



KAISER PERMANENTE®

THRIVE

San Diego

HALF MARATHON & 5K

November 1, 2025

Ski Beach - San Diego, CA

[ThriveHalfMarathon.com](https://www.thrivehalfmarathon.com)

SPONSORSHIP OPPORTUNITIES



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About

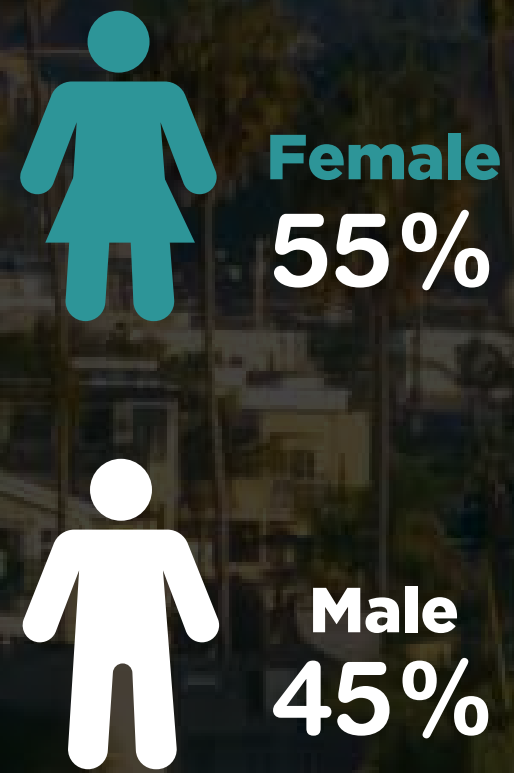
The Thrive San Diego Half Marathon, 5K & Wish Walk encourages the community to “Thrive” by staying active, eating healthy, living well and giving back.

Participants take in the iconic views of San Diego’s most scenic half marathon & 5K course before celebrating with their families at the finish line festival. Featuring a live band, awards ceremony, food trucks, and vendor village in Ski Beach Park, runners and spectators alike enjoy an extended morning of festivities on the bay. The finish line festival is free and open to the public, and a great way to gain exposure for your brand.

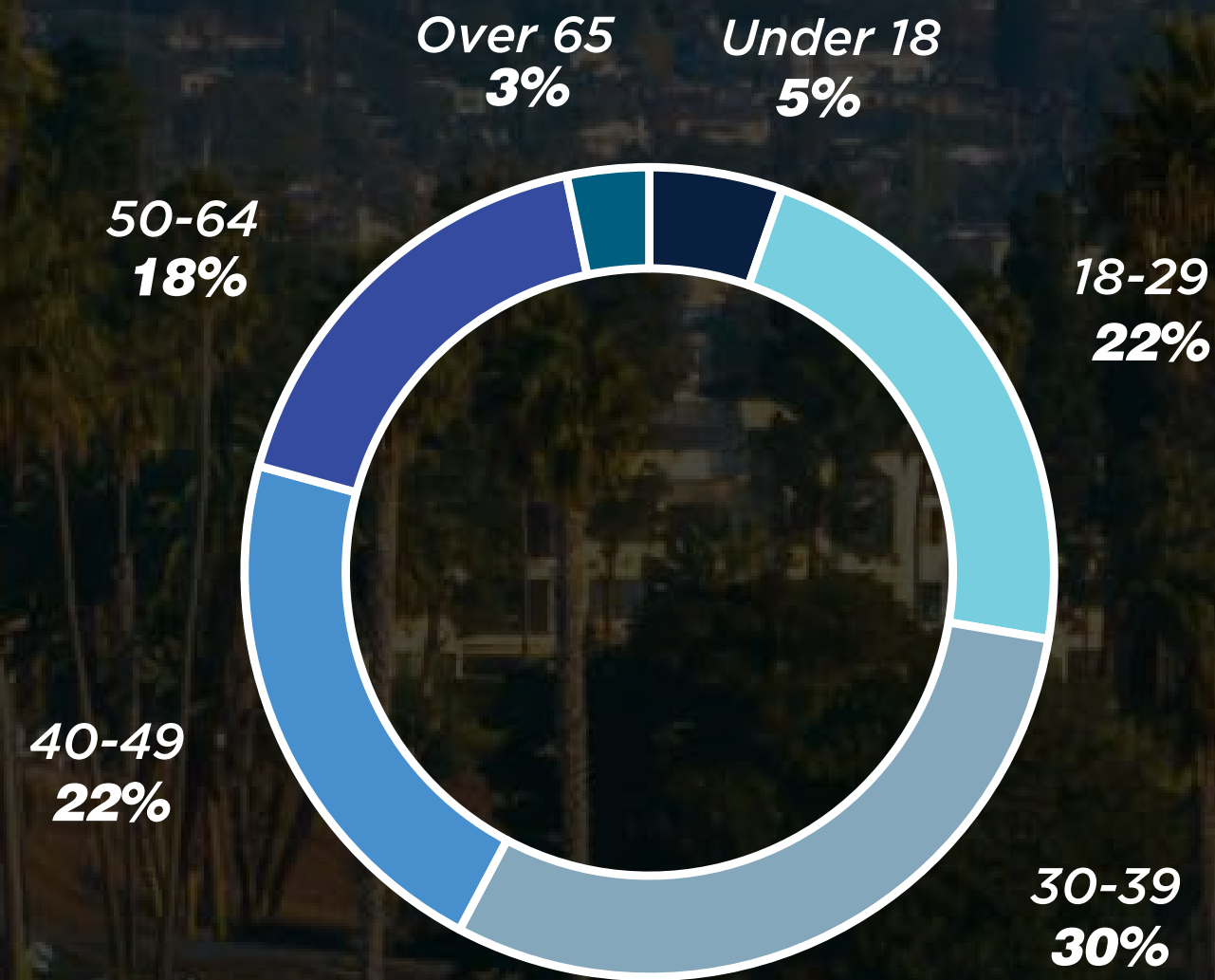
We invite you to join our event as a sponsor of the Thrive San Diego Half Marathon, 5K & Wish Walk.

