3444	3104
TOP MANAGEMENT	EXECUTIVE	UNIVERSITY STUDENTS	HEALTH CARE	IT SPECIALISTS
2307	1835	1731	1314	1093
TEACHERS & LECTURERS	FINANCIALS	ENGINEERS	LAWYERS	SALES REPRESENTATIVES

HISTORY

HIGHLIGHTS

- 2000 World record holder Brazilian Ronaldo Da Costa runs marathon in Prague.

- 2001 Haile Gerbselassie wins Prague Grand Prix.

- 2004 Róbert Štefko wins third place in Prague Marathon.

- 2005 Olympian Stefano Baldini wins Prague Grand Prix.

- 2012 Atsedu Tsegay becomes fourth fastest half-marathoner ever.
Jan Kreisinger's time of 2:16:25 qualified him for the London Olympics.

- 2013 RunCzech Running Mall opened in Prague.

- 2014 Prague becomes the only city in the world with three World Athletics / IAAF Road Race Gold Labels.
RunCzech Racing launched.

- 2015 Czech Republic becomes the holder of seven World Athletics / IAAF Road Race Gold Labels as the only country in the world.

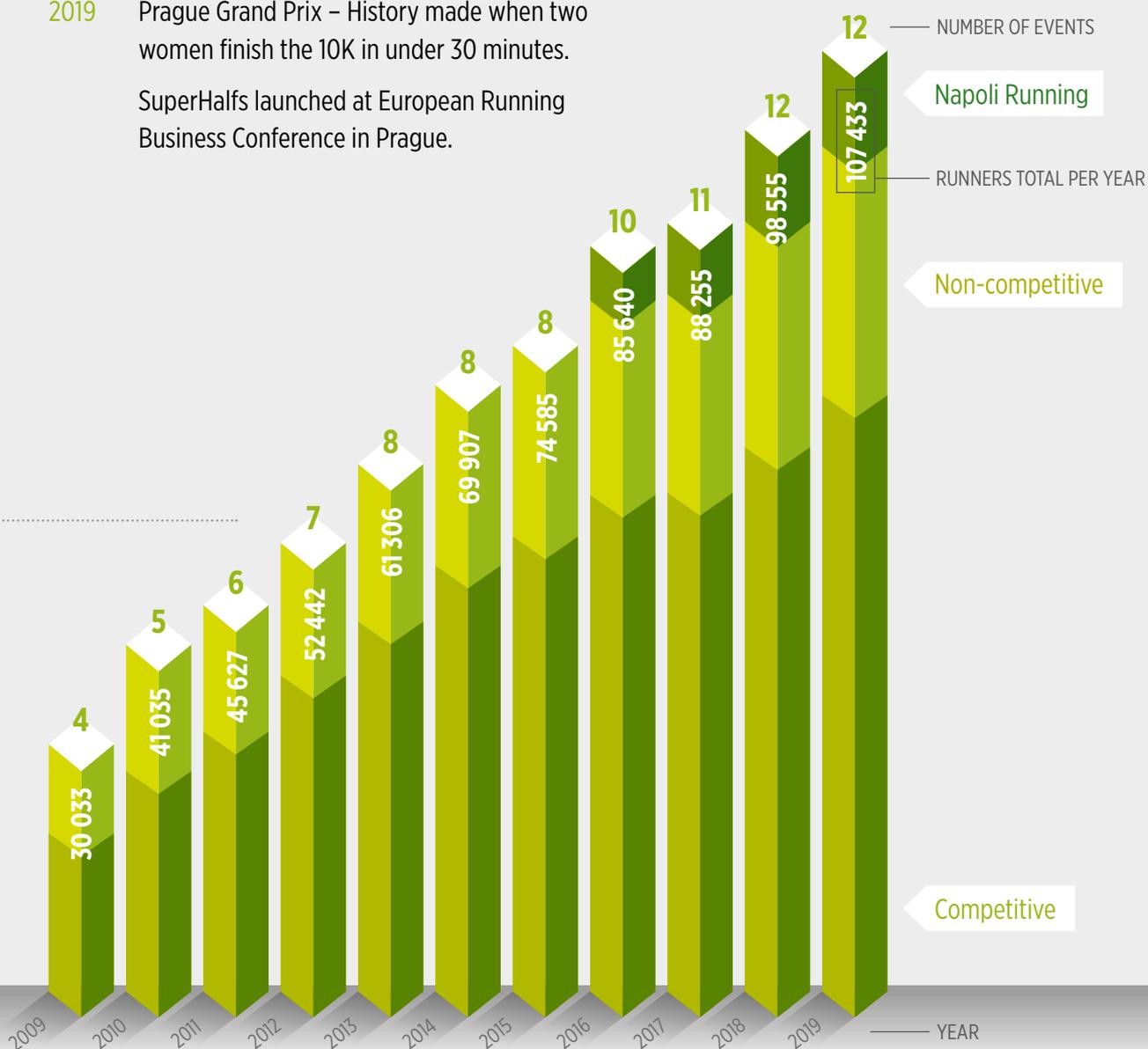


- 2016 Eva Vrabcová Nývltová sets a new Czech record 2:30:10 at the Prague Marathon.
- 2017 Joyciline Jepkosgei's 1:04:52 finish sets the world half marathon record, plus 10km, 15km and 20km splits. She bettered her 10 km world record at Prague Grand Prix with a time of 29:43.
- 2018 Eva Vrabcová Nývltová breaks the twenty-four year old Czech record in half marathon with time 1:11:01.

