

RUNCZECH

ALL RUNNERS
ARE BEAUTIFUL



SUMMARY OF ACTIVITIES 2025





THIS IS WHAT WE BELIEVE IN.

When we came up with ALL RUNNERS ARE BEAUTIFUL, it changed us. We became more than a collection of races. More than a company. We became an advocate, a champion of running. We became a voice that called out to millions of runners around the world, letting them know that we love them unconditionally.

THIS IS WHAT SETS US APART.

Running is a joy. That's the message here. And everyone who's willing to participate in this perfect, beautiful sport — young, old, big, small, fast, or slow — is welcomed. Is loved. Is beautiful. ALL RUNNERS ARE BEAUTIFUL is our way of welcoming everyone — and we do mean everyone — to the wonderful world of running. To a world of fitness, fun and friendship.

ALL RUNNERS ARE BEAUTIFUL
is a giant banner that every runner, in every running shoe, at every running event in the world can march under.



RUNCZECH
RACING

RUNCZECH
STORE

RUNCZECH
HALFS

RUNNING
MALL

JACO

EURO
HEROES

NAPOLI
RUNNING

MATTONI
FREERUN



RUNCZECH JOURNEY

30 YEARS OF RUNNING JOY IN CZECHIA

1995

First marathon in Prague started by Emil Zátopek

1996

Gold 10K (later Grand Prix) for elite runners launched

1997

First edition of Junior Marathon Championship

1998

Prague Marathon for the first time crosses the Charles Bridge

1999

First edition of Prague Half Marathon

2000

World record holder Ronaldo da Costa at Prague Marathon

2001

The running legend Haile Gebrselassie wins the Grand Prix

2002

First In-line skating race

2003

Grand Prix opens for hobby runners

2004

Czech runner Róbert Štefko qualified at Prague Marathon for the Olympic Games in Athens

2005

Stefano Baldini – gold Olympic medal holder in Prague

2006

The Prague Half Marathon becomes the biggest RunCzech event. Prague Relay introduced

2007

The Marathon Expo becomes the largest sport fair in the country

2008

Silver IAAF Label for 10K Race

2009

Gold IAAF Label for Prague Half Marathon

2010

The first race outside of Prague in Olomouc. Gold IAAF label for Prague Marathon

2011

First edition of Half Marathon in Ústí nad Labem

2012

First edition of Half Marathon in České Budějovice

2013

Opening of Running Mall. First edition of Karlovy Vary Half Marathon

2014

20 years of Prague Marathon. Gold label for 10K race

2015

Gold IAAF Label for Ústí nad Labem and Olomouc Half Marathons

2016

New Czech marathon record qualifies Eva Vrabcová for the Olympics in Rio. Launch of Napoli City Half Marathon

2017

Joyciline Jepkosgei breaks world records at Prague Half Marathon and Grand Prix 10K

2018

New Czech Women's Half Marathon Record. First edition of Liberec Nature Run

2019

New all times high participation with 100 000 reached and all events sold out.

2020

The only race during COVID "Ready for the Restart" with new world record for Half Marathon

2021

5 races to help the country to move during pandemics. New "Battle of the Teams" event

2022

Launch of SuperHalFs. Italian Men's and Women's national records at Napoli City Half Marathon

2023

New Course Record for Prague Marathon: 2:05:09

2024

Prague Half is the biggest running event in Central Europe. Race Record 58:24

2025

The record number of participants, all key races sold out



2025 IN NUMBERS

TOTAL NUMBER OF RUNNERS

100 577

COMPETITIVE

77 315

NON-COMPETITIVE

23 262

FOREIGN RUNNERS

36 207

TOTAL NATIONALITIES

147

EXPO VISITORS

100 826

VOLUNTEERS

6917

EVENTS

42

ELITE ATHLETES

201

MILESTONES

RECORD PARTICIPATION

ALL OF MAIN RUNCZECH EVENTS SOLD OUT

RUNCZECH HALFS

NEW INITIATIVE TO DISCOVER CZECHIA IN RUNNING
SHOES LAUNCHED

WORLD ATHLETICS LABELS

CONFIRMATION FOR ALL RACES

ON AIR AROUND THE GLOBE

RACES WERE BROADCASTED ON ČT AND VIA
SPORT FIVE OR STREAMED WORLDWIDE

EUROHEROES

FIRST EVER VICTORY FOR RUNCZECH RACING TEAM
IN MATTONI HALF MARATHON KARLOVY VARY

CHARITY

RECORD AMOUNT OF MONEY RAISED
FOR GOOD CAUSE

ACTIVE BREAKFAST RUN

NEW TRADITION STARTING OFF

JUNIOR MARATHON CHAMPIONSHIP

ALL TIMES HIGH PARTICIPATION

DIGITAL COMMUNICATION

RECORD REACH IN FOLLOWERS AND PUBLIC

NEW WEBSITE AND REGISTRATION SYSTEM

NEW EXPERIENCE AND SERVICES FOR RUNNERS

RUNNERS PROFILE

LIFESTYLE RUNNERS

53%

RUNNING SHORT
DISTANCES OF
3-10 KM

DISTANCE

COMMITTED RUNNERS

47%

RUNNING
HALF MARATHONS
AND MARATHONS

MOTIVATED
TO PARTICIPATE
AND HAVE FUN

MOTIVATION

MOTIVATED
TO ACHIEVE
AND IMPROVE

49 % MEN
51 % WOMEN

GENDER

67 % MEN
33 % WOMEN

MOST ARE URBAN RUNNERS
AGE 18-32
RUNNING INDIVIDUALLY
OR IN CORPORATE TEAMS

AVERAGE AGE OF YOUNG
STUDENTS 15-18
RUNNING RELAYS

CHILDREN AGE 0-12
RUNNING WITH FAMILIES
AT FAMILY RUNS

AGE

MOST RUNNERS ARE
IN AGE OF 32-44
WITH UNIVERSITY
DEGREE

MARATHON
AVERAGE AGE OF MEN 42
AND WOMEN 39

HALF MARATHON
AVERAGE AGE OF MEN 39
AND WOMEN 36



NEXT
OUR EVENTS

GENERALI PRAGUE HALF MARATHON

5. 4. 2025 25th edition



25
YEARS

RUNCZET
HALFS

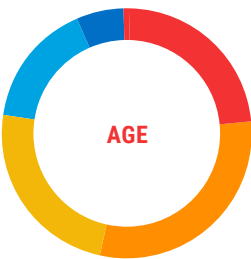


SUPERHALFS

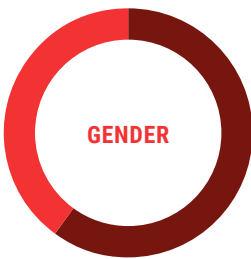


AN EXTRAORDINARY RUNNING SERIES FOR ORDINARY RUNNERS

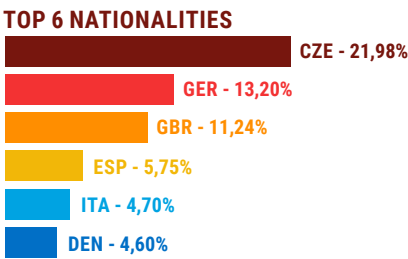
RUNNERS
15 737



18-30
31-40
41-50
51-60
61+



Men 60%
Women 40%



RUNNERS STARTED
THEIR JOURNEY

126 095

SUPERRUNNERS WINNING
THEIR SUPERMEDAL

3249

NUMBER OF RUNNERS BY CZECH REGIONS

PRAHA	48,56%	MORAVSKOSLEZSKÝ	3,15%	ZLÍNSKÝ	2,41%
STŘEDOČESKÝ	18,29%	LIBERECKÝ	3,08%	OLOMOUCKÝ	2,27%
JIHOMORAVSKÝ	4,00%	VYSOČINA	2,87%	PARDUBICKÝ	1,72%
ÚSTECKÝ	3,81%	JIHOČESKÝ	2,76%	KARLOVARSKÝ	1,26%
PLZEŇSKÝ	3,26%	KRÁLOVÉHRADECKÝ	2,60%		