PARTICIPATION & DEMOGRAPHICS

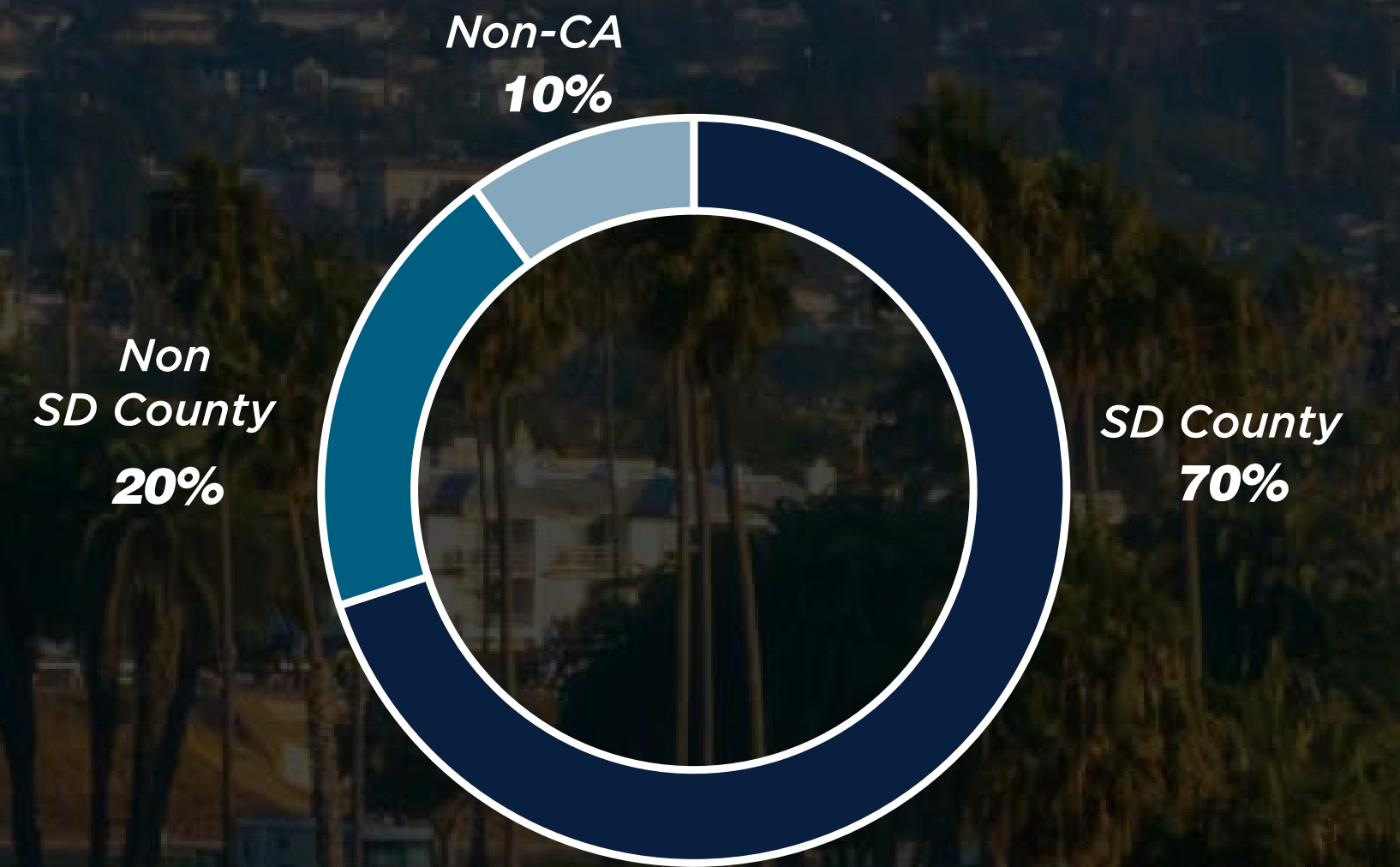
Gender Comparison



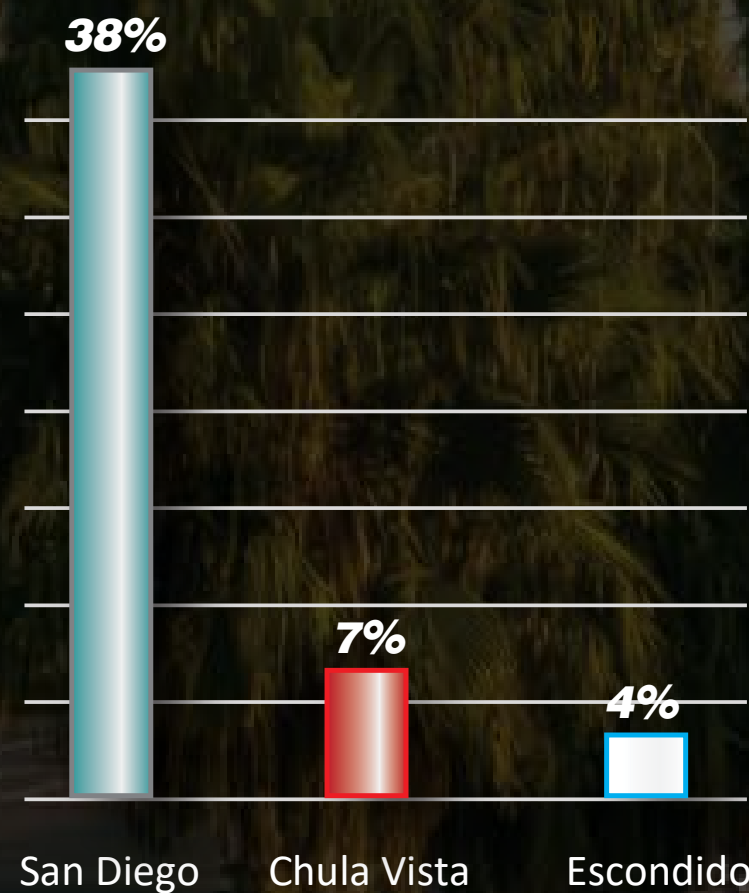
Age Comparison



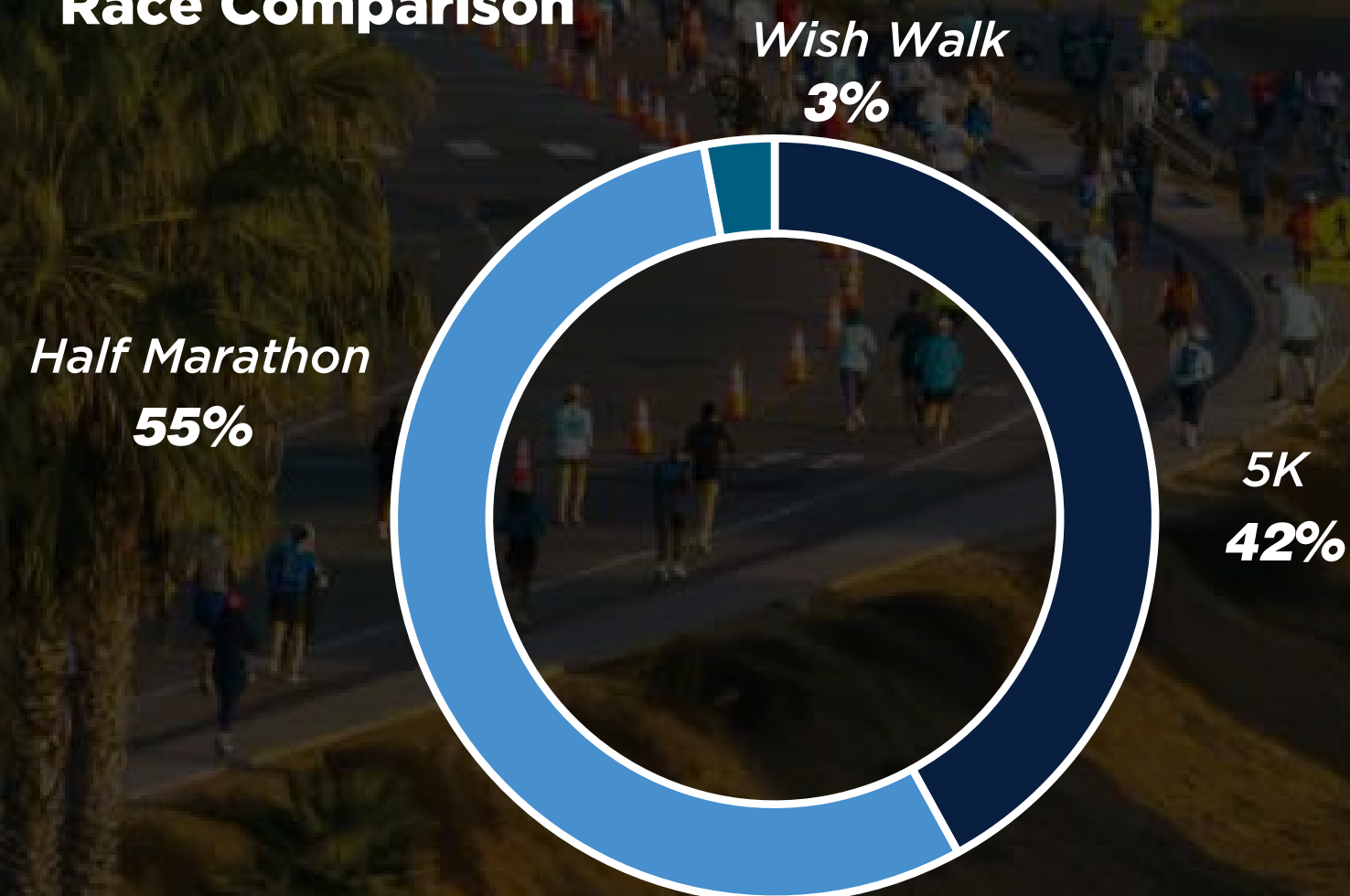
Participant Participation



Top Cities



Race Comparison



2025 Estimated Attendance:

3,000 participants
3,000 spectators, friends and family

2024 MARKETING EFFORTS & PRESS

- ▶ Official race website and social channels (Instagram, Facebook)
- ▶ Official press release
- ▶ 20+ e-mail campaigns to databases with 50K+ runners. Average 52.98% open rate
- ▶ > \$15,000 in paid advertising across Facebook, Instagram, and PPC
- ▶ Paid exclusives with Racegrader, Runguides, BibRaves, and local news publications and local stores around San Diego
- ▶ Listed on all local and national race calendars
- ▶ San Diego local news coverage on race morning
- ▶ Grassroots promotions, billboard advertising, expo promo tour, and 5,000+ flyers distribution at various running events and San Diego local news videographers on race morning



