



# SPARTAN™

PARTNERSHIPS  
MEDIA  
LIFESTYLE CONTENT  
CORPORATE TEAMS



**NOVEMBER 2018 TDC PRESENTATION**



# Post-Event RECAP

**042818FL North Florida  
Super/Sprint  
April 28-29, 2018**



## 2018 Jacksonville Spartan Race Attracted

- 7,509 Adult Racers
- 592 Kid Racers
- 1,335 Spectators
- 296 Volunteers
- 9,830 Possible Room Nights
- 6,881 Hotel Nights based on Survey

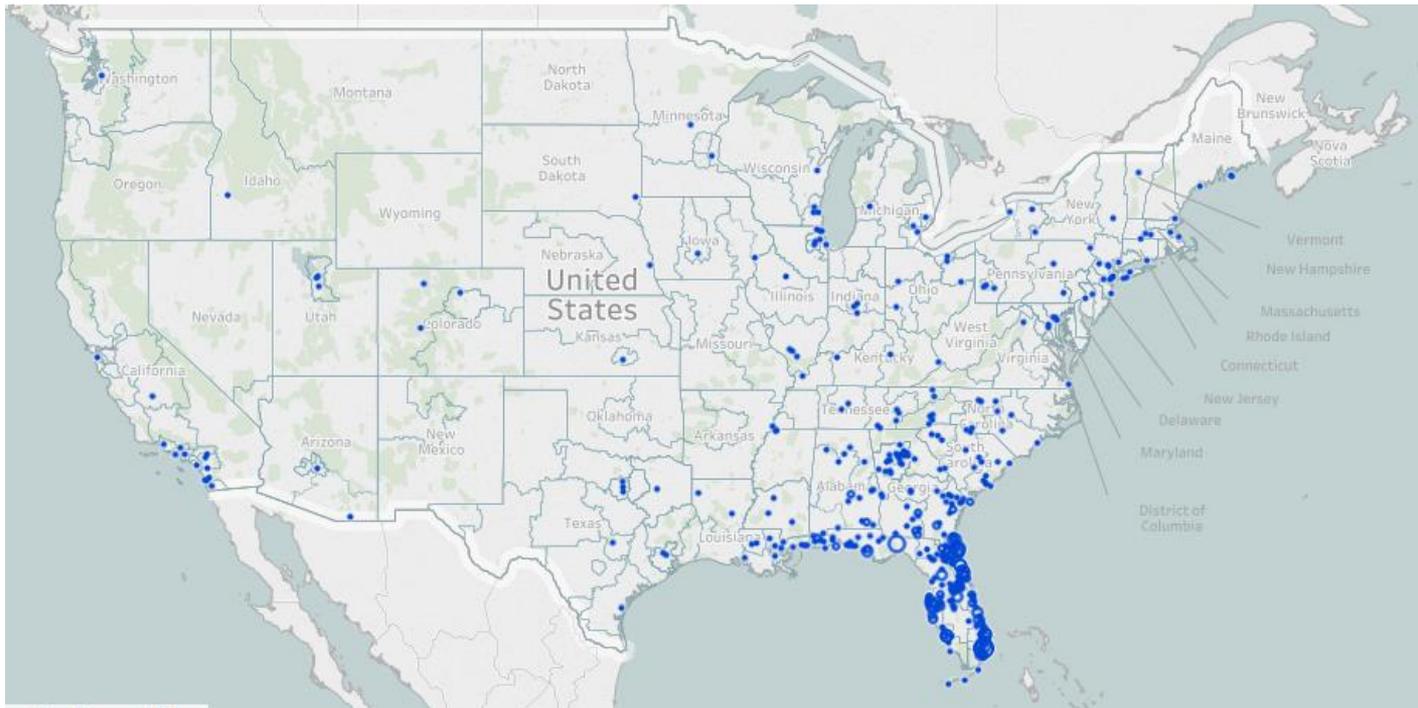
## Tourism Highlights

- 2,889 Traveled over 200 miles
- 1,681 Traveled over 300 miles

Category	Sub-Category	N. Florida Spartan Sprint 2018	N. Florida Spartan Super 2018
Miles Traveled	< 25 Miles	14.01%	6.87%
	< 50 Miles	28.63%	17.01%
	< 75 Miles	6.06%	2.68%
	< 100 Miles	5.08%	3.47%
	< 200 Miles	20.59%	22.62%
	< 300 Miles	10.33%	20.07%
	< 400 Miles	6.32%	18.54%
	< 500 Miles	1.53%	1.55%
	Over 500 Miles	6.94%	6.69%
	Int/Error	0.52%	0.50%