EuroHeroes project starts.

- 2019 Prague Grand Prix – History made when two women finish the 10K in under 30 minutes.

SuperHalves launched at European Running Business Conference in Prague.



ECONOMIC IMPACT OF RUNCZECH EVENTS

RunCzech events stimulated local economies and motivated runners to explore beautiful cities. The analysis of economic impact was processed in cooperation with CzechTourism agency and KROKEM s. r. o. independent analytical company.

CZECH REPUBLIC	total	Prague	regions
number of visitors	287 860	142 800	145 060
total economic impact	36,3 MIL € 925 MIL CZK	27,2 MIL € 693 MIL CZK	9,1 MIL € 232 MIL CZK
new permanent jobs created	447	336	111

ECONOMIC IMPACT OF NAPOLI RUNNING EVENTS

The analysis of economic impact in Italy was processed proportionally.

ITALY	Naples
number of visitors	30 453
total economic impact	3,6 MIL €
new permanent jobs created	67



MEDIAL VALUE OF RUNCZECH BRAND



BY MEDIA TYPES **TOTAL 10 135 798 €** based on 2018 research

The value of paid and unpaid media was based on comparable standard Advertising Rate Card prices. Media Value for RunCzech events was assessed by OMD CZECH a.s. in collaboration with its research department, OMD RESEARCH. Several promotional items are not included due to their immeasurability: sampling, social events, press conferences, etc (*Mattoni Liberec Nature Run and Napoli Running not measured*).



BY EVENTS **TOTAL 10 135 798 €**



FUTURE

WHAT WE WANT TO REACH

We don't just see running as a sport. We see it almost as a cure. A way of inspiring people to become their best selves. A way of engaging young people. Of celebrating the champions who live among us. Of fostering cross-cultural communication. Of uniting people in common causes like the environment. We want running to be a galvanizing force for good in the world.

MAKING RUNNING MORE FUN & ACCESSIBLE

Bringing our vision to life will take creativity and a lot of work. But we're determined to do it. We're establishing communities among elite runners—both global and pan European. We're creating running societies among amateur runners of all levels. And through programs like SuperHalves, we're whetting peoples' appetites for travel and tourism. We have more than 25 years of experience perfecting the running experience for millions of runners. And that experience is fuel, powering us into the future.

ACTIVITIES FOR ELITE RUNNERS

All RunCzech races adhere to the 5-star standards of European Athletics and World Athletics / IAAF Road Race Labels. Currently three of our Prague events retain World Athletics / IAAF Road Race Gold Label which requires that a strict set of criteria must be maintained.

- **Certificated course closed to vehicular traffic**
- **Security, organizers and volunteers all along the course**
- **Medical professionals and first-aiders present**
- **Anti-doping control**
- **TOP elite runners at least from two continents**
- **International TV broadcasts**
- **Full service for journalists**

278

Elite runners participated in 7 races in 2019



RUNCZECH RACING

RunCzech Racing is a professional sports team established in 2014, managed by RunCzech, Ikaika Sports and adidas. Our goal is to develop the skills of long-distance runners, to provide them with opportunities to compete at the world's most prestigious races, and to offer them the opportunity to champion the idea that ALL RUNNERS ARE BEAUTIFUL in schools, at workshops, and on social media. Anywhere they can inspire people to live healthier, happier, more active lives.

155

Runners
in RunCzech
Racing roster

4

Nationalities
(Czech Republic, Kenya,
Ethiopia, France)



6

World
Records

2

World
best

1

World
Championships
medals

1

European
Championships
medals



1

World Junior
Championships
medals

4

World
junior best

61

Victories

43

2nd place
finishes

41

3rd place
finishes

199

Top five
finishes

EUROHEROES

3
goals

- To make European athletes even more competitive on the world stage
- To celebrate the greatness that exists among us
- To generate a fan base for amateur and elite runners



In pursuit of this goal, our half marathons in **Karlovy Vary, České Budějovice, Olomouc** and **Ústí nad Labem**, all former World Athletics/IAAF Gold label races, have been designated as EuroHeroes events, and featuring only European elite athletes, have been awarded

5-star certificates from European Athletics. The top runners are honored at the end of the season as EuroHeroes. European Athletics honored this program with an award for making a unique contribution to the development of European athletics.

117

Total number of participating athletes

19

Nationalities represented

3

European Race records within EuroHeroes

EuroHeroes 2019

1st man

Yassine RACHIK (ITA)

1st woman

Darya MYKHAILOVA (UKR)



PROGRAMS FOR ACTIVE AND LOYAL RUNNERS

PIM QUEENS AND KINGS

PIM Queens and Kings are given special awards, either bronze, silver or gold, in appreciation for their dedication and loyalty with Prague marathon.