WINNERS

M _ RODRIGUE KWIZERA - 0:58:54 - BURUNDI
F _ LILIAN KASAIT RENGURUK - 1:05:27 - KENYA



CREATE A
SUPERPASSPORT

Prepare for your journey:
[sign-up](#)
and get your free
SuperPassport



REGISTER
TO RUN

Go to each race website
to buy your entry, or
explore [charity](#) and [travel](#)
[agency](#) options



RUN AND EARN YOUR
STAMPS

Always enter your
SuperPassport
number on each race
registrations



COMPLETE ALL SIX
EVENTS

In any order, in your own time,
win your SuperMedal
and enter our
[Hall of Fame](#)

ORLEN PRAGUE MARATHON

4. 5. 2025 30th edition

RUNNERS
13 817



COMPETITIVE
10 088

EXPO



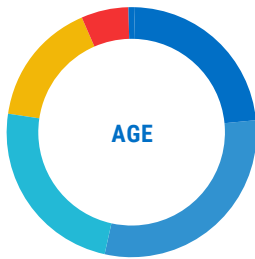
EQUIPMENT AND NUTRITION EXHIBITION



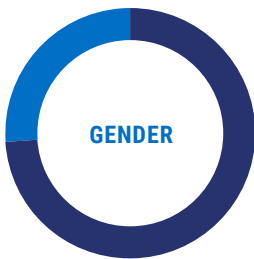
PARTNERS ACTIVATIONS



SUPPORT OF EDUCATION

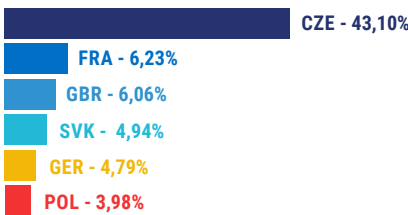


- 18-30
- 31-40
- 41-50
- 51-60
- 61+



- Men 74%
- Women 26%

TOP 6 NATIONALITIES



NUMBER OF RUNNERS BY REGION

PRAHA	37,58%
STŘEDOČESKÝ	17,90%
JIHOMORAVSKÝ	6,28%
MORAVSKOSLEZSKÝ	5,06%
ÚSTECKÝ	4,53%

OLOMOUCKÝ	4,01%
PARDUBICKÝ	3,83%
LIBERECKÝ	3,60%
JIHOČESKÝ	3,53%
KRÁLOVÉHRADECKÝ	3,20%

VYSOČINA	3,08%
ZLÍNSKÝ	2,90%
PLZEŇSKÝ	2,70%
KARLOVARSKÝ	1.80%



FAMILY MILE & BAMBINI RUN

3. 5. 2025

DM FAMILY MILE

2877

DM BAMBINI RUN

200

ORLEN BREAKFAST RUN
652

WINNERS

M _ LEMI BERHANU HAYLE - 2:05:14 - ETHIOPIA
F _ BERTUKAN WELDE SURA - 2:20:55 - ETHIOPIA

MATTONI RUNNING FESTIVAL KARLOVY VARY

17. 5. 2025 12th edition

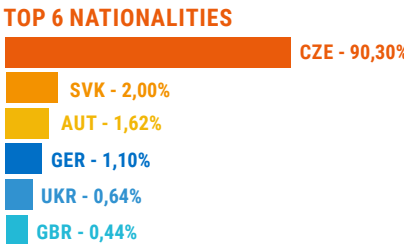
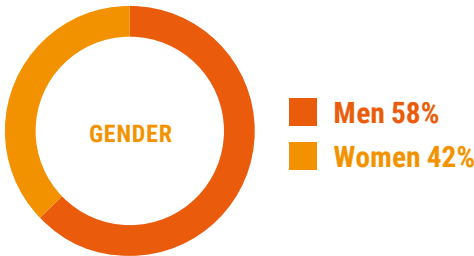
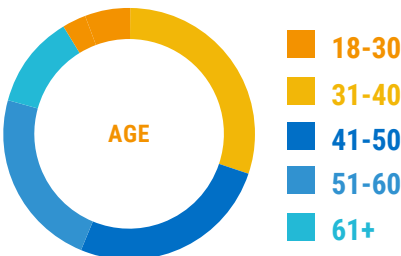
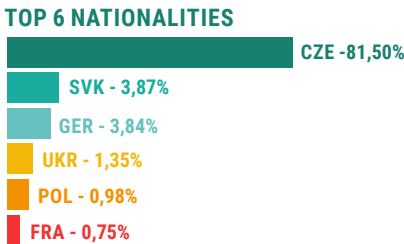
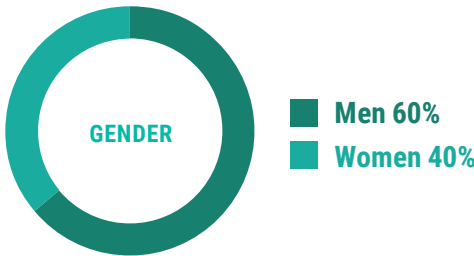
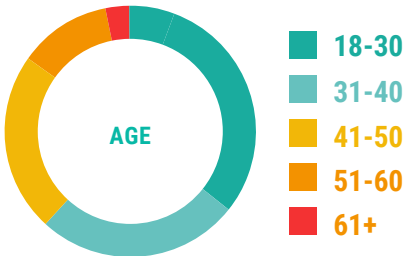


