

An aerial view of Miami, Florida, showing a dense urban skyline with numerous skyscrapers. In the foreground, a large crowd of people is gathered on a street, likely participating in a marathon or race. The scene is captured from a high angle, looking down on the city and the event.

#VIRTUALLY MIAMI FAMOUS

LIFE TIME
MIAMI
MARATHON AND HALF

The logo for the Life Time Miami Marathon and Half, featuring a stylized orange and white circular icon with a running figure inside.

presented by
cbdMD



#VirtuallyMiamiFamous

wired by the Life Time Miami Marathon & Half presented by cbdMD | January 10 - 31, 2021

We are excited to introduce #VirtuallyMiamiFamous wired by the Life Time Miami Marathon & Half Marathon presented by cbdMD! Although our athletes aspire to run through the vibrant city of Miami every year, this year they will participate in the first-ever digital rendering of the world-renowned event, taking place January 10-31, 2021. Athletes will choose their distance(s) and build their own Miami Famous experience, complete with a spinning multi-layered finisher medal, exclusive swag items, free 10-week TuneUp online training program and much more.

3 Weeks, 3 Distances

#VirtuallyMiamiFamous Details

Participants will earn a medal for each distance that they sign up for and complete including a 5K, Half Marathon (13.1 miles) and Full Marathon (26.2 Miles).

This year's medal is really special to us, as it celebrates the conservation efforts of Miami's coastal waters and reefs. Using a stackable concept, runners will earn a unique layer and ribbon for each distance completed. All finishers will receive the Golden Base and spinning Mangrove Roots layers – participants will build up their medal the more they run.

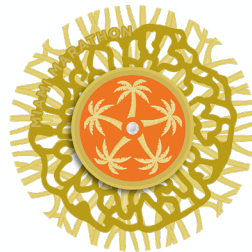
Finisher Medal Showcase



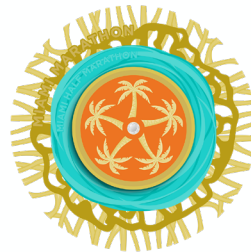
Tropical 5K



Miami Half Marathon



Miami Marathon

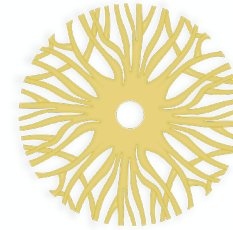


Miami Ultimate

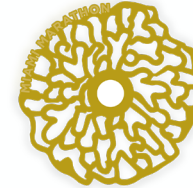
Run Your Distance. Build Your Bling.



Golden Base
Foundation for 19 years of thriving Miami Famous



Mangrove Roots - Spinner
Stable and vital life connections to the health of Biscayne Bay and its surrounding people.



Coral
Brain corals are one of Miami's most permanent residents, living for up to 900 years.



Water
Turquoise blue water of Biscayne Bay, teeming with life, the backdrop of our race course, a source of our livelihood – let's save her together.



Diamond Palms
The original icon of our race. These abundant symbolic icons of resilience and victory line up to help propel the runners racing along our shores.

5K Challenge

5K Complete by 1/31 to earn medal

13.1M Challenge

Half Marathon Complete by 1/31 to earn medal

26.2M Challenge

Full Marathon Complete by 1/31 to earn medal

#VirtuallyMiamiFamous Swag

Provided to Finishers

One Distance



Two Distances



Three Distances



#VIRTUALLY
MIAMI
FAMOUS



Virtual TuneUp & Content

For #VirtuallyMiamiFamous Participants

3 Distances | 3 Training Plans

Miami Marathon co-founder, Frankie Ruiz, has developed the TuneUp online training programs to help participants build up to the distance of their choice, or even all three distances.

