



LIFETIME®

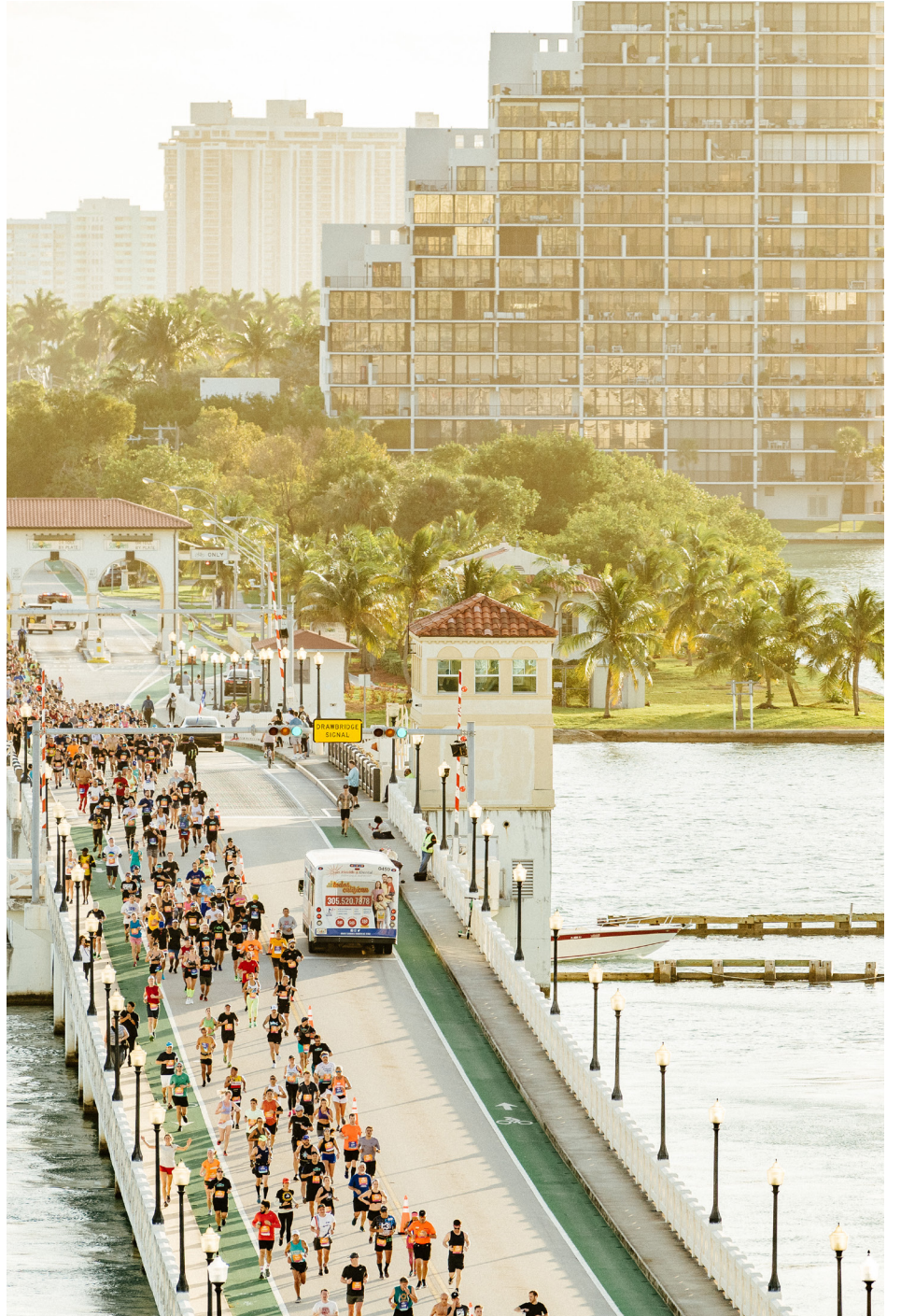
MIAMI

MARATHON AND HALF



presented by
cbdMD

Life Time Miami Marathon & Half Marathon is truly a destination race. Over 100,000 people experience what has become one of the premier marathons and half marathons in the US. Life Time , along with our valued partners, has created a truly unique event that celebrates all that Miami is. The combination of jaw-dropping scenery, cultural diversity, mild temperatures, flat course and the mix of Miami music and architecture makes this race a bucket list experience.



Life Time Tropical 5K

Saturday

The running weekend kicks off with the The Life Time Tropical 5K on Saturday morning. Over 2,000 runners line up at Watson Island to head for South Beach, with a tropical post-race party at Nikki Beach. This event attracts families and first-timers who want to get in on the energy of marathon weekend or the avid runner who wants to get a glimpse of what Sunday's big race will offer.

Location: Watson Island to Nikki Beach

Participants: 2,600 | Spectators: 5,200

Half Marathon

Sunday

The The Miami Half Marathon is a favorite for runners seeking a fast, dramatically inspiring course. Half and full marathoners start together, with a split 800 meters before the finish line.