RUNNERS
6409

MATTONI HALF MARATHON
3338

VARYADA 10K RUN
954

DM FAMILY MILE
DM BAMBINI RUN
2117



NUMBER OF RUNNERS BY REGION

PRAHA	29,87%
KARLOVARSKÝ	19,58%
STŘEDOČESKÝ	17,07%
ÚSTECKÝ	12,05%
PLZEŇSKÝ	6,36%

LIBERECKÝ	3,10%
JIHOMORAVSKÝ	2,22%
JIHOČESKÝ	1,82%
OLOMOUCKÝ	1,47%
MORAVSKOSLEZSKÝ	1,44%

VYSOČINA	1,42%
KRÁLOVÉHRADECKÝ	1,36%
PARDUBICKÝ	1,28%
ZLÍNSKÝ	0,96%

NUMBER OF RUNNERS BY REGION

JIHOČESKÝ	47,27%
PRAHA	19,86%
STŘEDOČESKÝ	13,28%
PLZEŇSKÝ	3,84%
VYSOČINA	3,65%

ÚSTECKÝ	2,86%
JIHOMORAVSKÝ	2,20%
LIBERECKÝ	1,62%
KARLOVARSKÝ	1,34%
OLOMOUCKÝ	1,12%

KRÁLOVÉHRADECKÝ	0,84%
PARDUBICKÝ	0,77%
MORAVSKOSLEZSKÝ	0,68%
ZLÍNSKÝ	0,66%

WINNERS

M _ DAMIÁN VÍCH - 1:04:23 - CZECH REPUBLIC
F _ NÓRA SZABÓ - 1:11:00 - HUNGARY

WINNERS

M _ KHALID CHOUKoud - 1:04:08 - NETHERLANDS
F _ MARIIA MAZURENKO - 1:12:16 - UKRAINE

MATTONI RUNNING FESTIVAL OLOMOUC

14. 6. 2025 15th edition



15

RUNCZECH-
HALFS

EURO-
HEROES



RUNNERS
10 251

MATTONI
HALF MARATHON **6676**

ŠANTOVKA 5K RUN **861**

DM FAMILY MILE
DM BAMBINI RUN **2714**

UNICREDIT PRAGUE RELAY

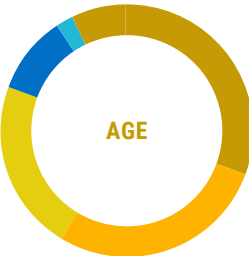
24.– 25. 6. 2025 8th edition



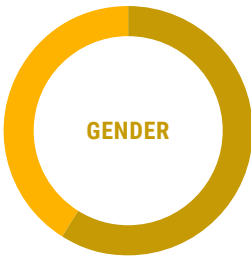
RUNNERS
7900

COMPETITIVE **7500**

DM BAMBINI RUN **400**

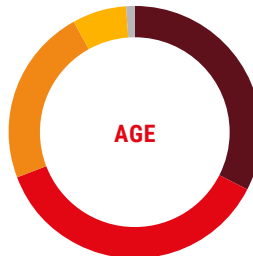
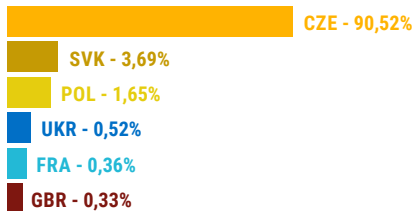


18-30
31-40
41-50
51-60
61+

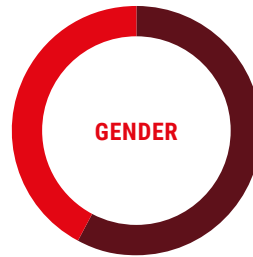


Men 59%
Women 41%

TOP 6 NATIONALITIES



21-30
31-40
41-50
51-60
61+



Men 58%
Women 42%

NUMBER OF RUNNERS BY REGION

OLOMOUCKÝ 41,95%
JIHOMORAVSKÝ 11,78%
MORAVSKOSLEZSKÝ 11,72%
PRAHA 8,59%
ZLÍNSKÝ 7,87%

STŘEDOČESKÝ 5,13%
PARDUBICKÝ 4,32%
VYSOČINA 1,66%
KRÁLOVÉHRADECKÝ 1,55%
ÚSTECKÝ 1,54%

LIBERECKÝ 1,31%
JIHOČESKÝ 1,27%
PLZEŇSKÝ 0,75%
KARLOVARSKÝ 0,58%

WINNERS

M _ JOHANNES MOTSCHMANN - 1:03:29 - GERMANY
F _ MERITXELL SOLER - 1:11:53 - SPAIN

2 DAYS OF TEAMBUILDING AT 4X5 KM RELAY
IN STROMOVKA PARK

A PICNIC BOX PACKED WITH PARTNERS GOODIES
TO FUEL THE TEAM AND REFRESH AFTER RUN.

32 TEAMBOXES AS CORPORATE HOSPITALITY ZONES
FOR OWN EMPLOYEES AND GUESTS.

SPECIAL CATEGORIES:

- DIPLOMATIC CUP
- BANK CUP
- CHAMBERS CUP
- MEDICAL CUP
- AUTOMOTIVE CUP
- AVIATION CUP

ADIDAS WOMEN'S 5K RUN PRAGUE

6. 9. 2025 25th edition



BIRELL 10K NIGHT RACE PRAGUE

6. 9. 2025 28th edition

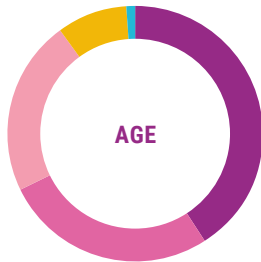


RUNNERS

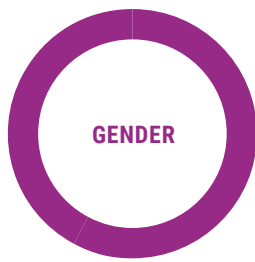
2802

RUNNERS

7205

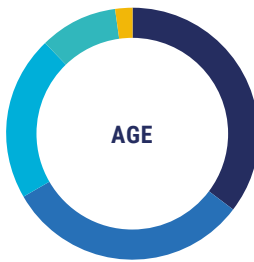
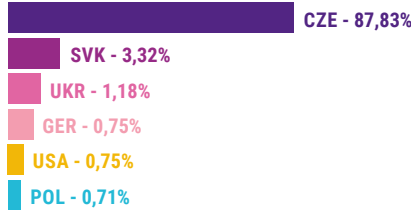


18-30
31-40
41-50
51-60
61+

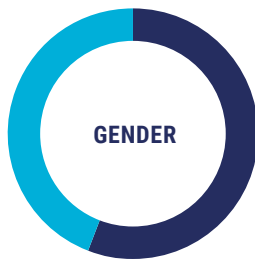


Women 100%

TOP 6 NATIONALITIES

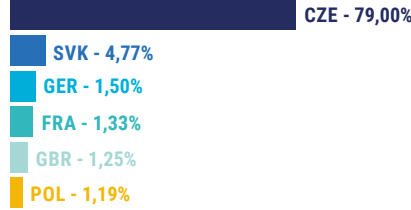


18-30
31-40
41-50
51-60
61+



Men 61%
Women 39%

TOP 6 NATIONALITIES



NUMBER OF RUNNERS BY REGION

PRAHA	45,08%	PLZEŇSKÝ	2,89%	OLOMOUCKÝ	1,60%
STŘEDOČESKÝ	26,92%	JIHOČESKÝ	2,76%	KARLOVARSKÝ	1,38%
ÚSTECKÝ	4,36%	JIHOMORAVSKÝ	2,37%	ZLÍNSKÝ	1,08%
LIBERECKÝ	3,19%	VYSOČINA	2,33%	MORAVSKOSLEZSKÝ	0,99%
PARDUBICKÝ	3,02%	KRÁLOVÉHRADECKÝ	2,03%		

NUMBER OF RUNNERS BY REGION

PRAHA	52,61%	JIHOMORAVSKÝ	2,37%	VYSOČINA	1,51%
STŘEDOČESKÝ	21,72%	PARDUBICKÝ	2,25%	MORAVSKOSLEZSKÝ	1,40%
ÚSTECKÝ	4,57%	PLZEŇSKÝ	2,21%	OLOMOUCKÝ	1,28%
LIBERECKÝ	2,55%	KRÁLOVÉHRADECKÝ	2,02%	KARLOVARSKÝ	1,19%
JIHOČESKÝ	2,43%	ZLÍNSKÝ	1,89%		

WINNER: LAURA MATULOVÁ - 0:16:54 - CZECH REPUBLIC

WINNERS

M _ DAMIÁN VÍCH - 0:28:46 - CZECH REPUBLIC
F _ ALESSIA ZARBO - 0:31:00 - FRANCE - NATIONAL RECORD

MATTONI RUNNING FESTIVAL ÚSTÍ NAD LABEM

20. 9. 2025 15th edition



RUNCZECH-
HALFS

EURO
HEROES



RUNNERS
6138

MATTONI HALF MARATHON -
SPOLCHEMIE CZECH CUP
IN PARA CYCLING (34)