Delivered Just In Time

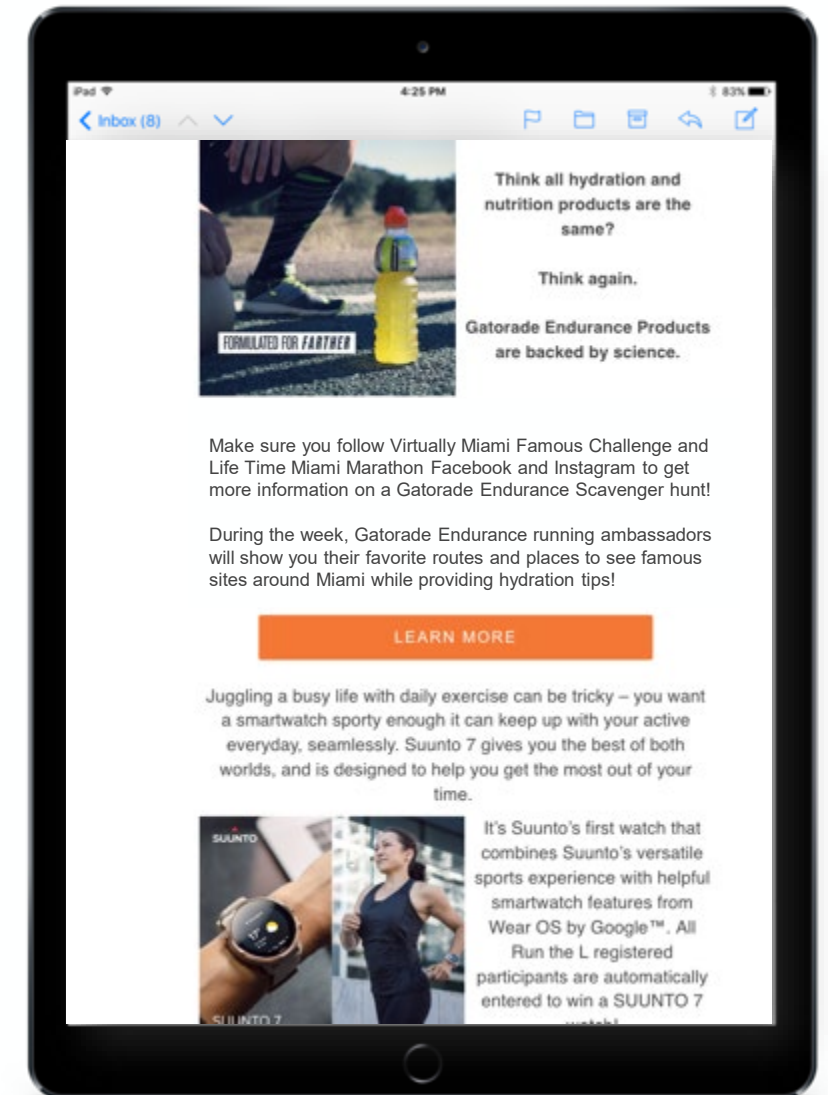
Customized plans and tips will be delivered to inboxes beginning November 8, so runners can stay on track during and after the holidays. The plan will be supported through social & email promotions.

Included With Each Challenge

Complimentary to all participants because we want to help them earn those #VirtuallyMiamiFamous medals!

Organic and Sponsored Content

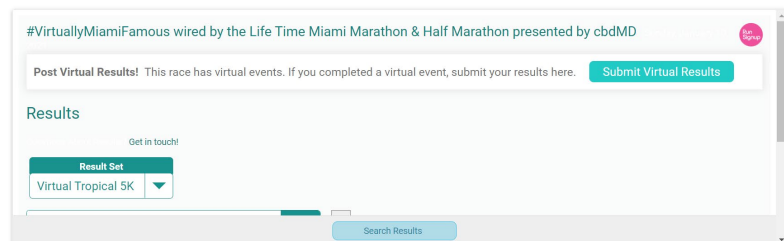
Beyond a calendar of running and recovery, training plans will include a path to overcome hurdles, mindful and motivational tips, plus helpful resources and content from challenge sponsors.





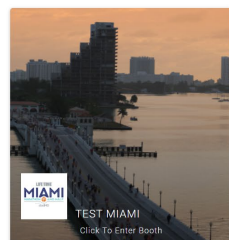
Welcome to the Miami Famous Runners Market!

Description to be updated.



Virtual Booths

All Booths



Miami Famous Runners Market

A Backstage Pass to a Premium Run Emporium and Brand Experience

The Miami Famous Runners Market is a signature element of The Virtually Miami Famous event series and is the hub of all shopping, offers, giveaways, mainstage activities, and challenge info!

Brand partners will interact with registered participants and all running enthusiasts through interactive content and individually-branded pages within the market. Shopify integration makes commerce smooth and simple for brands who sell online.

