



2515 Devine Street  
Columbia, SC 29205  
(803) 799-iRUN

## EVENT PROMOTION

There are many ways that Strictly Running can help promote your event. We offer many services such as direct link ads that can be found on our website and email blast that go out to runners and walkers on our email list.

Direct link ads are a great way to lead runners and walkers to your event. Our homepage is where we often direct runners and walkers towards who are looking to sign up for an event.

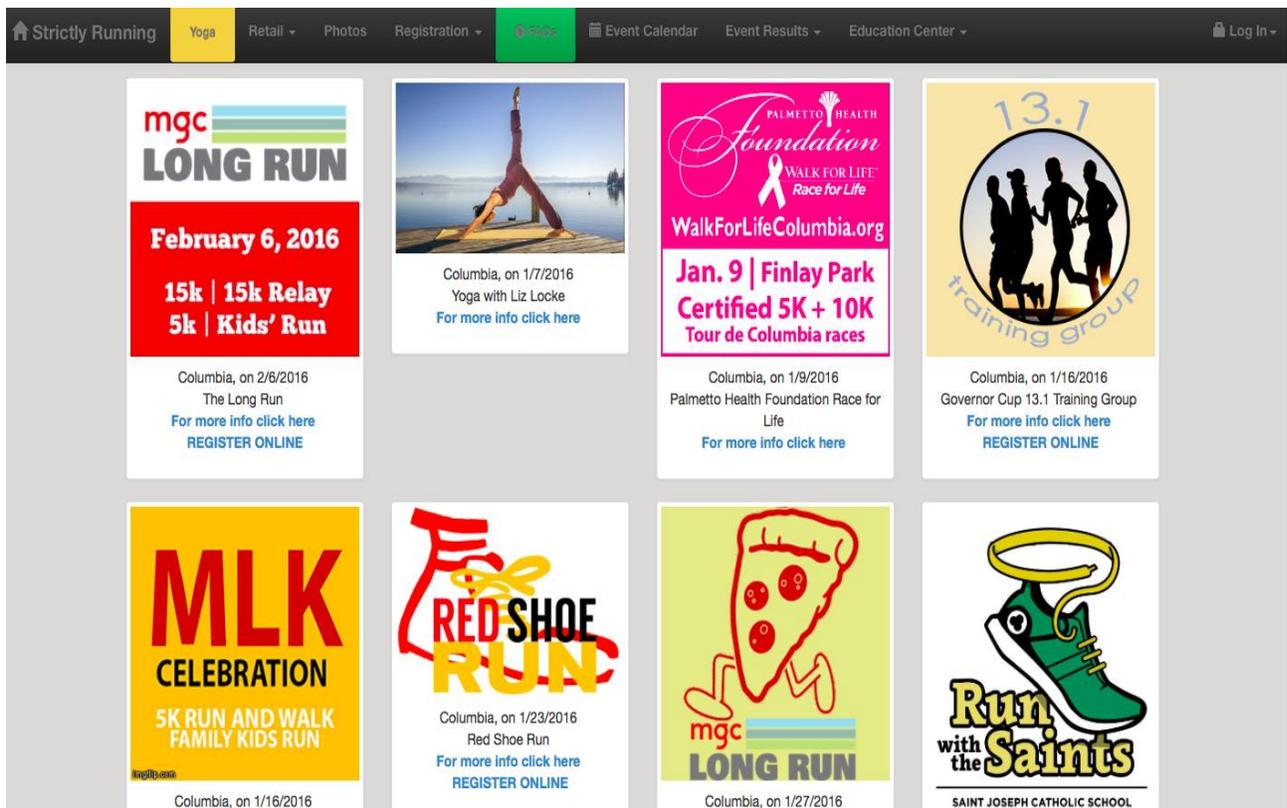
Advertising your event via our website would be a way for you to promote your event to people in the running and walking community who are searching for an event to do.

Prices for direct link ads vary depending on the amount of time the ad is displayed.

Pictured below is a series of direct link ad examples that can be found on our website.

To see more on how these ads are displayed, you can visit our website at [www.strictlyrunning.com](http://www.strictlyrunning.com).





Email blast is another tool that we often use to help promote races. Our email list serve consist of over 50,000 people who have an interest in walking or running. To target a certain population around your event we can send out the email blast to various area codes of your choice. Pricing depends on the amount of names you wish to have the email sent out to. We also offer options that include promotion through social media sites such as Facebook and twitter. Another option to help promote your race is to sponsor one of our pizza runs that are

held the last Wednesday of each month.

Sponsoring this would be a way for you to encourage the people that attend the run to come to your race.

Event promotion is a key to spreading the word about your race. We are happy to answer any questions you have about event promotion and we look forward to working with you and watching your event grow. To discuss pricing contact Ashley (ahrubala@yahoo.com) or Jordan (jslybrand@gmail.com).