197 GOLD

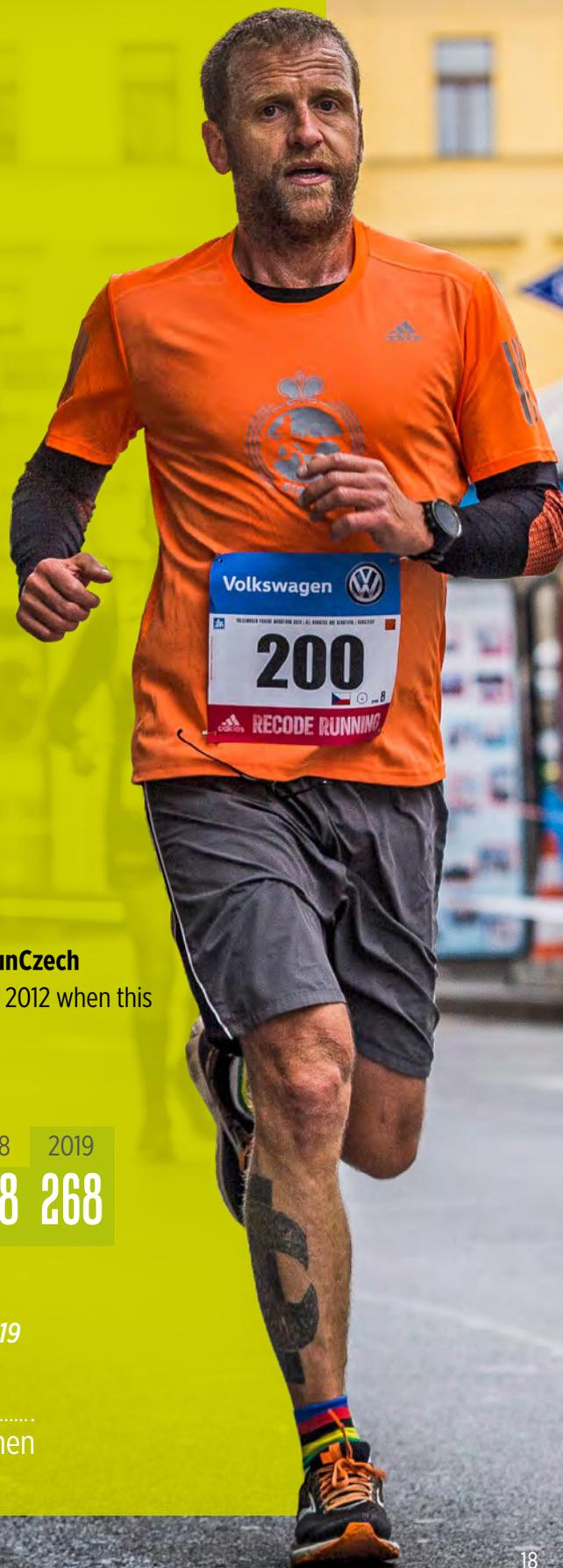
More than **15** Prague marathons

379 SILVER

More than **10** Prague marathons

1 033 BRONZE

More than **6** Prague marathons



RUNCZECH STARS

Special awards are given to those who **complete all 8 RunCzech Running League races** within one running season. Since 2012 when this program began, **1 039** runners earned this Award!

Number of RunCzech Stars in time

2012	2013	2014	2015	2016	2017	2018	2019
14	19	77	104	198	167	208	268

27,7% women



RunCzech Stars in 2019

72,3% men



MOTIVATION FOR CASUAL RUNNERS

RUNCZECH RUNNING LEAGUE

RunCzech has come up with a wonderful new way to motivate runners by having them compete not with elite athletes, but with members of their own professions. And giving them a real chance of making it to the top. The unique **RunCzech Running League ranking system** is split according to sex, age and, most significantly, profession, meaning you can be the

fastest manager, doctor, bus driver, hairdresser, etc. The runners are awarded points for each completed race. To be included in this special ranking they have to complete at least three races during a single year. A special algorithm also allows women to compete on an equal footing with men. So even if you're not the fastest runner in the world, you can still be a star.



RunCzech Running League results 2019

67 professions competing
28 064 participants
431 winners

EVENTS FOR CORPORATE RUNNERS

PRAGUE RELAY

The Prague Relay is a great social event, **more a running party** than a classic race. Teams of four friends or colleagues compete in a **20-kilometre course, with each member running a 5km distance**. Afterward, every team gets a picnic box with a blanket to enjoy the open-air party that follows.



PRAGUE RELAY IN HISTORY



TEAM BOXES

A Team Box is an amazing opportunity to bring together your team, guests, and fans!



ROCK FOR PEOPLE

Concert on after party was provided in cooperation with Rock For People music festival.



CUPS (DIPLOMATIC, CHAMBERS, MEDICAL, BANK)

Friendly competition within certain professions and, in some cases, between corporate rivals.



BAMBINI RUN

Popular part of Prague Relay – race for all little runners from 2 to 8 years of age.