Location: Miami & Miami Beach

Participants: 10,000

Marathon

Sunday

Friends, family and curious spectators will fill the roadways with inspiring sights and sounds to cheer on the many that choose to run Miami. Starting and finishing on the coast of downtown Miami, runners and spectators are treated to an unforgettable finish line and post-race festival.

Location: Miami & Miami Beach

Participants: 5,000

Kids Run Miami

Sunday

The Kids Run Miami program, in partnership with Miami-Dade County Schools, is a 15-week training program challenging students to run a little each week – accumulating a total of 25 miles, and completing their remaining 1.2 marathon miles on the final stretch and finish of the Life Time Miami Marathon course

Location: The Life Time Miami Marathon final 1.2 miles

Participants: 2,500





PARTICIPANTS

15K

MEN

55%

AVERAGE AGE

40

IN STATE PARTICIPANTS

52%

RACE DAY ATTENDANCE

30K

WOMEN

45%

COUNTRIES REPRESENTED

93

OUT OF STATE PARTICIPANTS

48%



PAST ACTIVATIONS

BAPTIST HEALTH SOUTH FLORIDA

Baptist Health South Florida is a not-for-profit healthcare organization and clinical care network in southern Florida operating seven hospitals, about fifty outpatient and urgent care centers, and several community health and outreach programs.

BHSF has been a long-time supporter of the endurance sports community and visiting athletes. At the Health and Fitness expo, Runners embraced the Baptist Health South Florida 'I Run For...' experience where they could help craft a custom-printed shirt displaying their 'I Run For' statement, and celebrate the weekend with a professional podiomed photo.

DELIVERLEAN

As one of the nation's largest food manufacturers specializing in health and wellness, DeliverLean crafts savory meal-in-a-box solutions including Perfect Fuel Meals, macro-balanced meal plans for athletes, and DeliverLean, its signature home delivery model.

DeliverLean aimed to connect with consumers who aim to eat healthier, and appreciate convenient quick-meal solutions. By providing race participants with a signature DeliverLean box post-race, athletes refueled with hearty turkey wraps and seasoned produce.









INCREASED ECONOMIC IMPACT

\$18M

JOB SUPPORTED

7.7K

JOB CREATED

460

FROM OUTSIDE MIAMI-DADE

75%

ATE AT RESTAURANTS

67%

WENT SHOPPING

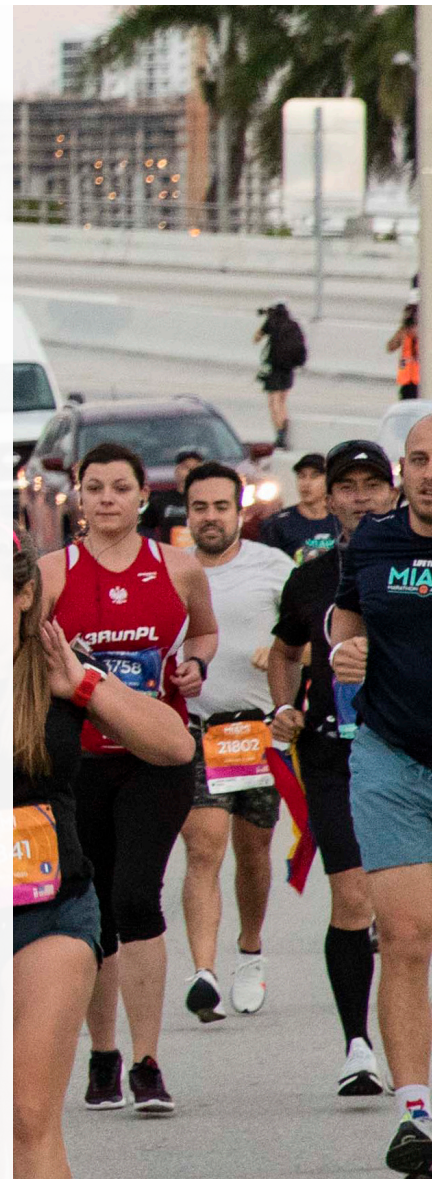
55%

TRAVEL BY AIRPLANE

70%

ROOM NIGHTS BOOKED

19.3K



TOTAL MEDIA PLACEMENTS

499

TOTAL ENGLISH PLACEMENT

402

TOTAL ENGLISH IMPRESSIONS

258M

TOTAL MEDIA IMPRESSIONS

460

TOTAL AD VALUE

\$1.4M





LIFETIME[®]
Partnership
Marketing

CONNECTING THE RIGHT BRANDS TO THE RIGHT AUDIENCE AT THE RIGHT TIME
TO DISCUSS BRAND, CORPORATE, OR MEDIA PARTNERSHIPS PLEASE EMAIL: LTMEDIA@LT.LIFE