



# 2017 MEDIA KIT

**ALL SPORTS**  
**MARKETING INC.**

**My Next Race**



[RoadRaceResults.com](http://RoadRaceResults.com)





A photograph of a person running away from the camera on a paved path. The person is wearing a light blue tank top, dark shorts, and a watch. The background shows a sunset with warm orange and yellow light over a body of water and distant hills.

# WHO WE ARE.

This year marks our 15th anniversary here at All Sports Marketing and we couldn't be prouder! We wanted you to know how much we have appreciated and continue to appreciate your support over the years. A company is only as strong as its customers and on that score we are feeling pretty fit.

In classic entrepreneurial style, All Sports Marketing was started out of a friend's garage, a veritable warehouse of race brochures, postcards and road cases that we would lug around to just about any finish line we could find in the GTA. We had one part time intern in our second year. Today our office remains in the heart of downtown Toronto, but we now have our own, separate storage unit, and a growing team of full and part time staff in addition to interns from around the world. (And yes, our very first intern, Nick, is still with us, but is of course now paid!)

Some things have changed (we gave up that Blackberry!) but the important things remain the same. Jefferson our mascot, 3 Guinness records later, is still going strong. Our trademarked 'banana reviews' are still the gold standard in race reviews Canada-wide. Road Race Results is the top results destination across the country and by far the #1 Ontario Race Calendar. Already this year, we are on track to double our digital sales from 2016.

Feeling inspired by the incredible interest in all things health and fitness, All Sports Marketing continues to expand its reach to the sizzling 'Generation Active' market. Our events company, "Good Times Running", is growing steadily with popular events such as the Toronto Corporate Run, The Monster Dash and the Midnite Run garnering support from incredible charities like CAMH and WWF, and Corporate sponsors from across the board. It is an exciting time and one that presents boundless opportunities for those looking to reach this health and fitness crazed market in new and creative ways.

All Sports Marketing is 100% Canadian owned and operated. We're small enough to care but big enough to handle any assignment. We have experience, hard won wisdom and a willingness to go the extra mile, always. And boy do we know how to throw a party!

We are beyond humbled and grateful to those clients who have been with us throughout our journey and for those looking to boost and/or expand their reach, please know that our door is always open. Call us anytime. Ask for Peter.

Sincerely,

Peter Donato, Owner and Operator

[MyNextRace.com](http://MyNextRace.com)

[RoadRaceResults.com](http://RoadRaceResults.com)

[GoodTimesRunning.com](http://GoodTimesRunning.com)

# AUDIENCE



The number of **Canadians** aged 12 and over who say they run has gone from 14% in 2001 - 23% in 2013 – **that's 6,533,000 runners across the country!**

61% of Runners are women.  
39% of Runners are men.