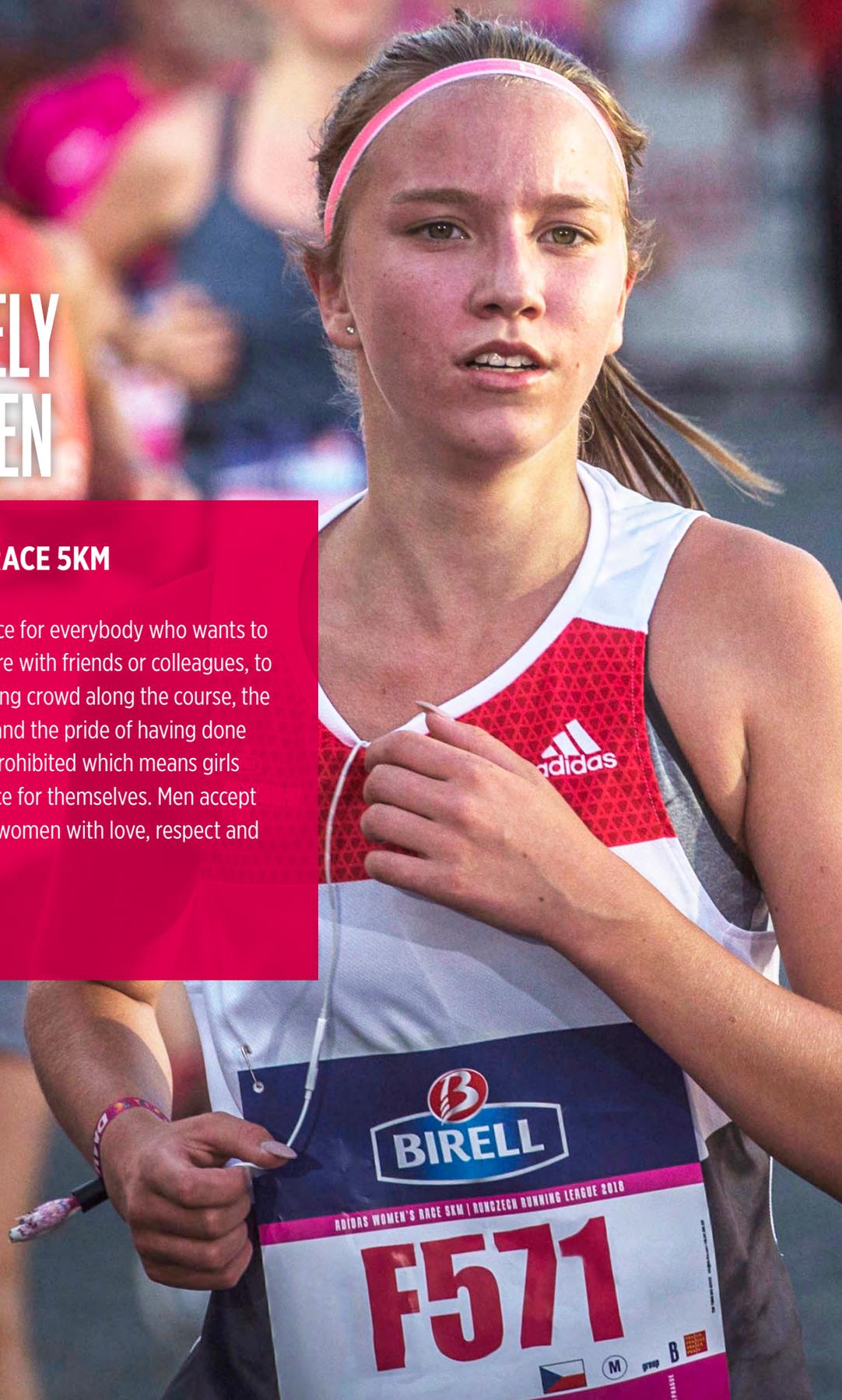
A RACE EXCLUSIVELY FOR WOMEN

adidas WOMEN'S RACE 5KM

5km – just the right distance for everybody who wants to enjoy the racing atmosphere with friends or colleagues, to feel the support of a cheering crowd along the course, the happiness upon finishing, and the pride of having done it. Participation of men is prohibited which means girls and ladies have all the space for themselves. Men accept the role of fans of running women with love, respect and admiration.

2 621

Participants
in 2019



A CELEBRATION OF YOUTH

JUNIOR MARATHON CHAMPIONSHIP

This is the biggest and most fun running event created for high school students. A 42 km marathon run by 10-member teams, relay style. Each team must include at least three girls. Participation is free.

232 850

Students participated
in total since 1997



qualification: 11 950 students

organized by high schools

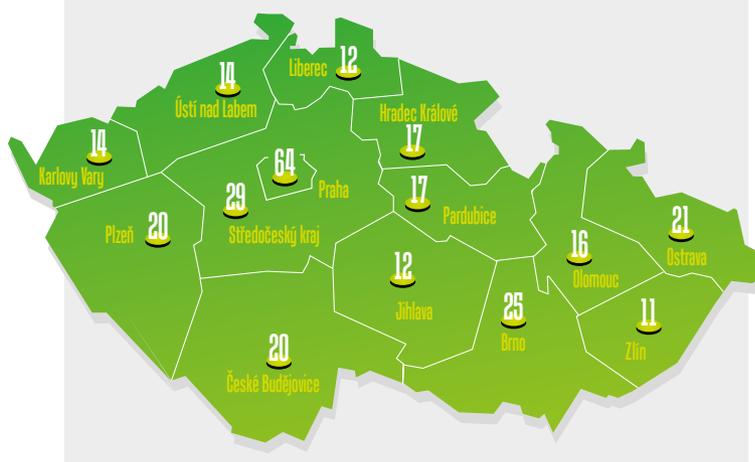
semi-finals: 2 920 students

from 14 regions

final: 350 students

part of Volkswagen Prague Marathon
– students start from the first row along
with the elite athletes

Relay teams from Czech districts



ALL-ACCESS PROGRAMS

dm FAMILY RUN

RunCzech non-competitive runs are open to everyone. They're designed to make running a family affair, allowing everyone to participate. From babies in strollers to seniors looking for a fun way of staying active.