3696

ORLEN 10K RUN

755

DM FAMILY MILE
DM BAMBINI RUN

1687



MATTONI LIBEREC TRAIL RUN

5. 10. 2025 8th edition



RUNNERS

3235

22 KM

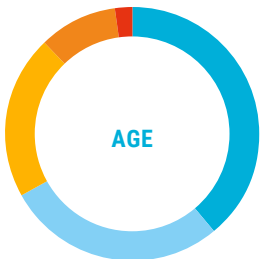
1038

12 KM

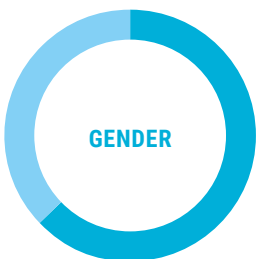
1085

DM FAMILY MILE
DM BAMBINI RUN

1112



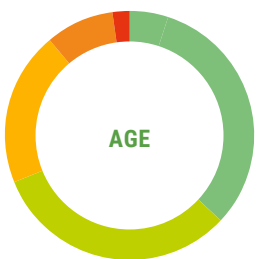
18-30
31-40
41-50
51-60
61+



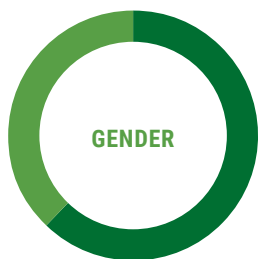
Men 63%
Women 37%

TOP 6 NATIONALITIES

CZE - 89,04%
SVK - 2,38%
GER - 2,11%
AUT - 0,88%
UKR - 0,79%
RUS - 0,59%



18-30
31-40
41-50
51-60
61+



Men 62%
Women 38%

TOP 6 NATIONALITIES

CZE - 89,16%
GER - 1,98%
SVK - 1,79%
POL - 1,04%
UKR - 1,04%
FRA - 0,94%

NUMBER OF RUNNERS BY REGION

ÚSTECKÝ 29,32%
PRAHA 27,25%
STŘEDOČESKÝ 17,17%
LIBERECKÝ 4,62%
JIHOČESKÝ 3,39%

KARLOVARSKÝ 3,06%
OLOMOUCKÝ 2,70%
JIHOMORAVSKÝ 2,55%
VYSOČINA 2,10%
PARDUBICKÝ 1,86%

PLZEŇSKÝ 1,80%
KRÁLOVÉHRADECKÝ 1,56%
MORAVSKOSLEZSKÝ 1,44%
ZLÍNSKÝ 1,17%

NUMBER OF RUNNERS BY REGION

PRAHA 29,13%
LIBERECKÝ 27,59%
STŘEDOČESKÝ 17,84%
ÚSTECKÝ 8,04%
JIHOMORAVSKÝ 2,45%

OLOMOUCKÝ 2,34%
JIHOČESKÝ 2,05%
KARLOVARSKÝ 1,88%
KRÁLOVÉHRADECKÝ 1,82%
PARDUBICKÝ 1,71%

VYSOČINA 1,60%
PLZEŇSKÝ 1,60%
ZLÍNSKÝ 1,03%
MORAVSKOSLEZSKÝ 0,91%

WINNERS

M _ DORIAN BOULVIN - 1:04:39 - BELGIUM
F _ VALERIJA ZINENKO - 1:13:01 - UKRAINE

WINNERS

M _ 12 KM _ LADISLAV ŠULC - 0:43:13 - CZECH REPUBLIC
F _ 12 KM _ ELIŠKA KUNCE - 0:53:59 - CZECH REPUBLIC
M _ 22 KM _ MARTIN ZAJÍC - 1:21:34 - CZECH REPUBLIC
F _ 22 KM _ TEREZA HUDCOVÁ - 1:37:19 - CZECH REPUBLIC

COELMO NAPOLI CITY HALF MARATHON

23. 2. 2025 12th edition 

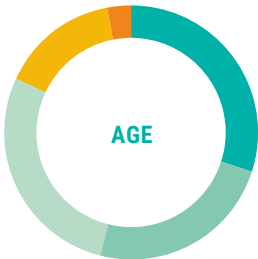


RUNNERS
8008

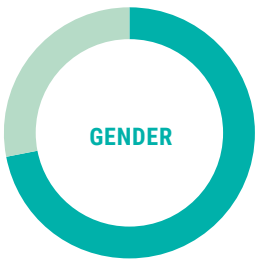
COELMO HALF MARATHON **7134**

FAMILY RUN & FRIENDS **874**

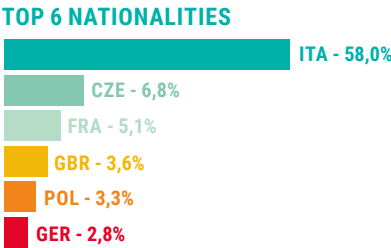
REPRESENTED COUNTRIES **101**



18-30
31-40
41-50
51-60
61+



Men 72%
Women 28%



A fast course with breathtaking views of Mount Vesuvius and the Bay of Naples – that’s what the half marathon in Naples offers, taking you through its historic center.

Hold both Half Marathon Italian official records, 59:26 Yeman Crippa and 1:08:27 Sofiiia Yaremchuk, a premier in the history of Italian Athletic Federation.

STREAMED WORLDWIDE,
VIEWS ON THE YOUTUBE
CHANNEL NAPOLI RUNNING

31 392

WINNERS

M_ EMMANUEL WAFULA _ 59:42 _ KENYA
F_ SHEILA CHEROTICH _ 1:08:20 _ KENYA

BOSCO IN ROSA

11. 10. 2025 8th edition 

RUNNERS

1032



Il Bosco in Rosa is a non-competitive 4 km run/walk that takes place at the Royal Wood of Capodimonte in October. The event is organized by ASD Napoli Running in collaboration with the Real Bosco di Capodimonte and with the active participation of the Santobono Children’s Hospital Supporters ETS.

ALL (and only!) WOMEN from ages 0 to 99 can take part, while men are invited to cheer along the route. This event was created with the goal of bringing all women closer to sports, offering childcare entertainment during the event so that many—indeed all—can participate!

WALK OF LIFE

23. 3. 2025 13th edition 

10K
COMPETITIVE

413

10K
NON-COMPETITIVE

316

3K
NON-COMPETITIVE

80



Fondazione Telethon, with the technical collaboration of ASD Napoli Running, is organizing the thirteenth edition of the **Walk of Life**, a solidarity run created in 2012 to support research into cures for rare genetic diseases. In 2025, the Walk of Life raised **80,000 euros**, bringing the total amount collected to **600,000 euros** in support of research, funding over **3,000 projects** with **1,771 researchers** involved and **637 diseases studied**. Next year, the race will take place on **March 22, 2026**, and several routes will be available, both starting from Rotonda Diaz: a competitive and non-competitive **9.9 km** run, and a **3 km** walk.

ADIZERO ROAD TO RECORDS

26. 4. 2025 Edition 8 



PRO ATHLETES

120+

REGULAR & FUN RUNNERS

1620



“Adizero: Road to Records” brings together some of the world’s fastest athletes on the adidas campus in Herzogenaurach, Germany, for a special day of racing and with the ambition of smashing personal bests, breaking records, and building legacies!

This event itself was inspired by RunCzech in 2020, the “Prague 21,1km - Ready for the Restart”. After breaking the Women’s World Record, in Prague, during pandemics, the next edition of the event was moved to the adidas headquarters in Germany.

