

# BULGARIA RUNS

## NATIONAL MARATHON

PRESENTATION ●●●●●



MAY 2011



## THE STORY

- Krasimir Georgiev will run over 630 km in 21 days in May 2011.
- He will pass through more than 30 cities around Bulgaria.
- His mission is to attract and involve in the marathon people from all backgrounds, his main target being the youth.

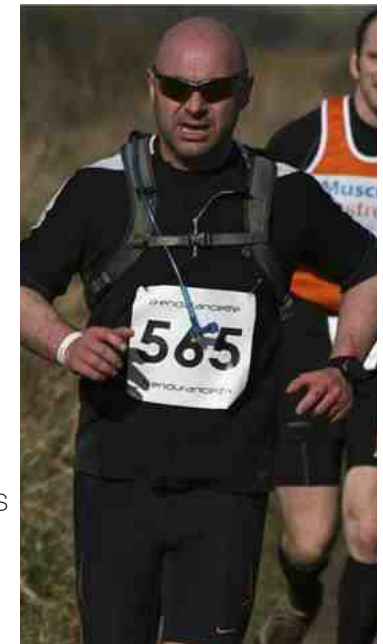
## WHY?

Running is the most popular sport in the world, but not as much in Bulgaria. Through this format we aim to bring it back within our culture and to improve the conditions of sports areas.



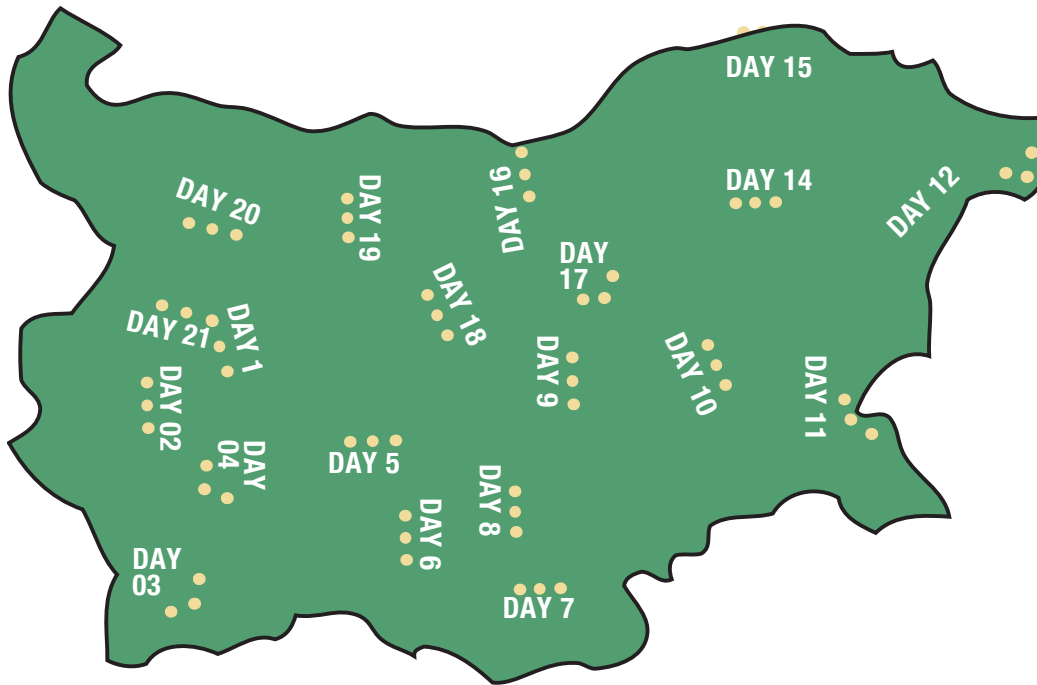
## WHO IS KRASIMIR?

- Krasi has taken part in more than 25 long-distance runnings for the last five years of his experience in London, Prague, Edinburgh, Brighton, Morocco and more.
- His personal record is 130 km / 21.50 hrs. of cross-country running at the *Marsh Ultra-Marathon*
- Running helped Krasi restore his health, and it is his will to motivate others.
- For him running is not a profession, it is a lifestyle.