18 286

Participants
in 2019



WALK WITH DOGS

All dog lovers and their four-legged friends are welcome to the Marathon weekend for running or walking the 5 km course through the most popular running park in Prague, Stromovka.

246

Participants
in 2019

127

Canicross race
runners in 2019



MATTONI FREERUN

A unique opportunity for runners who are just starting out – **Running groups** are led by coaches on safe, easy 5 km circuits in **85 locations** all over the Czech Republic. Safety courses are certified by the Czech Athletic Federation and local authorities. All trainings are free and open to all.

RUNNER SUPPORT SERVICES

FIRST-TIMER'S PROGRAM

Runners competing for the first time receive useful training tips from professional coaches, membership in the **Running Mall** and inspirational messages helping them to prepare for the race of their lives.



CORPORATE PROGRAM

- Energy at Work
- Active meetings
- Teambuildings

275 trainings in 2019

RUNNING MALL

Home to the RunCzech Racing team, local runners and sport lovers.

4 003

Facebook fans

66 428

Involved people

749

Events in Running Mall

1 293

Instagram followers



SPORT LOUNGE PROGRAMS

- Individual trainings
- Running group training
- Cardio and strength training
- Yoga
- Running workout
- Running school
- PIM running club
- Gait analysis
- Massages
- Running store

RUNNING MALL
CENTRE OF RUNNING



RUNCZECH APPLICATION

RunCzech App provides an endless source of inspiration and practical information for runners, allows up-to-the-minute information about the races and delivery of virtual bag full of promotional offers from RunCzech partners. This allowed us to eliminate distribution of printed leaflets, promotional materials and start propositions. App is available for Android and iOS



54 571

Number of downloads



6 458

Volunteers in 2019

VOLUNTEERS

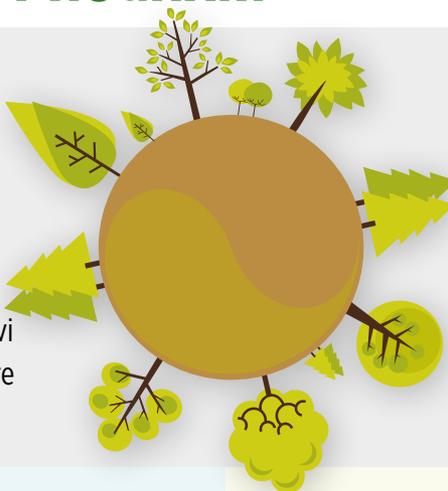
- Essential part of every race
- Provide safe and smooth event
- Push runners to the finish
- Always willing to help
- Refresh every runner
- Create a unique atmosphere

NO VOLUNTEERS, NO RACE

ENVIRONMENTAL PROGRAM

TREERUNNERS

Since 2005, Runners registering for our events have been offered the chance to contribute to our efforts to keep the Czech Republic green. Sanctioned by the Nadace Partnerství we have enabled the planting of more than **3 504** trees and bushes.



1 215 runners collected almost **7 845 €** to support the project **WE PLANT THE FUTURE** in 2019. The goal of this project is to plant 10 million trees or bushes within 5 years.

PLOGGING EVENTS

Mattoni FreeRun groups regularly clean-up their courses during special “plogging” events.



PLASTIC BOTTLE RECYCLING

Visitors to the Running Mall can pay for products and services with a new currency – used PET bottles.



PUBLIC TRANSPORT FOR FREE

Participants at our events also get to travel free on public transport on race days. Plus, they can take advantage of train ticket discounts. All with the aim of cutting down on emissions.

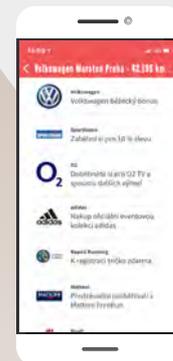


DONATIONS

During special events held at the Running Mall, runners can pass on used running shoes and clothing which are then sent to charities and thus reused.

VIRTUAL GOODIE BAG

No more flyers tucked inside envelopes. Runners can check out our partner discounts and offers in a virtual goodie bag. This lets RunCzech save almost 4 000 kg of papers that would have been used for printed versions of partner discount offers.



PROJECTS TO BOOST CORPORATE RESPONSIBILITY

RUNNING FOR A GOOD CAUSE

Helping others by running. Getting involved will make the race experience all the more special, plus it's a great chance to forge new friendships. What's more, help is targeted, immediate and will allow good cause runners to come into direct contact with the organisations they want to help.

Achievements in 2019

21 cooperating charities

2 570 good cause runners

37 170 € donated to charities

YELLOW RIBBON RUN

The Yellow Ribbon Run highlights the importance of being open to the possibility of integrating people despite their criminal records. Giving them an opportunity to compete in their first race is our way of saying they deserve a second chance. The number of runners has increased over our three-year history up to **536** runners in 2019.



RUNNING WITH THOSE THAT CAN'T

Running with those that can't teamed up with the RunCzech, as an charity partner. Through this partnership, special athletes have an exciting opportunity to participate in Running League races.

