



**RUNNER'S WORLD**

# **WORLD MARATHON MAJOR POP-UPS**



Runner's World's signature pop-up series takes over unique storefronts during U.S. World Marathon Major events.

Each pop-up series serves as a unique place for tens of thousands of consumers to see the Runner's World brand brought to-life as we celebrate the most prestigious marathons in the world.

Partners have the opportunity to execute immersive brand experiences for runners while aligning with the most trusted resource in running.

## **ONSITE PROGRAMMING INCLUDES**

- Editor & Athlete Seminars
- Exclusive Retail Collaborations
- Runner Lounge
- Classes and Group Runs
- Product Trial and Sampling
- Fuel & Gear Bar
- Runner's World Cover Photo Experience
- Custom Cheer Card Station
- Live-Streaming & Custom Content Capture