MEN & WOMEN

1 mile

MEN & WOMEN

5k

RECORDS

11

MEN & WOMEN

10k

NATIONALITIES

25



NEXT
PROJECTS

dm FAMILY MILE



Every person regardless of age and running experience can join our events in non-competitive runs throughout the season.

dm Family Mile

Bring your whole family - kids, parents, grandparents. Whether walking or running, everyone is welcome to join.

FAMILY MILE & BAMBINI RUN

13 442



Categories:

- CHILDREN ONLY (8-14 YEARS)
- FAMILY AND ADULTS
- GRANDPARENTS AND GRANDCHILDREN
- WALK

dm BAMBINI RUN

dm Bambini Run

To make sure even the youngest runners can join in the race day fun, we organize the dm bambini run. Every child will receive a t-shirt, a starting number, and a medal at the finish line.

- Distances:**
- 100m (2-3 years)
 - 150m (4-5 years)
 - 200m (6-7 years)



PRAGUE AIRPORT VALENTINE'S RUN 7K



15. 2. 2025 11th edition

RUNNERS

850

The Valentine's Day Run is a race that is open to everyone – beginners, recreational runners and those who want to take on the challenge. The route in Park Stromovka has been extended from 5 km to 7 km, a complete results service has also been added and, like last year, this race had a charity dimension.

PARTIES & EVENTS

- GALA PARTY
- VOLUNTEERS PARTY
- DINNER AT PRIMATOR'S RESIDENCE

LOYALTY PROGRAMS



RunCzech Stars are runners who complete all of our races in a single season. They receive a special medal at the end of the season.

92



RunCzech Kings & Queens are honored members of the RunCzech family. And their status improves with every Prague marathon they run.

BRONZE
100

SILVER
56

GOLD
23

TOTAL RUNCZECH KINGS & QUEENS

2073



6

AWESOME KINGS WHO COMPLETED ALL 30 MARATHONS AND ALREADY SIGNED UP FOR NEXT YEAR.

RUNCZECH RUNNING LEAGUE

Our RunCzech Running League divides runners according to their gender, but also according to their occupations. This not only makes the races more fun, it vastly improves participants' chances of finishing their race as a champion! Anyone can be the fastest baker, lawyer, executive or any other occupations whatever in the country.

PARTICIPANTS IN
RUNCZECH RUNNING LEAGUE

29 607

WINNERS IN PROFESSION
CATEGORIES

43

RUNCZECH HALFS

#VisitCzechia



RUNNERS THAT COMPLETED
RUNCZECH HALFS

153



RUNCZECH HALFS

NEW RUNNING SERIES!

PRAGUE, KARLOVY VARY, ČESKÉ BUDĚJOVICE
OLOMOUC, ÚSTÍ NAD LABEM



PUT ON YOUR RUNNING SHOES AND DISCOVER THE BEAUTIES OF CZECHIA!



Karlovy VARY°



EuroHeroes is an initiative by RunCzech, which, supported by European Athletics, aims to identify, develop, and promote local sports heroes and motivate the public to participate in sports and exercise. The EuroHeroes serie was created for three reasons:

- WE WANT EUROPEAN RUNNERS TO EXCEL ON THE WORLD STAGE
- WE WANT TO CELEBRATE LOCAL ATHLETIC HEROES
- WE WANT TO BUILD A FAN BASE FOR LOCAL RUNNERS IN AN EFFORT TO INSPIRE FUTURE GENERATIONS

Each of the EuroHeroes races has been awarded the prestigious World Athletics Label Road Races quality mark. EuroHeroes half marathons are open only to European athletes, who thus get their chance to shine.



Young promising athletes represent RunCzech at the most prestigious races in the world.

GOALS

- SUPPORT YOUNG TALENTED ATHLETES.
- CREATE CONDITIONS FOR ATHLETES SO THEY COMPETE WITH THE TOP EUROPEAN ENDURANCE ATHLETES.
- INSPIRE AND MOTIVATE TO SPORT EVERYONE ACROSS ALL AGE GROUP.

Damian Vích

Patrik Vebr

Martin Zajíc

EUROHEROES 2025

TOTAL NUMBER OF
PRO-ATHLETES

69

PRO-ATHLETES NATIONALITIES
REPRESENTED

14

WINNERS 2025

MEN

Khalid Choukoud

NED

WOMEN

Nóra Szabó

HUN

Damian Vích

- National Record 3000m steeplechase – 8:19.88 (2025)
- Winner – Mattoni Half Marathon Karlovy Vary 2025
- 3rd place – Mattoni Ústí nad Labem Half Marathon 2025
- National Record 10km road – 28:21 (2025)
- Winner – Birell 10K Night Race Prague 2025

Patrik Vebr

- Three-time Czech winner consecutive – Prague Half Marathon
- PB (10k road): 29:35 (2025)
- 3rd place – Mattoni Half Marathon České Budějovice

Martin Zajíc

- Participant – European Road Running Championships 2025
- 10 x Czech Republic Champion

RUNCZECH RACING LEGACY

WORLD RECORDS

8

OLYMPIANS

3

WORLD BEST

2

VICTORIES IN WORLD LEADING EVENTS

82

WORLD JUNIOR BEST

4

WORLD CHAMPIONSHIPS MEDAL

1

EUROPEAN CHAMPIONSHIPS MEDAL

1

WORLD JUNIOR CHAMPIONSHIPS MEDAL

1

TOP 5 FINISHES

279

The Running Mall is your place to go in Prague to train, learn, relax, and have fun. Whether an experienced runner or just starting out, join us to boost your skills and connect with others.



27th edition

ENTRIES
21 15

YEAR TRAININGS
261

FREE RUNS
410

QUALIFIED SEMIFINAL PARTICIPANTS
3040

SCHOOL ROUNDS PARTICIPANTS
10 302



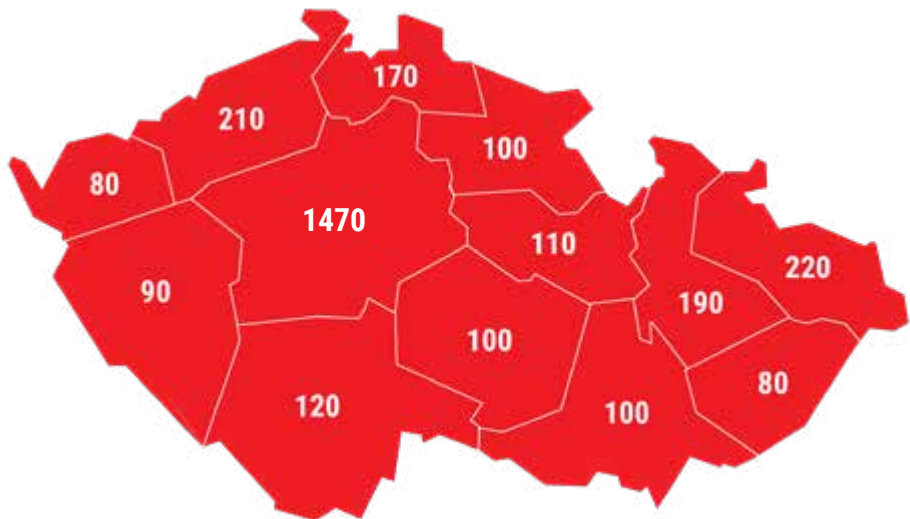
RunCzech Store

There is no better location to buy running gear than at the biggest running professionals place in Czechia. With more than a quarter century of experience in organizing running events and teaching the community to run, we offer advice on choosing the proper running shoes, clothes and accessories that make running a joy. You can also order our stuff from Running Mall through our website on www.runczechstore.com

Energy at Work

RunCzech offers a program that helps companies and teams to shake up the normal work day. Our professional coaches are ready to visit clients' offices and prepare a customized running and training plans for their employees. That means the full program is designed according to the corporate needs and goals, the fitness level of the runners, and the preferred place, time, and date. Energy at Work is a turn-key wellness program for companies that care about the healthy and active lifestyle of their teams.