SPOLCHEMIE HANDBIKE RACE

World – class sport event for handicapped athletes had begun in 2013. In 2017 we added the Handbike Cup for kids. It's great fun for them and an inspiration to us all.

PROJECTS TO SUPPORT TOURISM

RUNCZECH WORLDWIDE PRESENCE

RunCzech has representatives based in China, Italy, Japan, Kenya and the United States helping us to better manage and promote our races globally. Main partners include institutions, media, travel agencies and race organizers. CzechTourism agency – our important partner cooperates with us to bring runners from abroad to Czech Republic.

RUNCZECH DIPLOMACY

RunCzech is well represented in the world's most important athletic organizations. **Carlo Capalbo**, the founder and president of RunCzech, serves as Chairman of the World Athletics/ IAAF Road Running Commission.

The race director of RunCzech **Václav Skřivánek** serves as a member of the Board of Directors within AIMS (Association of International Marathons and Distance Races).

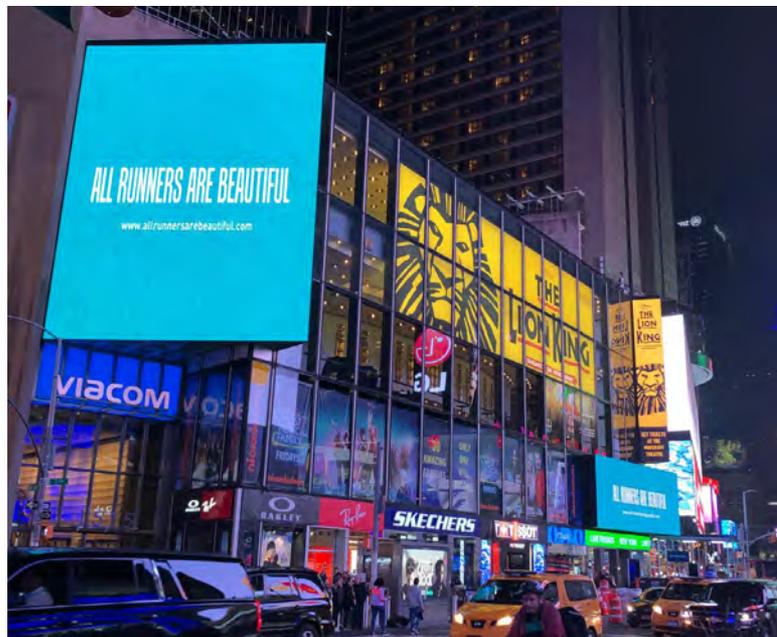
GUEST RACE

A group of RunCzech Running League runners is selected by lottery every year and given the incredible opportunity to participate in a RunCzech guest race abroad. Last season 80 people traveled to Istanbul to experience the only marathon which starts in Asia and ends in Europe.



RUNCZECH RACES IN KENYA

The Aloha Zane Branson Memorial race is held twice a year in Africa for top young talented athletes. The races are organized by RunCzech and its local partners and coaches. In addition, we also scout the Kenyan market trying to discover new young elite athletes for our RunCzech Racing Team.



INTERNATIONAL EXPOS

In 2019 we visited 46 expos all across the world being able to reach audiences from the USA all the way to China. We were represented at the most important European race-expos as well, and we extended our strong presence on the Far-East market.

In November 2019 RunCzech promoted ALL RUNNERS ARE BEAUTIFUL in USA: a booth at the TCS New York City Marathon expo, video billboards at Manhattan and get-together party for runners and friends.



NAPOLI RUNNING

Napoli Running, a European expansion project supported by RunCzech, organizes road running events in Naples and on the Sorrento Peninsula. The goal is to turn Naples into a running city, increasing mass participation in 'fun runs,' helping to make running a lifestyle, and inspiring people to run in longer and more challenging races.



NAPOLI CITY HALF MARATHON

The Napoli City Half Marathon is a competitive mass participation event at its 7th edition. Now among the top three half marathons in Italy. In 2019 the race received the prestigious World Athletic / IAAF Road Race Bronze Label and the European Athletics 5 Star Quality Road Race certifications. In addition, it is certified by AIMS and FIDAL.

7 431 participants in 2019



Twingo relay

The Twingo Relay run (10+11,0975 km), at its first edition in 2019, is a non-competitive race part of the main event, that aims to challenge more and more runners to cover the half marathon distance.

990 participants in 2019

Family Run & Friends

Part of the Sorrento Positano and the Napoli City Half Marathon races. A 2.5 km non-competitive run open to everyone. **1 205** participants in 2019

SORRENTO POSITANO

Panoramica 27 Km • Ultramarathon 54 Km

The participation in these events has grown more than 60 % per year thanks to our growing reputation for hosting well-run events and, of course, to the most breathtaking courses in the world. Officially certified by FIDAL and IUTA, the race was awarded the IAU Bronze Label by the International Association of Ultrarunners in 2018 and 2019.

2 073 participants in 2019



IL BOSCO IN ROSA

The 2nd edition of a 5 km non-competitive race for women only took place in the beautiful surroundings of the Real Bosco di Capodimonte park.