Reserve a branded page, plug in your content and products for purchase and engage with our South Florida, National, and International running audiences.

Participating Brands Receive

- Vendor booth on Market home page
- Dedicated landing page for vendor content & products
- Ability to customize landing page with embedded video, downloads, photos, links, logos, etc.
- Ability to livestream content within branded landing page
- Ability to live chat, with video, with shoppers as they scroll
- Ability to integrate Shopify account for easy of ecommerce
- Built-in CTA buttons and visitor analytics
- Post-event publishing for residual traffic and sales

Official Level Sponsors and Premier Vendor Level Participating Brands Receive

- All of the above!
- Booth “pinned” for elevated placement on Market home page
- Ability to livestream content on the Market Mainstage
- Ability to host a “Famous Giveaway” that is promoted through social and email channels



Sponsorable Activation Ideas

Thought-Starters to Fuel a Virtually Famous Connection

Famous in Miami - Host a sweepstakes to win a celebrity-style trip to the 2022 Miami Marathon.

Famous for Life - Grant a lifelong dream by sponsoring a sweepstakes to win a lifelong entry to Miami Marathon.

Famous Fuel Up - Fuel nutrition prize and pre-race meal.

Famous Meet & Greet - Zoom party with the Miami team. Opportunity to send catered meal to winner's house for the Zoom party.

Famous Smile - A contest among participants to have your photo featured at the 2022 Miami Marathon.

Famous Friends - Launch a contest to win an entry into the 2022 Miami Marathon + entry for their best running pals.

Famous to Race - Win access to the Streaker race to begin or continue their event streak.

Famous Fans - Social media challenge using branded cheer signs to create the best "fan/cheer zone experience"; Winner receives sponsor swag pack.

Famous Finish Line - Send a downloadable finish line tape & special race kit to participants.

Retail Location Activations - Host an IRL pop-up finish line or training run to end at retail location (brand to provide all necessary permitting for parking lot). Provide a unique retail location redemption swag item to all participants.

TuneUp Partner - Provide tips and other unique content for the complimentary TuneUp online training program.

Social Takeovers - Feature a brand ambassador participating in the #VirtuallyMiamiFamous by following their training and challenge.

Live Stream Concert - Host a live stream concert on 1/31 to celebrate completion of #VirtuallyMiamiFamous

**Activations subject to additional expenses and pre-approval by Life Time.*

Event Promotion

Entire Life Time Miami Marathon & Half Historic Database

Digital and Social

Facebook + Instagram ads

Targeted Email Campaigns

Entire Life Time Miami Marathon and Run Miami historic database

2 promotional emails prior to registration launch date of 10/26

1-2 emails during challenge to registered athletes

Athlinks email/advertising

Social Media

2-3 posts per week on Miami Marathon event & like-minded social medial channels

1-2 posts on Run Miami and Life Time Run event channels

Community Influencers

Partnerships with South Florida run clubs

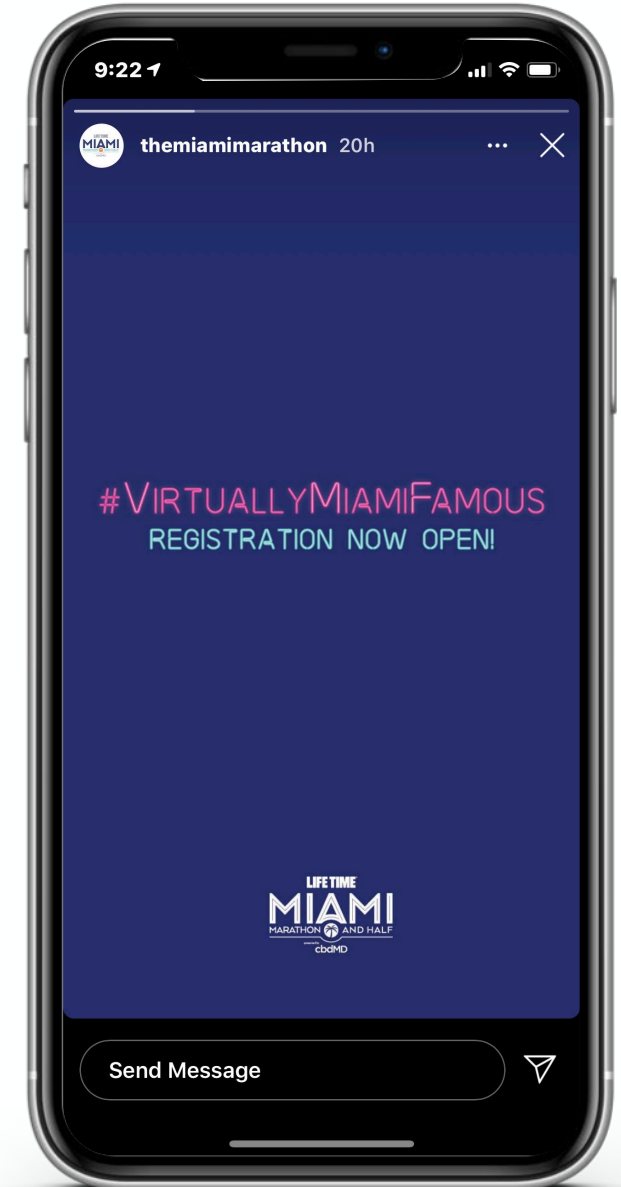
Local running influencer social media posts