SOCIAL MEDIA



Facebook Impressions: 470K
Facebook Reach: 405K
Facebook Views: 357K



IG Impressions: 132K
IG Reach: 46K
IG Views: 133K

808K Total Impressions

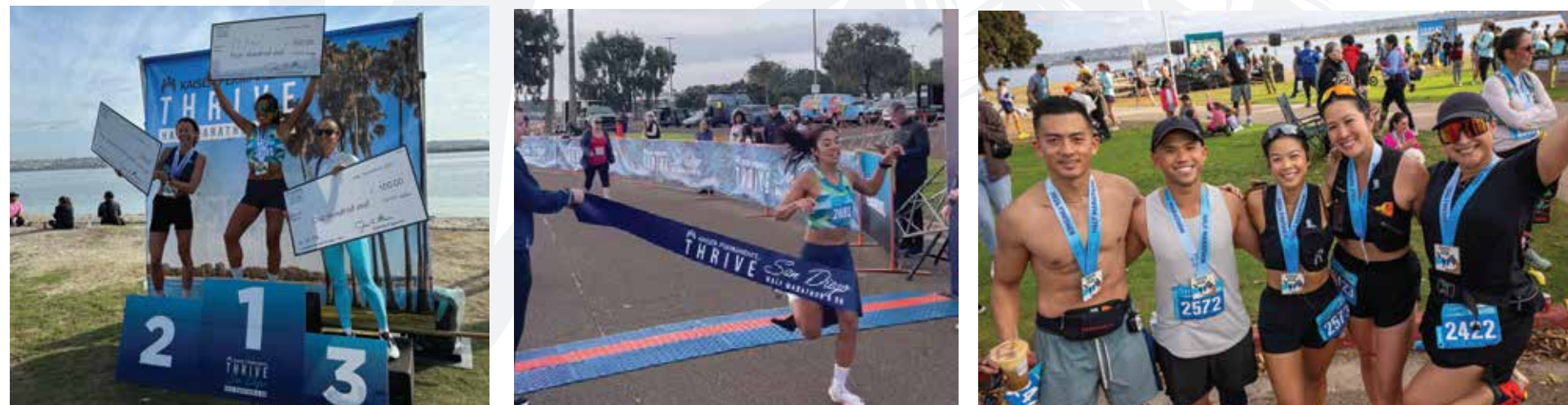
972K Total Reach

2024 EVENT ASSETS

- ▶ Custom designed event and volunteer tees
- ▶ Custom finisher medals
- ▶ Start/Finish line branding
- ▶ Course signage - Branding opportunities for sponsors, including logos, event names and creative visuals.
- ▶ > \$3,000 prize purse + age group awards
- ▶ Goodie Bags with sponsors' product samples
- ▶ Exclusive charity runner merchandise
- ▶ VIP/Corporate Hospitality Area
- ▶ Interactive expo village with live music

AWARDS

- ▶ The 2024 Kaiser Permanente Thrive San Diego Half Marathon & 5K offered more than \$3,000 in prize money for both top overall finishers AND top overall age-graded masters athletes.
- ▶ Awards were presented to the Top 3 finishers overall in both the Half Marathon and 5K.
- ▶ Age Division Awards were given to the Top 3 finishers in both the Half Marathon and 5K according to each age group.



CHARITY

Annually, the Thrive San Diego Half Marathon & 5K commits a portion of the race proceeds to Make-A-Wish San Diego, raising over \$100,000 for Make-A-Wish San Diego since the inaugural race in 2017. Additionally, the race offers exclusive benefits to charity runners to encourage additional community donations and raise additional funds to grant more wishes in the San Diego community.



Make-A-Wish
SAN DIEGO

ThriVETS

As part of Kaiser Permanente's corporate initiative to promote health and wellness within the veteran community, we launched a special running experience for veterans only. This experience not only celebrated the service and sacrifice of our veterans but also underscored Kaiser Permanente's dedication to promoting active and healthy lifestyles and ensuring access to those veterans in need of quality health care.

As part of the ThriVETS experience, participants had access to the following...

- "Veteran's Corner" - A designated area within the expo featured military and veteran focused companies showcasing a variety of products and services, along with access to Kaiser's comprehensive health and well-ness information and resources.
- 15% off discount for all veteran race registrants
- Exclusive lanyard on the finisher medal for all veterans
- ThriVETS website page on thrivehalfmarathon.com
- Dedicated email announcement for program with social media posts throughout
- Include ThriVETS recognition program in race day script
- Plus, special awards were given to the top 3 half marathon finishers.



SPONSOR THE THRIVE HALF MARATHON, 5K, & WISH WALK!

PREMIER SPONSOR

*Become the Premier Sponsor of the 2025
Thrive Half Marathon, 5K, & Wish Walk!*

- *Showcase your brand on event day with:*
 - *Post-event expo booth*
 - *Sponsor activation*
 - *Event signage*
 - *Branding on participant tees*
- *Included in email and print marketing*
- *Opportunity to sponsor key race elements,
such as:*
 - *Awards ceremony*
 - *Water stations*

OFFICIAL SPONSOR

*Become the Premier Sponsor of the 2025
Thrive Half Marathon, 5K, & Wish Walk!*

- *Feature your brand with:*
 - *Post-event expo booth*
 - *Branding on an item in the participant
goodie bags.*
- *Logo placement on the event website*
- *Inclusion in event ads and emails*

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If you are interested in getting involved with the 2025 HALF MARATHON, 5K, & WISH WALK or want to inquire more about the event, please e-mail contact@easydaysports.com.

We hope to see you on November 2nd!



Headquartered in Coronado, CA, Easy Day Sports is a dynamic event production agency that focuses on premier professionally managed endurance sports events.