TEAMS OF STUDENTS
304



In 2025, we celebrated the 27th edition of the Junior Marathon Championships across Czechia. The JMC is a unique relay race designed for high school students with free participation.

Each team consists of **10 members** who work together to complete the full marathon distance. During the month of April, thousands of students compete in semifinals in **14 regional capitals (Prague + Středočeský region)** to qualify for the final.

The best teams will compete
for the overall victory during the Prague Marathon in May.

230,000 students have been involved.

TOTAL VISITORS AT RUNCZECH EXPOS

100 826



ESTIMATED NUMBER OF VISITORS
(RUNNERS + GENERAL PUBLIC)

GENERALI PRAGUE
HALF MARATHON
3 - 5 APRIL 2025

ORLEN PRAGUE
MARATHON
2 - 3 MAY 2025

MATTONI OLOMOUC
RUNNING FESTIVAL
13 - 14 JUNE 2025

RUNNING EXPO
20 802
VISITORS

MARATHON EXPO
20 051
VISITORS

MORAVIA SPORT EXPO
15 134
VISITORS

5605

NUMBER OF AVERAGE RUNNING EXPO FLOW
DURING OTHER RUNNING EVENTS



NEXT
MARKETING
AND COMMUNICATION

DIGITAL COMMUNICATION

SOCIAL MEDIA

TOTAL NUMBER OF FOLLOWERS

137 934

FOLLOWERS

 **49 568** |  **84 178** |  **4188**

REACH

 **1 762 773**
 **2 882 542**

VIEWS

 **18 680 627**
 **25 020 180**

 **RUNCZECH APP**

USERS **60 537**

AVERAGE ENGAGEMENT TIME **14 minutes, 28 seconds**



TV BROADCASTING

BROADCASTING VIEWERS

550 000

OF CZECH POPULATION REACHED

5,1%

INTERNATIONAL HOUSEHOLDS REACHED
(PRAGUE MARATHON GLOBAL BROADCASTING)

74 300 000

COUNTRIES WITH LIVE BROADCAST

106



LIVE STREAMING

STREAM VIEWS

111k

IMPRESSIONS

459,9k

AVERAGE WATCH TIME

10:38

TOTAL WATCH TIME
(WHOLE YOUTUBE CHANNEL)

25,5k hours



DIGITAL

TOTAL WEB VIEWS (SESSIONS)
3 240 548

NEW USERS (INCREASE Y-O-Y)
219 929

WEB VISITORS (USERS)
1 242 993



NEWSLETTER CAMPAIGNS
514

OPENS (OF THE NEWSLETTER)
2 525 360

CLICKS (IN NEWSLETTERS)
175 914

ACTIVE NEWLETTER DATABASE
326 418

PR

PRESS CONFERENCE
11

PRESS RELEASES
127

MONITORED ARTICLES
4071

ADVERTISING VALUE EQUIVALENT
44,34 mil.czk

JOURNALISTS AND INFLUENCERS PRESS TRIPS
33



MEDIA

PROMO MATERIALS DISTRIBUTED
229 320

BIGBOARDS AND BILLBOARDS
53

PRINT ADVERTISEMENTS
81

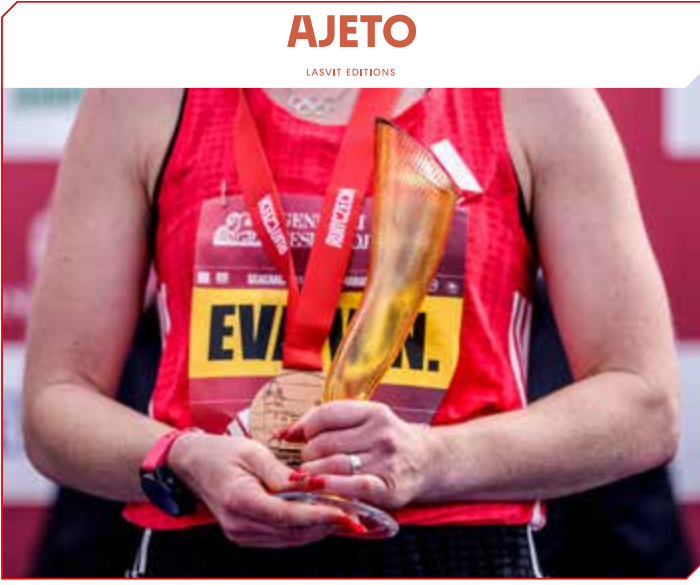
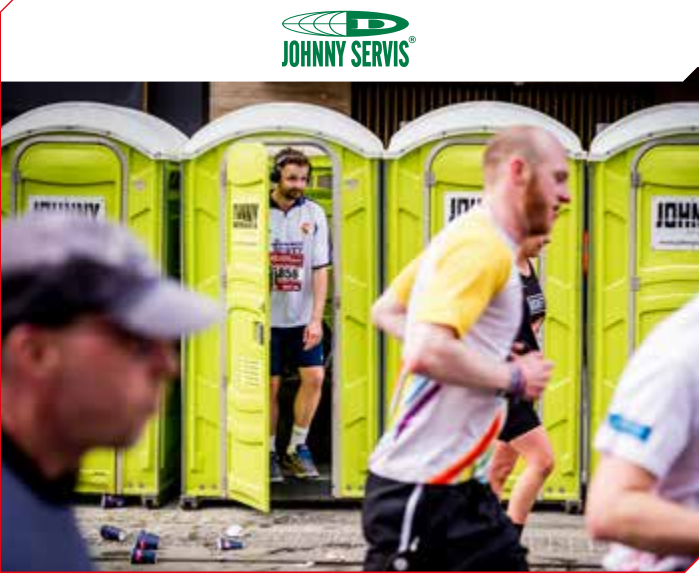
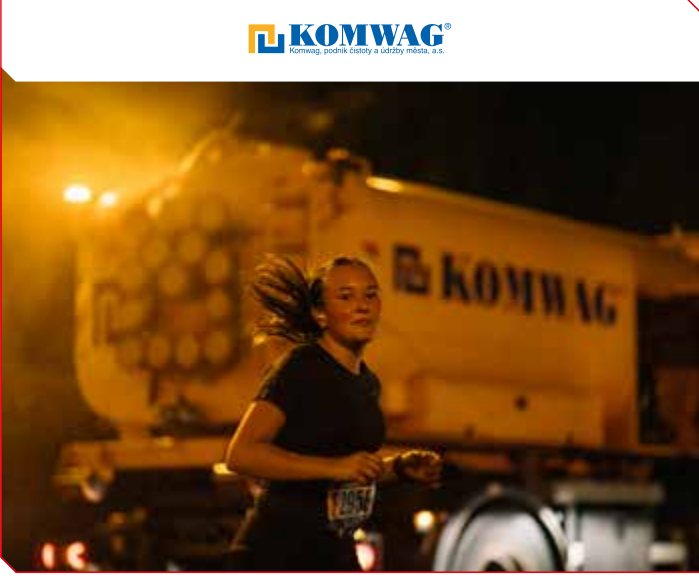
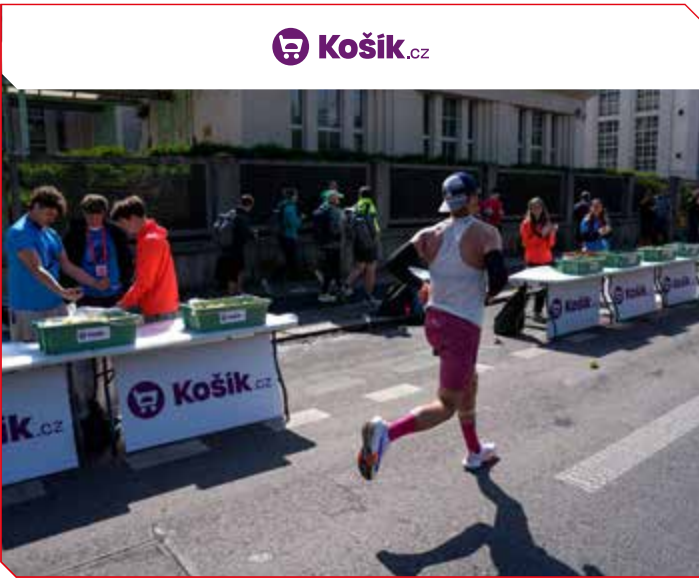
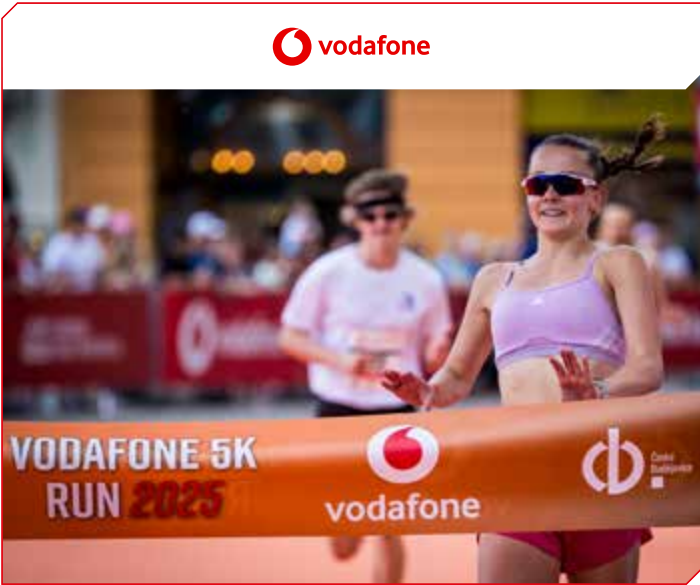
RADIO SPOTS
762