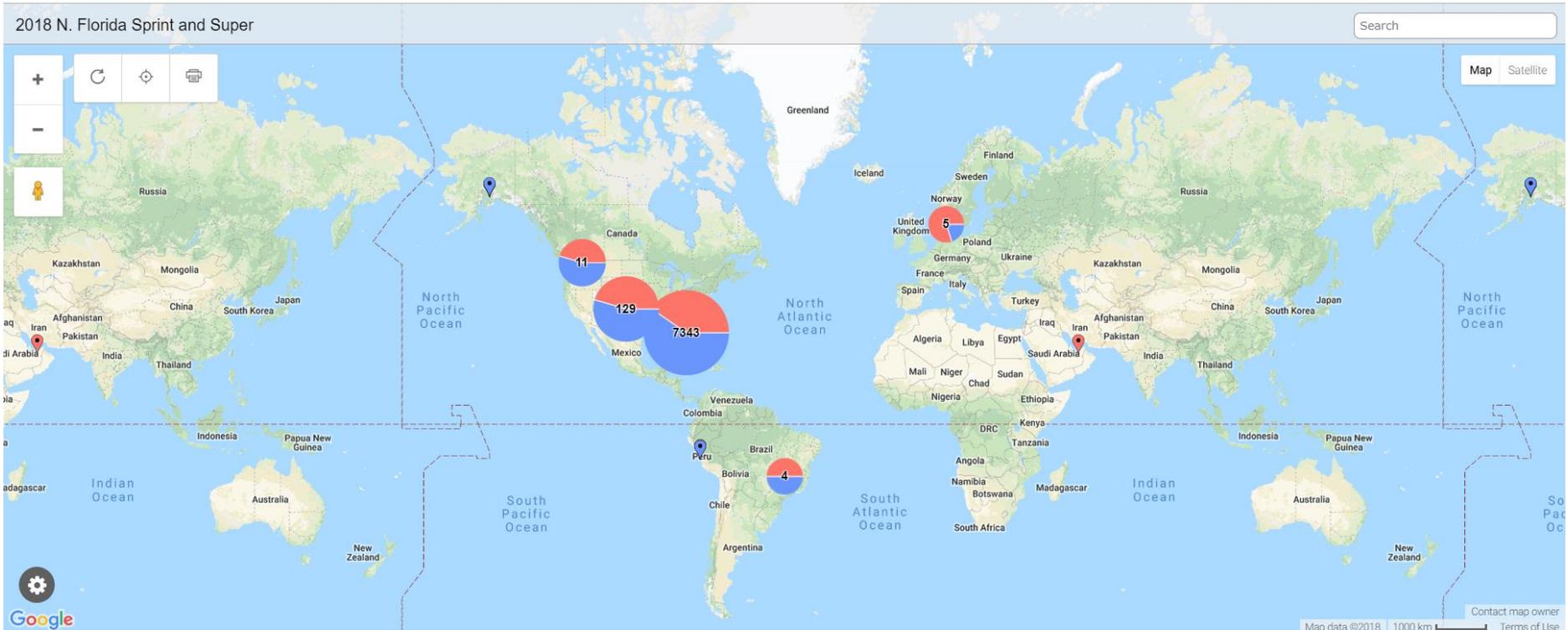
Category	Sub-Category	N. Florida Spartan Super 2018	N. Florida Spartan Sprint 2018
Miles Traveled	< 25 Miles	305	430
	< 50 Miles	755	879
1 Night	< 75 Miles	119	186
1 Night	< 100 Miles	154	156
2 Nights	< 200 Miles	1,004	632
2 Nights	< 300 Miles	891	317
2 Nights	< 400 Miles	823	194
2 Nights	< 500 Miles	69	47
2.25 Nights	Over 500 Miles	297	213
2.25 Nights	Int/Error	22	16
Age Groups	<20	500	490
	20-24	452	248
	25-29	723	475
	30-34	730	507
	35-39	733	466
	40-44	541	344
	45-49	386	271
	50-54	233	165
	55-59	107	72
	60-64	28	22
	65-70	4	9
	70+	2	1
	Error	0	0
Gender	M	2,902	1,828
	F	1,537	1,239
<b>Grand Total</b>		<b>4,439</b>	<b>3,070</b>

