

# BLACKPOOL

## — MUSIC RUN —

### BLACKPOOL'S MOST ENTERTAINING FUN RUN



### RUN, JOG, WALK OR EVEN DANCE

### SUNDAY 26 JULY 2020

# BLACKPOOL — MUSIC RUN —

## About the organiser.....

Lived in Blackpool nearly all my life

Love the town I grew up in and wanted to give something back

Create an event which had a positive factor on as many elements of Blackpool as possible including, local businesses, residents and tourists





## What makes us different?

- Music along the route on top spec stages
- Entrants can Run, Jog, Walk or Dance
- Run Rewards – Deals across Blackpool
- Supporting Charities
- Large social media presence
- Working with local businesses
- Supporting local acts and artists



# BLACKPOOL — MUSIC RUN —

## Reviews from previous entrants

 **Brian Reddington** ★ recommends Blackpool Music Run.  
25 June 2019 · 🌐

A well organised event with a great family atmosphere. Having live bands along the route is a fantastic idea, and gets everyone in a party mood while running. Looking forward to the next one.

👍 Blackpool Music Run and Jon Bamborough

👍 Like    💬 Comment    ➦ Share    💬 Message    ▶

 **Mark Hayes** ★ recommends Blackpool Music Run.  
17 June 2019 · 🌐

Amazing Event, great camaraderie, great music, brilliant. Might bring some people with me next year. 😄😄😄😄😄

 **Nikki Wild** ★ recommends Blackpool Music Run.  
23 September 2018 · 🌐

Great warm up, fabulous Marshalls, great bands and just a top day. A proper bargain too.

 **Kel Lambert** ★ recommends Blackpool Music Run.  
23 September 2018 · 🌐

Came up from Wales, lovely atmosphere, loved the music. Fab bit of bling. — with Russ Lambert.

 **Tony Spruce** ★ recommends Blackpool Music Run.  
24 September 2018 · 🌐

great event that will only get better  
can't wait for the next one  
loved the bands and the after run events

 **David Tuer** ★ recommends Blackpool Music Run.  
24 February 2019 · 🌐

AMAZING Family Event, Blackpool Music Run 2018 was Fantastic & really looking forward to the next one which is going to be Bigger & Better, Well done to everyone involved 😄👍

👍 Blackpool Music Run

👍 Like    💬 Comment    ➦ Share    💬 Message    ▶



**BLACKPOOL PROMENADE**

**23<sup>rd</sup> Sep 2018**  
12:00 - 18:00

**BLACKPOOL — MUSIC RUN — 10K**

**BESPOKE MEDAL**  
Chip timing, water, traffic free promenade, flat course

**TICKET INCLUDES ENTRY TO FINISHERS FESTIVAL**

**Only £22 entry**

**9 STAGES 20+ ACTS/ARTISTS**  
**1 FINISHERS FESTIVAL HEADLINED BY HOOSIERS – UNION J – SHOWHAWK DUO**

**BLACKPOOL PROMOTIONS**   [WWW.BLACKPOOLMUSICRUN.CO.UK](http://WWW.BLACKPOOLMUSICRUN.CO.UK)   [@BLACKPOOLMUSICRUN](https://twitter.com/BLACKPOOLMUSICRUN) **PROUD TO SUPPORT** 



## Data from previous events

### #BMR2018

| Blackpool Music Run 2018 (In Percentages) |     |                  |     |  |
|-------------------------------------------|-----|------------------|-----|--|
|                                           |     |                  |     |  |
| Entrants                                  |     | Entrant Location |     |  |
| Female                                    | 68% | Preston          | 16% |  |
| Male                                      | 32% | Blackpool        | 16% |  |
|                                           |     | Chorley          | 8%  |  |
| R, J, W or D                              |     | Thornton         | 5%  |  |
| Runners                                   | 61% | Poulton          | 4%  |  |
| Joggers                                   | 34% | Lancaster        | 3%  |  |
| Walkers                                   | 3%  | Lytham           | 3%  |  |
| Dancers                                   | 1%  | Leyland          | 3%  |  |
|                                           |     | Barrow           | 3%  |  |
| Age                                       |     | Rest of the UK   | 40% |  |
| 15 - 34                                   | 21% |                  |     |  |
| 35 - 50                                   | 52% |                  |     |  |
| 51 - 69                                   | 25% |                  |     |  |
| 70+                                       | 1%  |                  |     |  |