OUR TITLE PARTNERS



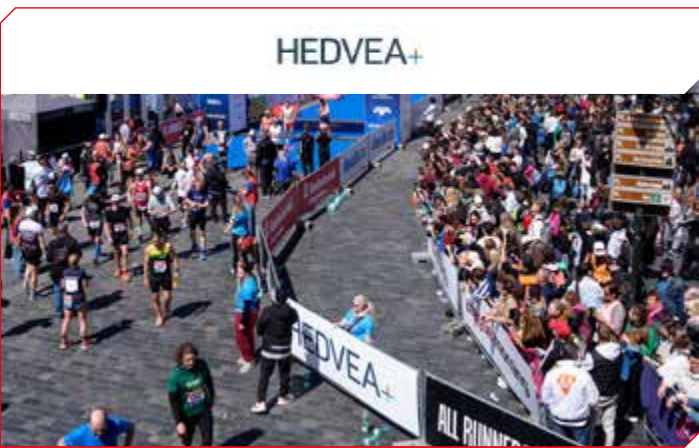
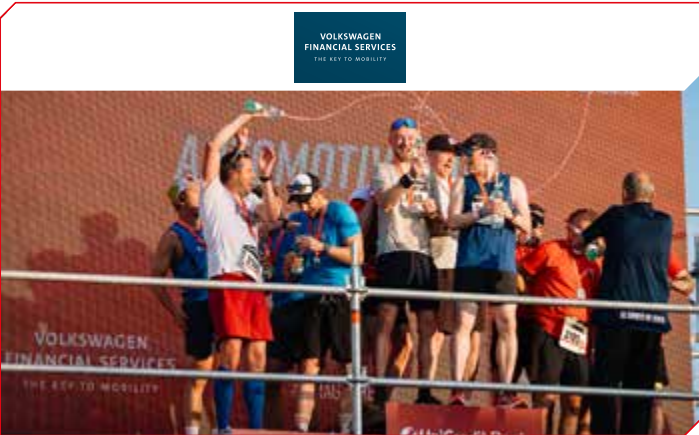
OFFICIAL PARTNERS



OFFICIAL MEDIA PARTNERS



PARTNERS



MEDIA PARTNERS





INSTITUTIONS















ECONOMIC IMPACT

Events in Czechia
RunCzech events across the country stimulate the local economy and motivate domestic and international runners to explore Prague and other beautiful cities outside the Capital. The analysis was carried out in cooperation with CzechTourism and leading independent analytical company.



CZECH REPUBLIC 	TOTAL
NUMBER OF VISITORS	245 143
TOTAL ECONOMIC IMPACT	1.12 bil.czk 46 mil.€
CREATION OF JOB OPPORTUNITIES	458
ITALY 	TOTAL
NUMBER OF VISITORS	24 024
TOTAL ECONOMIC IMPACT	5.7 mil.€
CREATION OF JOB OPPORTUNITIES	83

*The CzechTourism multiplier was used to determine the number of visitors by combining it with the number of foreign runners.

FOREIGN PROMOTION

The mission of Foreign Promotion is to inspire and attract more international participants to all RunCzech races while raising global awareness of RunCzech and its message, “All Runners Are Beautiful.” It also supports long-term partners and institutions by promoting healthier lifestyles, fostering community well-being, and strengthening the international profile of Prague, the regions of Czechia, and Italy.