# Bulgaria runs! | National marathon | May 2011

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## ITINERARY

|        |          |   |
|--------|----------|---|
| DAY 1  | (May,8)  | Sofia - Pancharevo / GRAND OPENING                      |
| DAY 2  | (May,9)  | Blagoevgrad - Dupnica                                   |
| DAY 3  | (May,10) | Petrich - Melnik - Sandanski                            |
| DAY 4  | (May,11) | Samokov - Borovetz - Dolna Banya - Kostenetz            |
| DAY 5  | (May,12) | Plovdiv - Pazardjik                                     |
| DAY 6  | (May,13) | Chepelare - Pamporovo                                   |
| DAY 7  | (May,14) | Kardjali - Madjarovo                                    |
| DAY 8  | (May,15) | Haskovo - Perperikon                                    |
| DAY 9  | (May,16) | Stara Zagora - Kazanlak                                 |
| DAY 10 | (May,17) | Sliven -Yambol  |
| DAY 11 | (May,18) | Sozopol - Bourgas                                       |
| DAY 12 | (May,19) | Varna - Balchik   |
| DAY 13 | (May,20) | Kavarna - cape <i>Kaliakra</i> - reserve <i>Yailata</i> |
| DAY 14 | (May,21) | Shumen - Turgovishte                                    |
| DAY 15 | (May,22) | Silistra - Tutrakan                                     |
| DAY 16 | (May 23) | Ruse - Rusenski Lom (Ivanovo, Nisovo)                   |
| DAY 17 | (May,24) | Veliko Tarnovo - Gorna Oriahovitza                      |
| DAY 18 | (May,25) | Gabrovo - Sevlievo                                      |
| DAY 19 | (May.26) | Pleven - kailuka (на лоз)                               |
| DAY 20 | (May,27) | Vratza - Montana  |
| DAY 21 | (May,28) | Pernik - Sofia -GRAND FINAL                             |

## THE LOGISTICS

- Each day the starts will be from a different big city in Bulgaria.
- Running is open to the public and anyone can take part.
- The running distance of 30 km will be divided in 4 segments (start, 2 checkpoints, final). The runners will have the opportunity to end their participation and have their score recorded at one of the mid points for future reference.
- There will be mini-events organized at each start/final point. Two information and presentation centers will be situated at each checkpoints.
- All runners will receive marathon participation labels
- An escort of medical staff provided throughout the entire race.

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## THE STRATEGY

- In each city the high school with the most active students will be rewarded an upgrade of their school yard sports playground. Other public outdoor sports areas around the city will be upgraded, as well during this campaign.
- A special counter will be set on the campaign's website as to give real-time information about total kilometers run.
- Popular and public figures will be invited to motivate the population through their own example.
- Materials containing expert practical guidelines, regarding this sport will be distributed within the preliminary information campaign in all the cities and tourist spots from the itinerary.
- The race course is planned to run through some of the most notable cultural and natural places of the country, as is the worldwide marathon strategy.



## PR & ADVERTISING

- A minimum of 50 000 brochures
- A minimum of 5 000 posters
- A minimum of 10 000 running guides /small booklet/ providing preparation and recovery instructions, dietary advice, information about the event and more.
- A promotional website will be set up no later than 8 weeks before the event. It will be used as a platform for communication with the public and it will be updated regularly.
- Social networks presence
- The whole race course will be filmed and videos will be uploaded daily online and will be at the disposal of other medias, as well.
- A documentary film about the entire event will be produced afterwards
- Radio, TV and print media presence
- Each opening and closing is considered as a singular event, accounting for 42 altogether. The Grand Opening and The Grand Final will stand out as major happenings with live music, performances, interactive games and and more.
- Two press conferences one before the event and one after the final.