Increase in male participation in 2019

Entrants from Blackpool and Preston equal in 2018

Double the attendance from Blackpool than Preston and Manchester in 2019

84% and 89% of entrants from outside of Blackpool in 2018 and 2019 respectively

Equal numbers of entrants Running, Jogging, Walking and Dancing in both years

Age range similar across both events, most popular 35 - 60

### #BMR2019

| Blackpool Music Run 2019 (In Percentages) |     |  |                  |     |
|-------------------------------------------|-----|--|------------------|-----|
|                                           |     |  |                  |     |
| Entrants                                  |     |  | Entrant Location |     |
| Female                                    | 61% |  | Blackpool        | 11% |
| Male                                      | 39% |  | Manchester       | 5%  |
|                                           |     |  | Preston          | 5%  |
| R, J, W or D                              |     |  | Accrington       | 4%  |
| Runners                                   | 60% |  | Blackburn        | 4%  |
| Joggers                                   | 35% |  | Chorley          | 4%  |
| Walkers                                   | 4%  |  | Thornton         | 3%  |
| Dancers                                   | 0%  |  | Poulton          | 3%  |
|                                           |     |  | Newark           | 2%  |
| Age                                       |     |  | Fleetwood        | 2%  |
| 11 14                                     | 2%  |  | Rest of UK       | 55% |
| 15 - 34                                   | 23% |  |                  |     |
| 35 - 60                                   | 49% |  |                  |     |
| 51 - 69                                   | 26% |  |                  |     |
| 70+                                       | 0%  |  |                  |     |

# BLACKPOOL — MUSIC RUN —

## £1000's Raised for Charity

### Blackpool Music Run 2018 - Streetlife

“We were really pleased and proud to be chosen as the charity partner for the first BMR in 2018. The event helped raise the profile of Streetlife and raised in excess of £1000. We have been able to participate in the subsequent events as well. The events are well organised, the atmosphere is fabulous, great photos and videos of all the runners and a brilliant social media presence.”

*Jane Hugo - Streetlife*



BLACKPOOL  
— MUSIC RUN —

SUNDAY 16 JUNE | FATHERS DAY

CHARITY PARTNER

  
**MOVEMBER®  
FOUNDATION**

### Blackpool Music Run 2019 – Movember Foundation, Fathers Day Event

“The Blackpool Music Run helped Movember reach a new audience, and work towards our goal of raising funds and awareness year round. Luke was great to collaborate with, and he did everything he could to promote our cause. We were glad to be associated with a fun and meaningful event and hope that the relationship will continue and grow in the years to come.”

*Oswin Croft – Movember Foundation*



## #BMR2020 Supporting local talent

- Over 40 acts have been involved in the past two events
- Top quality stages in a unique environment along the promenade
- Working with Blackpool Sixth providing experience to students
- Tongue of Fire, The Sound, Passmore and many more acts have performed
- New for 2020 karaoke stage where the runners are the stars



# BLACKPOOL — MUSIC RUN —

## #BMR2020 working with local businesses and attractions

- Promote businesses to participants and their friends and family
- Discount scheme for working around the event
- Encourage visitors to stay in Blackpool longer
- Promote visits by local entrants

|                                                                         |                                                                          |                                                                          |                                                                            |                                                                             |
|-------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------------|----------------------------------------------------------------------------|-----------------------------------------------------------------------------|
| <b>BLACKPOOL PLEASURE BEACH</b><br>2 FOR 1 WRISTBANDS                   | <b>BLACKPOOL MUSIC RUN</b><br>FREE<br>DIGITAL DOWNLOAD OF RACE PHOTO     | <b>HERITAGE TRAMS</b><br>£2 PER JOURNEY (RPP £3.50)                      | <b>WEST COAST CHOC</b><br>BUY 1 GET 1 FREE<br>CHOC MILKSHAKE               | <b>WEST COAST ROCK</b><br>BUY 1 GET 1 FREE<br>ON MEALS (MAX £10)            |
| <b>BMR FINISHERS FESTIVAL</b><br>FREE SOFT DRINK<br>WITH MEAL PURCHASED | <b>THE BANK BAR AND GRILL</b><br>10% OFF FINAL BILL                      | <b>BODY SHOP</b><br>30% OFF IN-STORE<br>+ FREE SAMPLE                    | <b>MADAME TUSSAUDS BLACKPOOL</b><br>KIDS GO FREE<br>With Full Paying Adult | <b>THE BLACKPOOL TOWER CIRCUS</b><br>KIDS GO FREE<br>With Full Paying Adult |
| <b>COMPASS CAFE BAR</b><br>10% OFF                                      | <b>ASCENT TRAMPOLINE PARK</b><br>20% OFF                                 | <b>BMR FINISHERS FESTIVAL</b><br>FREE ENTRY FOR GUEST                    | <b>1887 BREW ROOM</b><br>FREE PINT<br>on the 15th and 16th June ONLY       | <b>THE MOVEMBER FOUNDATION</b><br>FREE GILLETTE RAZOR                       |
| <b>SEA LIFE BLACKPOOL</b><br>KIDS GO FREE<br>With Full Paying Adult     | <b>THE BLACKPOOL TOWER DUNGEON</b><br>£5 OFF ENTRY<br>for up to 5 people | <b>THE BLACKPOOL TOWER EYE</b><br>KIDS GO FREE<br>With Full Paying Adult | <b>BLACKPOOL TRANSPORT</b><br>£1 TRAVEL PER JOURNEY<br>Sunday 16 June ONLY | <b>YATES</b><br>10% OFF                                                     |