FOREIGNERS RUNNERS

36 207–36%

VISITORS

71 328*

NATIONALITIES

143

TOP 5 COUNTRIES REPRESENTED

- GERMANY
- UNITED KINGDOM
- FRANCE
- SPAIN
- ITALY

TOP 5 COUNTRIES TARGET

- INDIA
- USA
- CHINA
- AUSTRIA
- SCANDINAVIA



FOREIGN MEDIA



ATHLETICSWEEKLY.COM



EUROPEAN-ATHLETICS.COM



VO2MAXIMO.PT PORTUGAL



INFLUENCER BRAZIL



INFLUENCER USA



INFLUENCER MEXICO



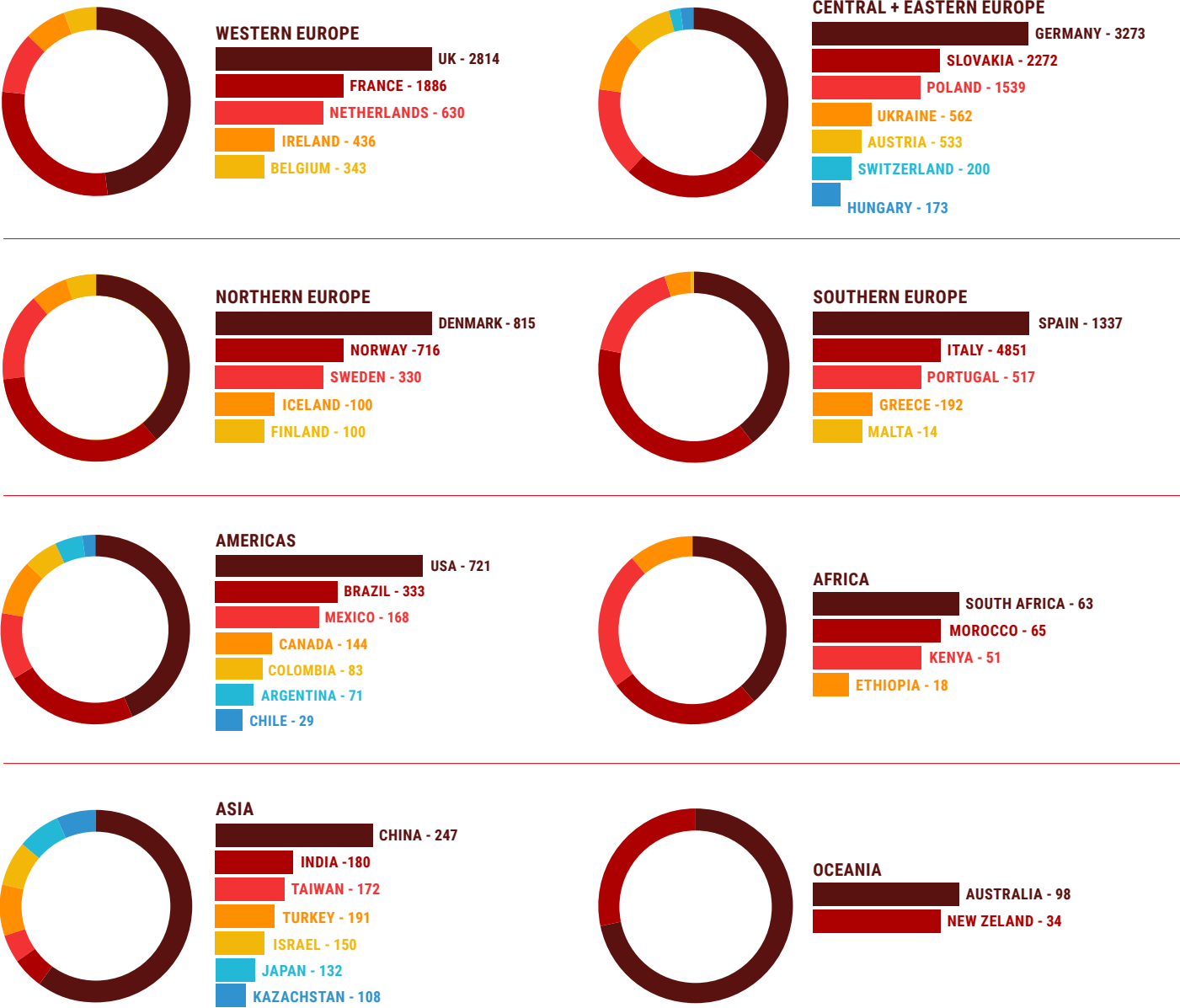
SOYMARATONISTA.COM SOUTH AMERICA



MAXFUN AUSTRIA



INFLUENCER FRANCE



*The CzechTourism multiplier was used to determine the number of visitors by combining it with the number of foreign runners.

WHY RACES ARE GOOD FOR PROMOTION?

A lot of brands today rely almost exclusively on the internet and social media to reach prospects. The smarter course, however, is to mix contemporary tactics with ancient marketing wisdom — appealing to both the head and the heart. Which you are doing through your sponsorship of RunCzech events.

You have tapped into the passions of tens of thousands of runners who participate in our events every year. And the longer you invest in them, the more grateful they are. The deeper their love for you. And the more you become a part of their lives. This is how you do relationship marketing! Not just by trying to sell them something, but by giving them something.

Through your continued sponsorship, you are investing in the like-ability of your company. And laying the foundation for solid, steady, long-term growth.

It's been a joy to partner with you in our mission to make the Czech Republic a happier, healthier place. And we look forward to a long run together.

Gratefully,
Carlo Capalbo

Power of the Participant

You interact with prospects when they're most receptive, doing something they love.

Community Impact

Running events have a huge impact on local charities and the communities they serve, solidifying your image as a responsible corporate citizen.

Runner's Plus-One (or more)

As a sponsor, you reach a runner's friends and family who are often involved in helping them get to the finish line.

Positive Demos

Runners tend to be more affluent and brand loyal.

B2B Connection

Runners represent a good percentage of corporate executives and decision makers.

Start a Conversation

Runners train for months before their races, creating opportunities to build long-term relationships.

Team Building

Running events are a great vehicle for employee morale, motivation and volunteerism. They also promote a great message of health and fitness internally.

Running is Growing

In part because of the pandemic, more people are taking up running as a simple way to get exercise. In fact, distance races are the fastest-growing events in many parts of the world.

The Right Race for Your Message

There are running events that appeal to all target markets, from 5k to a Marathon, as well as races for young children and teens who will grow up with you having been a vital part of their lives.

Tech Super Stars

Runners tend to be tech-lovers, and very active on their social channels, resulting in more engagement opportunities across platforms.

PLAN FOR 2026

PRAGUE MARATHON
AS FLAGSHIP EVENT

IMPROVEMENTS TO
RUNNERS EXPERIENCE

DEVELOP NEW TARGET GROUPS
TROUGH ADIDAS WOMENS RUN
AND LIBEREC TRAIL RUN

INCREASE LOYALTY OF RUNNERS
AND ADD EXCITEMENT TO
RUNNING TOURISM

CREATE ATMOSPHERE AROUND
THE RACES – MAKE THE CITY
TO LIVE OUR RACES

WORK ON SUSTAINABILITY

INCREASE PROMOTION OF
RUNCZECH RACES OFFLINE

ALL RACES SOLD OUT

CALENDAR 2026

**PRAGUE AIRPORT 7K
VALENTINE'S RUN**

14 FEBRUARY
7 K

**COELMO NAPOLI CITY
HALF MARATHON**

22 FEBRUARY
21.1K | 2.5K

**GENERALI PRAGUE
HALF MARATHON**

28 MARCH
21.1K

**PRAGUE
INTERNATIONAL
MARATHON**

2 – 3 MAY
42.2K | 4.2K | 1.6K

**MATTONI
RUNNING FESTIVAL
KARLOVY VARY**

16 MAY
21.1 K | 10K | 1.6K

**MATTONI
RUNNING FESTIVAL
ČESKÉ BUDĚJOVICE**

30 MAY
21.1 K | 5K | 1.6K

**MATTONI
RUNNING FESTIVAL
OLOMOUC**

13 JUNE
21.1 K | 5K | 1.6K

**UNICREDIT
PRAGUE
RELAY**

16 – 18 JUNE
4 x 5 K

**ADIDAS
WOMEN'S 5K RUN
PRAGUE**

5 SEPTEMBER
5K

**BIRELL
10K NIGHT RACE
PRAGUE**

5 SEPTEMBER
10 K

**MATTONI
RUNNING FESTIVAL
ÚSTÍ NAD LABEM**

19 SEPTEMBER
21.1 K | 10K | 1.6K

**MATTONI
LIBEREC
TRAIL RUN**

3 OCTOBER
22 K | 12K | 1.6K



RUNCZECH PARTICIPANTS 1995 - 2025

1 569 560