Life Time In Club

Experience Life print & digital ad

LT Insider email

In Club digital advertising





Anticipated Demographics

Based on Past Life Time Miami Marathon & Half Participation

Men

54%

Women

46%

Average Age

38

Average Age Range

25-34

Avg Countries Represented

31

States Represented

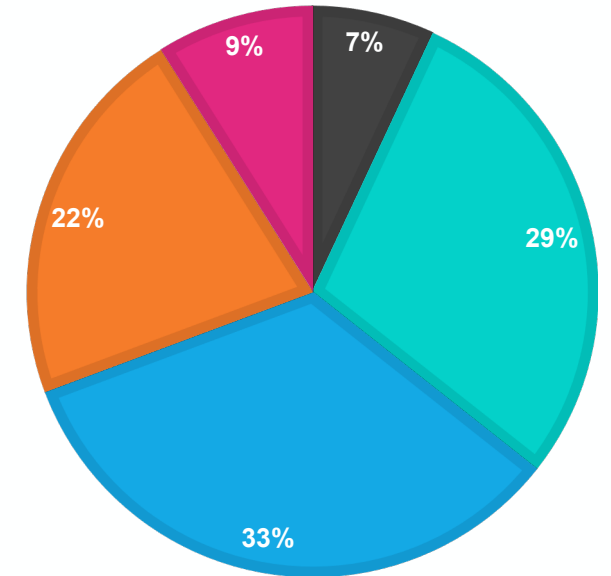
43

In State Participants

65%

Out of State Participants

35%



- Under 24 years
- 25 – 34 years
- 35 – 44 years
- 45 – 54 years
- 55 years+

Official Sponsor Entitlements

#VirtuallyMiamiFamous wired by the Life Time Miami Marathon & Half Marathon presented by cbdMD

Logo Rights/Usage: Sponsor granted rights to the #VirtuallyMiamiFamous logo for use in Sponsor's advertising and promotions with pre-approval from Life Time.

Webpage: Sponsor logo included on event webpage where family of sponsors is listed with a link to the Sponsor's website or designated landing page for the duration of the contract term.

Email Marketing: Sponsor logo included on the balance of #VirtuallyMiamiFamous email marketing of where family of sponsors is listed.

Email Marketing Promotional Content: Sponsor content included in 2 emails to event participants. Specs provided by Life Time. Sponsor to submit content. Deadlines apply.

Social Media: Sponsor to receive 2 social media posts. Specs provided by Life Time. Sponsor to submit content. Deadlines apply.

Miami Famous Runners Market: Sponsor granted opportunity to provide an exclusive offer, discount or content offering in the event virtual expo platform. Specs provided by Life Time. Sponsor to upload their own content.

Entries: Sponsor granted 2 complimentary Virtually Miami Famous Challenge registrations.

Famous Giveaway: Sponsor granted the opportunity to host a challenge specific giveaway or sweepstakes for all virtual challenge participants.

Signature Event Activation: Sponsor granted opportunity to activate 1 Signature Event Activation.