**RUN REWARDS**

**DEALS AVAILABLE OVER THE WEEKEND OF 15 AND 16 JUNE**





## #BMR2020 has the potential to grow even bigger

### Liverpool Rock and Roll Marathon

- Live Rock music along the route in Liverpool passing major landmarks
- 20,000 entrants across all events
- Max entry cost £57

### Mad Dog Southport

- 3500 Entrants (sells out every year)
- Acts/Artists performing
- Very popular sells out quick
- Goody Bags popular

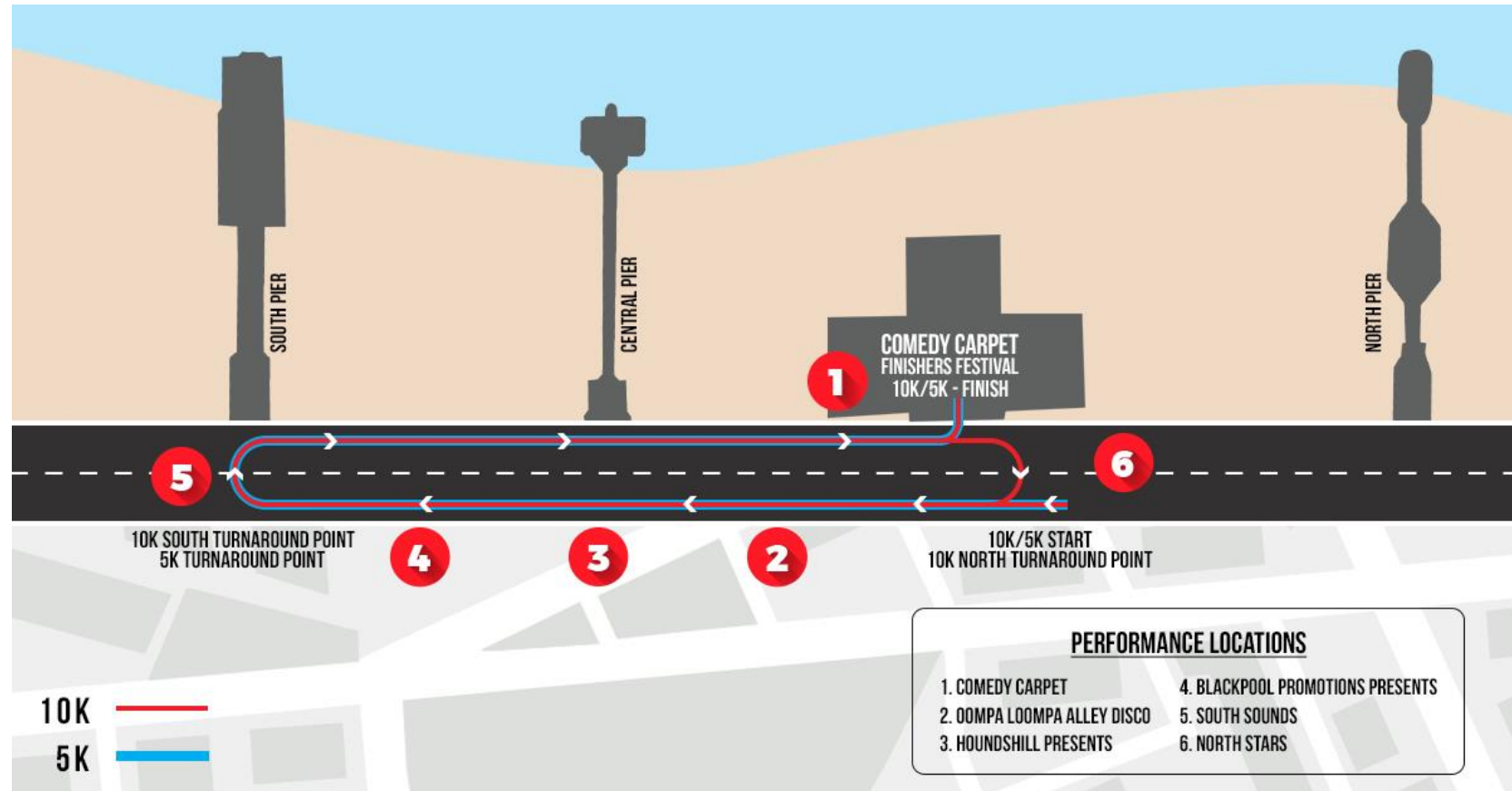
### ASICS London 10K

- 10,000 Entrants (sells out every year)
- Acts/Artists performing every 10k
- International Sponsor, Virgin Sport
- Festival vibe
- Goody bags



# Blackpool Music Run 2020

## More money raised for charity





## #BMR2020 Main event sponsorship opportunity

Business Logo on Medal,  
Business Logo on event Tee's  
Business Logo on all staging and start/finish banners  
Key mention in press release advertising the event  
Special section on website/advertising banner

### **Social Media (Facebook, Twitter and Instagram)**

Business Logo on all social media artwork, Event Page headers, main page  
headers and targeted posts about sponsor.  
Free entries to both 10K/5K

Option to add sponsors service to basket at checkout or link to website after purchase on thank-you page.

### **GDPR Compliant**

Access to our data from this event to support targeted add campaigns  
Targeted advertisement to all entrants (featured on our race info email)  
Email addresses of all entrants who have opted in to receive info from our sponsors

**We can also tailor packages to suit your business as we have done for previous sponsors**



## #BMR2020 Main event sponsorship opportunity

Houndshill Shopping Centre has supported the Blackpool Music Run for the past 2 years – as a business we were extremely happy to be involved with a weekend family fun/run and music event

We thought that the introduction of an annual family day for Blackpool was a fantastic idea and we wanted to be a part of an exciting new venture, supporting in any way that we could