680 participants in 2019





HALF MARATHON SERIES



SUPERHALFS



The elite runners of the world **travel from city to city, from race to race and challenge to challenge.** They do it for the glory, for fame and the record books. Well, **SuperHalfs** is our way of sending you and other regular runners on your own running adventure. It's a series of five glorious half marathons that will take you to **Lisbon, Prague, Copenhagen, Cardiff and Valencia.** Not for a chance to take your place on the podium.

But for the fun of running. For the thrill of travel. And for the joy of saying "I did it!" All of the SuperHalfs events are World Athletics / IAAF Label races or are run on World Athletics / IAAF World Championship courses. They are certified by AIMS or have been awarded a 5 Star Road Race standard by European Athletics. What's more, majority of races in the **SuperHalfs group have played host to World Record** performances.

<p>EDP Half Marathon Lisbon 16 500 runners MARCH 22, 2020</p>	<p>Sportisimo Prague Half Marathon 11 600 runners MARCH 28, 2020</p>	<p>Copenhagen Half Marathon 25 000 runners SEPTEMBER 13, 2020</p>	<p>Cardiff University Cardiff Half Marathon 27 500 runners OCTOBER 4, 2020</p>	<p>Valencia Half Marathon Trinidad Alfonso EDP 20 000 runners OCTOBER 25, 2020</p>



RUNCZECH WORLDWIDE



INTERNATIONAL PROMOTION

RunCzech as an international company engages in numerous activities to promote the brand and event internationally.

10

Language versions of runczech.com website

46

Running expos worldwide participation

64

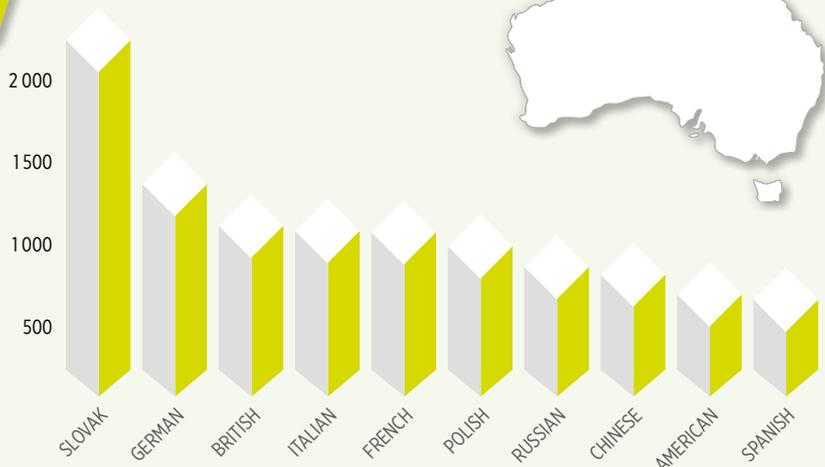
Accredited international journalists

39

Tour operators from 24 countries



All RunCzech event are streamed globally on YouTube



TOP 10 foreign nationalities at RunCzech events

DIGITAL COMMUNICATION

65 638 FB fans
16 258 Instagram followers
1 290 Youtube subscribers
230 videos with **732 276** views
54 291 RunCzech app downloads
3 515 Twitter followers
13 639 downloads of RunCzech Viber stickers
2 012 191 RunCzech website sessions per year
53 872 finisher SMS
188 074 email contacts



Czech TV broadcasting in 2019

7 live broadcasts

24 TV entries

2 "cheering camera" broadcasts

21 reruns

1 226 000 TV viewers

134 918 online viewers

36,3

Hours on TV screens
live broadcasting + reruns

1,36 mil.

Viewers online and on TV
live broadcasting + reruns

1 031

Spots on live radio
broadcast

2 882

Total number of mentioning
RunCzech in media

worth

57 mil. CZK



PRINT, OUTDOOR & PRODUCTION

59 000

BROCHURES
IN 9 LANGUAGES



1 690

CORPORATE
MATERIALS



116 000

EVENT GUIDES



44

SPECIAL BUILDING
BANNERS



15

BIGBOARDS



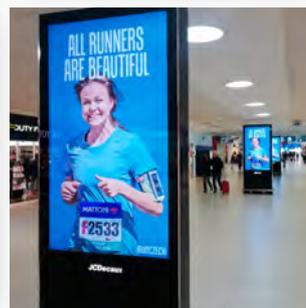
4 619

ADS IN TRAMS
& METROS



179

BRANDED VEHICLES
OF PUBLIC TRANSPORT



3 011

OTHER OUTDOOR
SPACES



64 800

BACKPACKS



84 200

MEDALS



CONNECTING YOUR BRAND TO A NOBLE CAUSE

At RunCzech, we are constantly looking for opportunities to help consumers interact with your brand. And not just logo placement. We are completely open to **customizing unique events** and presentations that will draw attention to your brand and further endear you to millions of appreciative prospects.