Official Sponsor Entitlements continued

#VirtuallyMiamiFamous wired by the Life Time Miami Marathon & Half Marathon presented by cbdMD

Sponsor to choose one Signature Event Activation

1. **Race Distance Sponsorship:** Sponsor granted right to sponsor 1 of the 3 race distances that make up the Virtually Miami Famous Challenge (5k, 13.1, 26.2).
 - Race Rename: Sponsor granted right to have name incorporated into their respective race of the challenge series. i.e. 5k brought to you by (insert sponsor name).
 - Distance-Specific Challenge: Sponsor granted right to create and market an independent challenge related to respective race of the challenge series, subject to Life Time approval. Life Time to promote challenge on sponsor's behalf.
 - Triggered Email Content: Sponsor has the opportunity to provide sponsored content and images for the triggered email that an athlete will receive through Run Sign Up upon completion of the sponsored race of the challenge series. Life Time to provide specs and deadlines. Specs provided by Life Time. Sponsor to submit content. Deadlines apply.
 - Badge Content: Sponsor has the opportunity to provide content and image for their badge page on Run Sign Up. Life Time to provide specs and deadlines. Specs provided by Life Time. Sponsor to submit content. Deadlines apply.
 - Logo Placement on Race Assets: Standalone logo to appear on the following assets for the race distance selected:
 - Digital bib
 - Finisher Certificate
 - Mobile Finish Line branding if applicable TBD
2. **Streaker Race presented by Sponsor:**
 - Race Designation: Sponsor name incorporated into the name of the sub-event i.e. #VirtuallyMiamiFamous Streaker Race brought to you by (insert sponsor name).
 - Race Communications: Sponsor has opportunity to include messaging in sub-event specific communications to athletes.
 - On Site Signage: Sponsor logo included on event date signage produced by Life Time including:
 - a. Start/Finish Structure
 - b. Finish Tape
 - Race Bib: Sponsor logo included on race bib worn by all participants
 - Race Live Stream: Sponsor has opportunity to be incorporated into event live stream on social channels.
 - Media Coverage: Sponsor mentioned in event media coverage by Miami Herald.
 - Race Shirts/Kits: Sponsor has the opportunity to provide athletes with co-branded race kits to be worn during in person race.
3. **Miami Famous Runners Market presented by Sponsor:**
 - Platform Rename: Sponsor granted right to have name incorporated into the virtual platform branding. i.e. Miami Famous Runners Market brought to you by (insert sponsor name).
 - Premium Brand Placement: Sponsor granted right to premium placement and presenting sponsor designation of brand tile within the virtual market.
 - Signature Main Stage Content: Sponsor has the opportunity to host up to (4) Main Stage live or pre-recorded sessions within the virtual market. Life Time to provide specs and deadlines. Sponsor to submit content. Content subject to Life Time approval. Deadlines apply.
 - Gamified Giveaway: Sponsor has the opportunity to host a giveaway within their virtual page that will be promoted by at least (1) email and (1) social post. Life Time to provide recommendations of gamification to drive page traffic and engagement via giveaway.

Premier Vendor Entitlements

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Logo Rights/Usage: Vendor granted rights to the #VirtuallyMiamiFamous logo for use in Vendor's advertising and promotions with pre-approval from Life Time.

Email Marketing Promotional Content: Vendor content included in 1 email to event participants. Specs provided by Life Time. Vendor to submit content. Deadlines apply.

Famous Giveaway: Sponsor granted the opportunity to host a challenge specific giveaway or sweepstakes for all virtual challenge participants. Giveaway can be promoted through event social and email channels.

Miami Famous Runners Market: Vendor granted opportunity to provide an exclusive offer, discount or content offering in the event virtual expo platform. Specs provided by Life Time. Sponsor to upload their own content.

Virtually Miami Famous Swag Exclusives: Premier placement within vendor list in the virtual platform. Opportunity to host a main stage session within the platform. Content subject to Life Time approval and must not conflict with official sponsors.

Entries: Vendor granted 2 complimentary Virtually Miami Famous Challenge registrations.

Vendor Entitlements

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Miami Famous Runners Market: Vendor granted opportunity to provide an exclusive offer, discount or content offering in the event virtual expo platform. Specs provided by Life Time. Sponsor to upload their own content.