Houndshill was placed onto all the BMR social media sites, web sites and a bespoke stage was designed as the Houndshill Stage at the Comedy Carpet which was the nearest stage to the shopping centre to encourage footfall into the scheme.

Pre promotion activities where Blackpool Music Run arranged events inside Houndshill Shopping Centre, the malls were used for giveaways, sign ups and local musicians played in the shopping centre throughout the event, Houndshill Car park was promoted on all the literature to encourage footfall into the centre, we had great feedback from our tenants as the musicians gave the malls animation and shoppers enjoyed the free entertainment





## Other opportunities to get involved

### Associate Sponsor

Tailored package to sponsor a stage with full branding provided, social medial package and more

### Run Rewards Main Sponsor

Main Sponsor of our run rewards package, branding to feature on our e-card and on all media

### Run Rewards Providers

Can your business provide a deal for our run rewards scheme which will run over the weekend of the event. The better the reward the more likely a participant will visit

### Marketing Support

Could you support #BMR2020 with our marketing objectives to get the word out there? We would be interested in partnering with platforms who could help us.



## Other opportunities to get involved

### Business group entries

Could you support #BMR2020 by bulk buying entries for your employees. This provides a great healthy day out and is great for team building. Bulk entries starting from £100 for 10 entrants to 5K and £200 for 10 entries to 10K

Groups for entrants from charities from £80 for 10 entrants to 5K and £180 for 10 entries to 10K

### Volunteers/Supporters

Could you provide volunteers to give out water, medals or cheer on the runners?

### Gift provider

Could you provide a branded gift to our entrants at the end of the race when they collect their medal?

### Overnight stays: Hotel partnership

25% of entries so far have said they will be staying a combined 40 nights in Blackpool. Could you provide a great deal on a room? We can offer your hotel to entrants at the point of sale.