Publix FORT LAUDERDALE A1A MARATHON & HALF

PRESENTED BY COLAVITA

2027 Marathon, 5K, Kids Race, Health Expo, and Integrated Shopper Marketing Campaign

Couponing • Digital • FSI • Shelf Flags • Product Sampling at Events.

Lifestyle & Demographics: Healthy lifestyle and fitness oriented; middle/upper-middle class; Gender: 55% female / 45% male; Median Age: 45 years (age splits: 5% <25 years; 15% 25-34 years; 25% 35-44 years; 25% 45-54 years; 20% 55-64 years; 10% >64 years); Ave. HH Income: $110K; Education: 79% college educated; Ethnicity: 60% Caucasian; 25% Hispanic; 10% African American; 5% Asian.

Event Participation: 30,000+ participants and spectators

- **Health & Fitness Expo:** 2-day pre-event Race Expo at the Broward County Convention Center, open to the public, up to 11,000 product samples (wet or dry) and/or literature, branded and staffed 10' x 10' booth.
- **Race Events:** Dedicated branded tent with sampling (wet or dry) and literature distribution at Finish Line to approximately 30,000 racers and spectators. Brand ID also on race barricades, finish line, and event shirts.
- **Attendance Breakouts:** Full & Half Marathon Participants – 6,400; Chartity 6K Participants– 1,000; 5K Participants – 1,200; Kids Race Participants – 200; Publix Health & Fitness Expo – 16,200; Spectators at Start & Finish Areas – 5,000.

Publix® Shopper Marketing:

- **PUBLIX:** Placed in 300+ South Florida stores (56% mkt. share): Dedicated brand coupon tear pad and shelf talker OR 30,000 digital coupons via Publix.com / Club Publix (TBA); Marketing shelf talker placement at shelf-edge for each brand; Brand logos in Publix store window poster; total exposure in-store per brand approx. 75 million impressions.
- **Dedicated FSI:** 1.4 million + circ. FSI (Orlando through South Florida) with coupon / ad for each brand.

Online Presence: Brand logo & URL link on the www.a1amarathon.com sponsor page.

Additional Options:

- **Booth Staffing:** If you don't send your own staff, we can hire and supervise for you.

Additional Options:

- **Program Recap:** Full recap with photos following conclusion of campaign.

Participation Cost

$31,000, all-inclusive

Key Dates

- **Commitment:** October 1, 2026 (category exclusive)
- **In-Store Shopper Marketing:** January - February 2027
- **Health Expo:** Feb. 12-13, 2027 / **Race Days:** Feb. 13-14, 2027

Staffing Option

- **Booth Staffing:** Supervised staff $650 per staff member per day

Contact your CoOptions representative or email us at sales@cooptions.com

CoOptions HEALTH & WELLNESS MARKETING | the samplingstore™

2500 Regency Parkway • Cary, NC 27518
t. (919) 303-3223; f. (919) 303-3225 | SamplingStore.com

PROGRAM INCLUSIONS

Sponsor will receive the following list of benefits:

- Category Exclusivity in the company category
- Sampling Rights to all events of the weekend: Start & Finish areas; Expo; and Courses
- Sponsor logo included in all race marketing
- Inclusion in the Publix shopper marketing program
- 10' x 10' display footprint at the Publix Health & Fitness 2-day Expo
- Logo included on the Start/Finish Arch Banner
- Event Shirts – logo on the back of all runner shirts
- Four (4) 3' x 6' start/finish barricade banners in premium position
- Logo on all race related brochures, posters, postcards, & promotional materials & print ads
- 10' x 10' footprint in the post race village
- Opportunity for an insert in the 7,000 Athlete bags
- Logo inclusion on the on the event website
- Rights to use the A1A Marks and logos
- Complimentary Race Entries – up to 10; can be used for employees, Customers, Raffles/Giveaways, etc.

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HEALTH EXPO

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MARATHON & 5K

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MARATHON & FINISH LINE BRAND EXPOSURE

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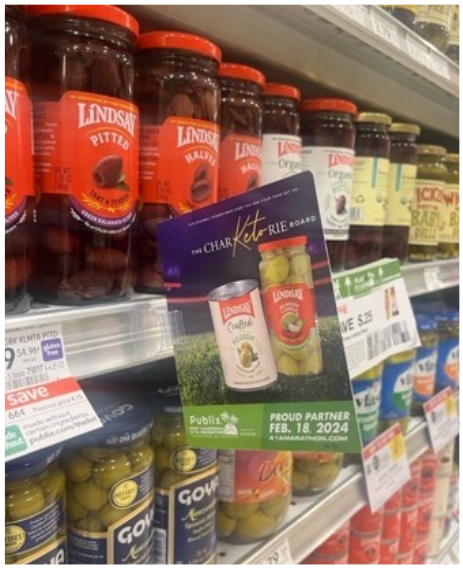

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