## SPONSORSHIP OPPORTUNITIES

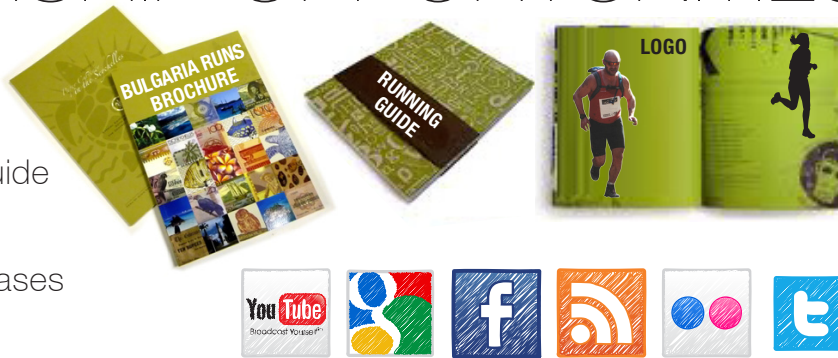
### • BEFORE THE EVENT

Logo on print materials

Presence in the running guide

Presence in the website

Presence in the press releases



### • DURING THE EVENT

Branding at opening and closing happenings, intermediary checkpoints

Branding of marathon apparel and accessories

Credits in the videos of the event in progress

BTL activities at 84 spots in more than 30 cities and tourist destinations around

Bulgaria in 21 days.

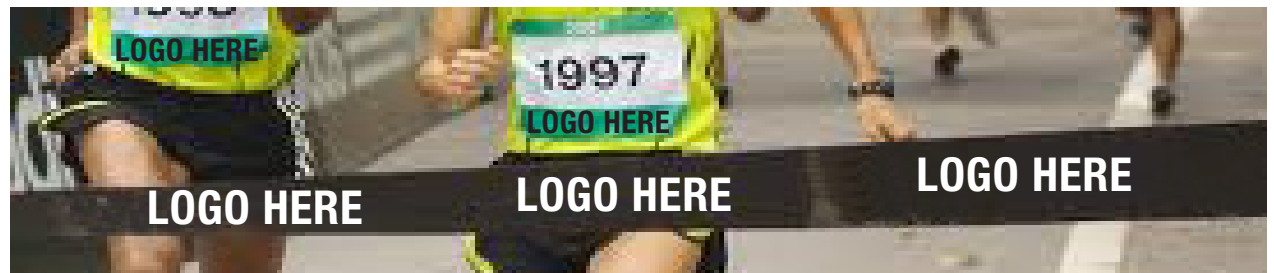
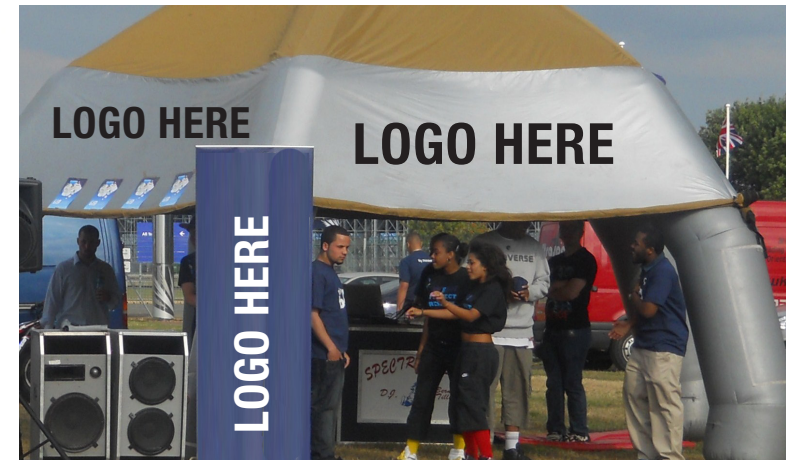
Presence in the press releases

### • AFTER THE EVENT

Logo on upgraded playgrounds

Credits in the final documentary film

Presence in the press releases



Organized by



Foundation of Krasimir Georgiev

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# THANK YOU FOR READING.