DIRECT HI-TOUCH CONTACT WITH RUNNERS



CREATIVE BRAND EXPOSURE



COMMERCIAL & SELLING PLATFORM



WIDESPREAD MEDIA CAMPAIGN



MODERN DIGITAL HI-TECH COMMUNICATION WITH AFFLUENT COMMUNITY



GLOBAL PR COVERAGE AND POSITIVE OUTPUTS



CUSTOMIZED ENGAGEMENT ACTIONS



B2B CORPORATE TEAMBUILDING



DEFINED COMMUNITIES REACH

SOCIAL AND B2B OPPORTUNITIES



40 team boxes at Prague Relay with more than **2 000** guests as a potential business prospects



1 Final Party in Hilton Prague



9 friendly gatherings
1 CEO business lunch



9 guest zones with an average of **350** representatives of partners, institutions, media and friends during each race



OUR PARTNERS

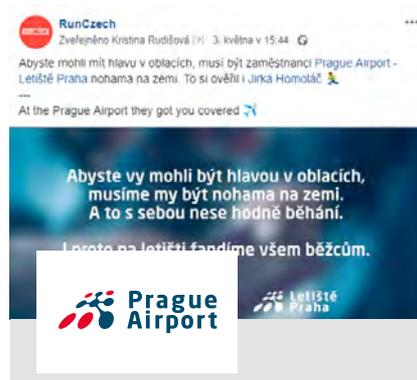
TITLE PARTNERS

For more than 25 years, our partners have provided **unfailing support, guidance and friendship** to those of us at RunCzech. Through their dedication and their various activities, they have brought joy to millions of runners, their families and friends. We thank them and look forward to seeing what we can accomplish together in the future.



OUR PARTNERS

OFFICIAL PARTNERS



OUR PARTNERS

OFFICIAL MEDIA PARTNERS









Dárek pro předplatitele
RUNCZECH & Forbes

12 vydání Forbesu v tištěné i elektronické verzi za 999 Kč nebo All you can read – 12 vydání Forbesu, 4 vydání Forbes NEXT v tištěné i elektronické verzi + všechny speciály za 1399 Kč

Registrace na O, pražskou štafetu 25., 26. nebo 27. 6. 2019 pro čtyřčlenný tým (4 x 5 km) pro prvních 20 předplatitelů

Permanenka na 10 vstupů do umělého běžeckého centra Running Mall pro dalších 20 předplatitelů

Pro všechny předplatitele **20 % sleva** do adidas running – Prague Marathon Store







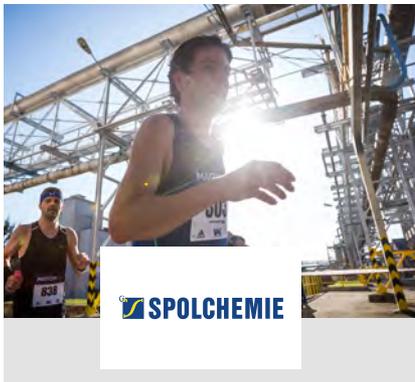


MEDIA PARTNERS



OUR PARTNERS

PARTNERS



THANKS TO THE INSTITUTIONS

Eight cities host twelve running events throughout the year. **Prague, Karlovy Vary, České Budějovice, Olomouc, Ústí nad Labem, Liberec, Sorrento, Naples.** We are eternally grateful for their trust, enthusiasm and support! Thanks to our races these cities are seen as places that support a healthy, active lifestyle.



INSTITUTIONAL SUPPORT



CzechTourism supports us strongly in promoting Prague and especially regional races among runners and tourists both in the Czech Republic and foreign markets.

The **European Commission** in the Czech Republic has long been an ardent supporter of the Junior Marathon. The **Ministry of Education, Youth and Sports** also strongly supports and promotes the Junior Marathon.



The **Czech Athletic Federation** enthusiastically promotes the Junior Marathon to its members. It also provides certifications for all 85 Mattoni FreeRun courses and „Fitness running trainer“ certification. Thanks to the Czech Athletic Federation the runners of the Volkswagen Prague Marathon can apply to the Olympic games.

The courses of RunCzech races are certified by **AIMS**. RunCzech races are awarded Five-Star certification by **European Athletics. World Athletics /IAAF** certifying body rates our events equal among the most prestigious races in the world.



The **Italian Athletics Federation** is the governing body for athletics in Italy and provides certifications of the course and of the races. The Italian Federation is recognised by WA/ IAAF.

Italian Ultramarathon and Trail Association helps to promote the Sorrento Positano race among their members. **Italian National Olympic Committee** supports the events with the promotion of the Napoli Running races in the Campania region.



RUNCZECH RACES 2020

**NAPOLI
CITY
HALF MARATHON**

23 FEBRUARY

**SPORTISIMO
PRAGUE
HALF MARATHON**

28 MARCH

**VOLKSWAGEN
PRAGUE
MARATHON**

3 MAY

**MATTONI
KARLOVY VARY
HALF MARATHON**

16 MAY

**MATTONI
ČESKÉ BUDĚJOVICE
HALF MARATHON**

30 MAY

**MATTONI
OLOMOUC
HALF MARATHON**

13 JUNE

**PRAGUE
RELAY**

23 / 24 / 25 JUNE

**BIRELL PRAGUE
GRAND PRIX
5 & 10 KM**

5 SEPTEMBER

**MATTONI
ÚSTÍ NAD LABEM
HALF MARATHON**

19 SEPTEMBER

**MATTONI
LIBEREC
NATURE RUN**

4 OCTOBER



**SORRENTO
POSITANO
27 & 54 KM**

6 DECEMBER

ALL RUNNERS ARE BEAUTIFUL

RUNCZECH

RUNCZECH

THANK YOU

ALL RUNNERS ARE BEAUTIFUL