## 2018 Zip Code Map



### Top 10 States

Country	State	Registrations
United States	Florida	4,677
	Georgia	563
	South Carolina	163
	Alabama	124
	North Carolina	110
	Tennessee	80
	Texas	40
	California	32
	Virginia	32
	New York	30



**Pre-Race Marketing****197,947 Unique event page views****645,982 Digital advertising impressions****2,337,688 Social advertising impressions****Event Weekend Reach****1.1 million Social media reach****67,000 Interactions****683 #Spartannofla**

**Grant Request from TDC:                   \$100,000**

**SPARTAN EXPENSES**

Staffing/Labor (400 hotel nights)                   \$219,077

Materials and Equipment                   \$127,462

Variable Costs                   \$100,270

*Food/Beverages*

*Medals*

*Insurance*

*Timing*

*Bag Check Supplies*

Event Services/Miscellaneous                   \$30,334

**Total                   \$477,143**





**Grant Request from TDC: \$65,000**

**SPARTAN EXPENSES**

Marketing	\$144,600
Video Production (ESPN)	\$100,000
Total	\$244,600

SPARTAN
RACE RESULTS/PHOTOS TRAINING NUTRITION MEDIA LIFESTYLE SHOP
FIND A RACE

FEB 23-24, 2019

## JACKSONVILLE SUPER AND SPRINT WEEKEND

WW RANCH MOTORCROSS PARK, JACKSONVILLE FL

Florida's #1 ranked motocross park meets the world's #1 obstacle course race. Welcome to WW Ranch Motocross Park, a new venue on our 2019 schedule. Conveniently located 20 minu...

SHOW MORE

### TRAVEL OFFERS



RACE OVERVIEW
SPONSORS
TRAVEL OFFERS
VOLUNTEERS

SATURDAY \$105

ELITE MEN  
(Saturday 7:30AM)

\$139<sup>99</sup>

▲ 59 spots left  
At This Price

ELITE WOMEN  
(Saturday 7:45AM)

\$139<sup>99</sup>

▲ 65 spots left  
At This Price

AGE GROUP  
(Saturday 8:00AM-8:45AM)

\$130<sup>99</sup>

▲ 58 spots left  
At This Price

MORNING  
(Saturday 9:00AM-12:00PM)

\$117<sup>99</sup>

▲ 78 spots left  
At This Price

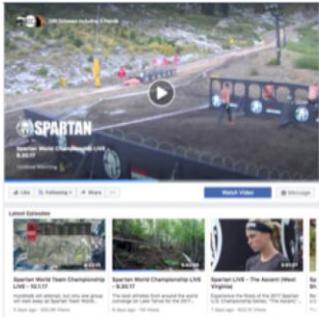
AFTERNOON  
(Saturday 12:15PM-4:00PM)

\$104<sup>99</sup>

▲ 11 spots left  
At This Price

Customized to Jacksonville  
Promote Hotels, restaurants, attractions (zoo/museums), etc...

Help



**300M+**  
IMPRESSIONS

**8M+**  
SOCIAL  
FOLLOWERS

**200K**  
AVG ORGANIC IMPRESSIONS  
PER VIDEO

Channel	Estimated Flight Dates	Estimated Total Impressions
Display Retargeting	October 2018 - February 2019	1,428,571
Paid Social (Facebook + Instagram)	October 2018 - February 2019	1,228,501
Radio	January 2019- February 2019	1,156,000
TV ad	January 2019- February 2019	835,000
Live stream impressions and national broadcast*	February 2019	6,892,000

\* According to sportsmediawatch.com, the estimated broadcast would have been the 9<sup>th</sup> highest watched college football game in 2017.

## ANNUAL SOCIAL TOTALS



Total Social Engagements YTD
<b>3.5 MM</b>
Total Social Impressions YTD
<b>179 MM</b>
Total Social Followers YTD
<b>5.1 MM</b>



Total Social Engagements YTD
<b>5.2 MM</b>
Total Social Impressions YTD
<b>77 MM</b>
Total Social Followers YTD
<b>424K</b>

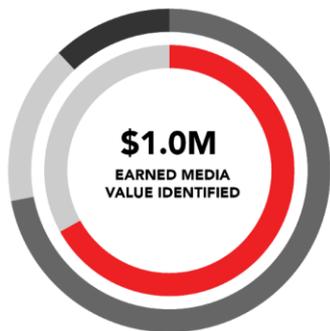


Total Social Engagements YTD
<b>2.1 MM</b>
Total Social Impressions YTD
<b>26.3 MM</b>
Total Social Followers YTD
<b>27K</b>

## EARNED SOCIAL MEDIA

Earned impression from Spartan social influencers and bloggers posting about the engagement around an event. Single event influencer media value breakdown:

**Livestream - \$1MM/Event | Average Event - \$727K/Event | Presenting Partner - \$336K/Event**



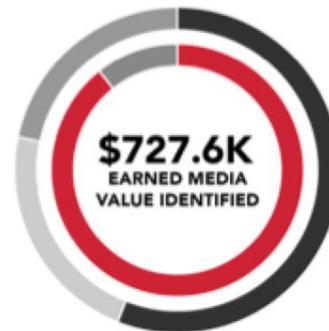
**LIVESTREAM**

### PROMOTION

- Logo \$730K / 72.0% of Total Value
- Mentions \$162.2k / 16.0% of Total Value
- Hashtags \$122.0K / 12.0% of Total Value

### PARTNERS

- Spartan Race \$678.4K / 66.9% of Total Value
- Title Partner \$335.7K / 33.1% of Total Value



**AVERAGE EVENT**

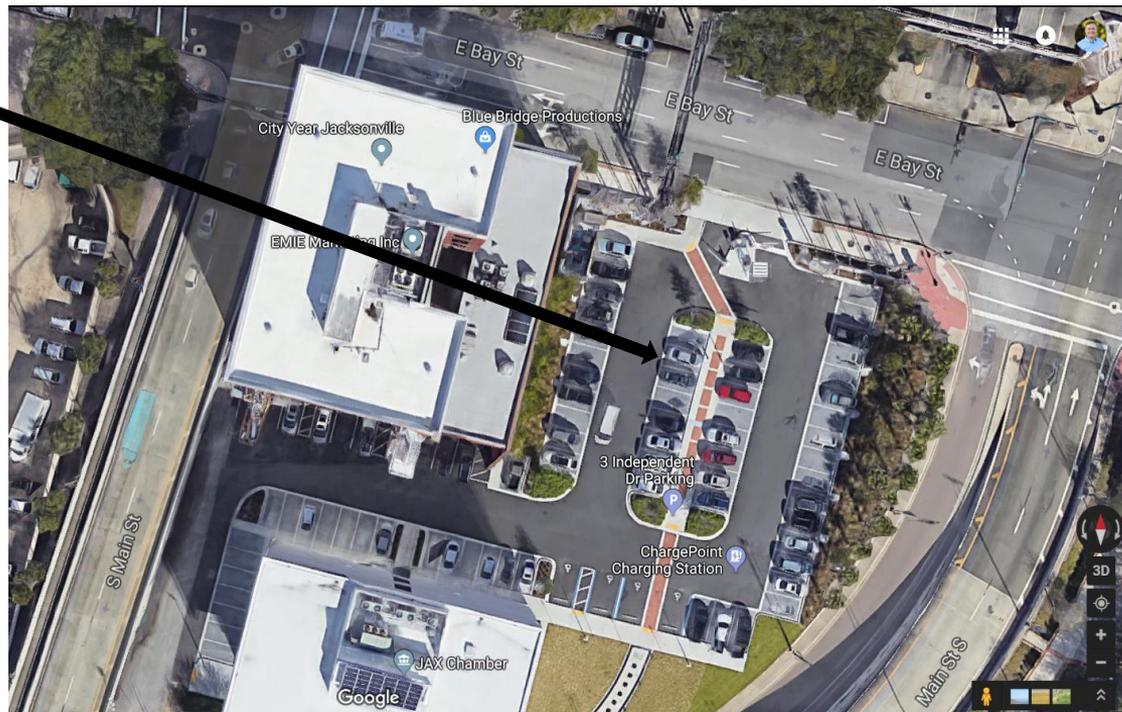


**Based on the TDC's partnership investment with Spartan, Visit Jacksonville and the TDC will receive the following elements in each national and livestream broadcast.**

- Rotating logo bug and billboards into the ESPN show
- One :30 second commercial in the ESPN broadcast and show
- B-roll city footage mixed through the in and out bumpers of the broadcast
- Announcers script highlighting different amenities and attractions for Jacksonville

## SPARTAN BASH

- With the February race being a US Championship, the JAX Chamber and Airstream Ventures (private funded) will host a party at Chamber HQ to show off Jacksonville.
- Spartan participants and families will be invited to taste and see the city at night.
- This party will help draw DOWNTOWN traffic and hotel stays, plus restaurant business.



**THANK YOU**