**\$62,100**  
average income

31% earn about  
**\$75,000** annually

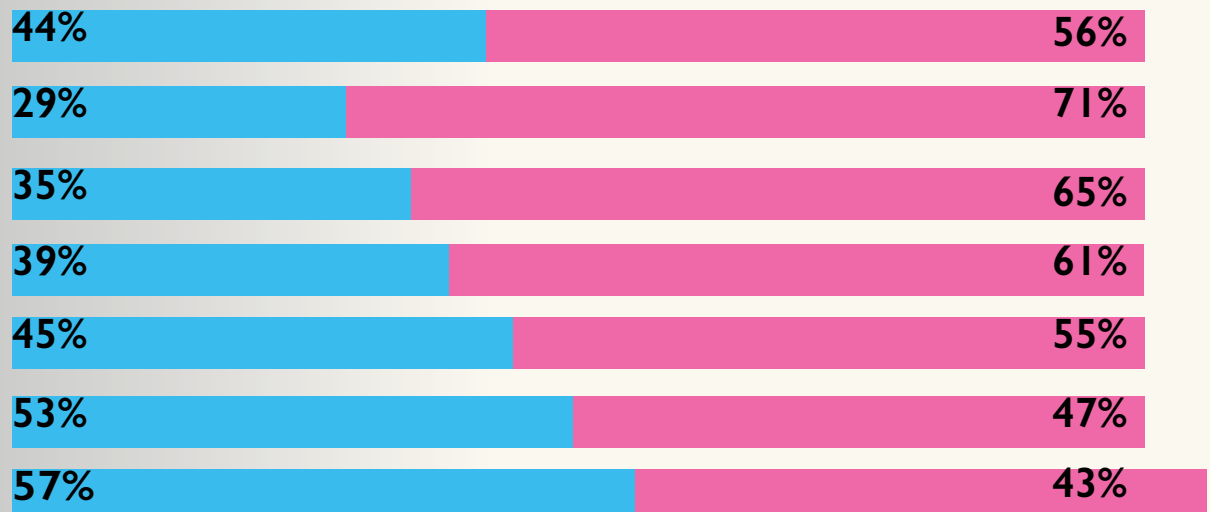
**34**  
median age

MALE FEMALE



## Customer Demographic

AGE	PERCENT
00-19	12%
20-29	17%
30-39	27%
40-49	26%
50-59	14%
60-69	3%
70+	1%



# REACH

Our database reaches approx. 35,000 of generation active across Canada (access profiles, old results, etc.)

FACEBOOK



**22,000+**  
LIKES

TWITTER



**6,600+**  
FOLLOWERS

INSTAGRAM



**3,000+**  
FOLLOWERS

E-MAIL



**35,000+**  
E-MAILS



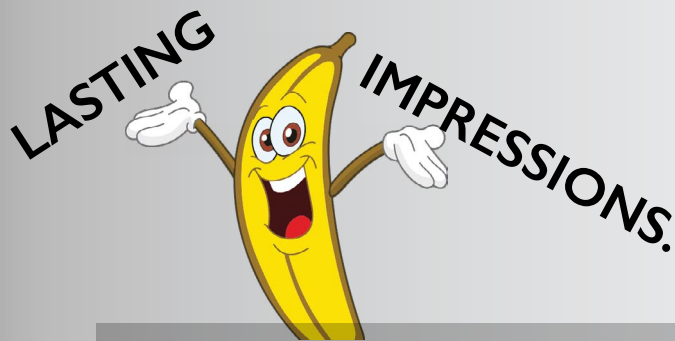
Average visit time on website:  
**4.5 minutes**

Our viewers check out our websites because they are looking for a race, The quality of eyeballs matter today more than ever.



# OPPORTUNITIES FOR YOU.

RoadRaceResults.com 



Your ads stick around to our visitors. On average, each visitor spends 3-4 minutes on each page.

x **My Next Race** 



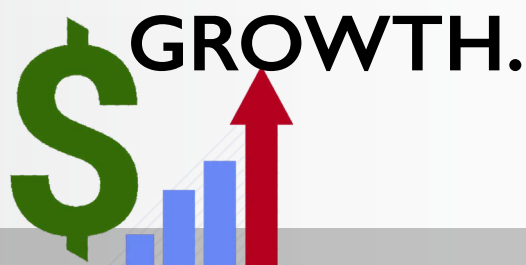
## TARGET AUDIENCES

With a database that has millions of page views across our platforms and 60,000+ monthly users we ensure you are reached with the right people.



## BRAND SPONSORSHIP

The benefits to working with us is we work together to ensure your brand and events are marketed successfully. Together we can create something special!



## GROWTH.

Growth is important to us. We want to see numbers grow, and we want to give you the best opportunity possible for growth.



# HOME PAGE BANNER ADVERTISING

## HOME PAGE LARGE SQUARE AD

The screenshot shows the RoadRaceResults.com homepage. A large square ad for the 'GASPARILLA Publix TRIATHLON' is highlighted with a red circle. Below the ad, a red arrow points to the 'NATIONAL Race Results!!' section, which includes a search bar and a list of races.

**\$350/MONTH**

Make sure your event is one of the first seen when our visitors come to our site especially the first time!

These ads are popular and limited in availability. Minimum 30 day purchase applies.

## HOME PAGE HORIZONTAL AD

The screenshot shows the RoadRaceResults.com homepage. A horizontal ad for the 'PGDC 2017 TAMPA, FL' is highlighted with a red circle. Below the ad, a red arrow points to the 'NATIONAL Race Results!!' section, which includes a search bar and a list of races.

**\$400/MONTH**

Monthly limit of 3. Geo-targeted home page horizontal banner ad. Most valuable ad on our site!

# BANNER ADVERTISING

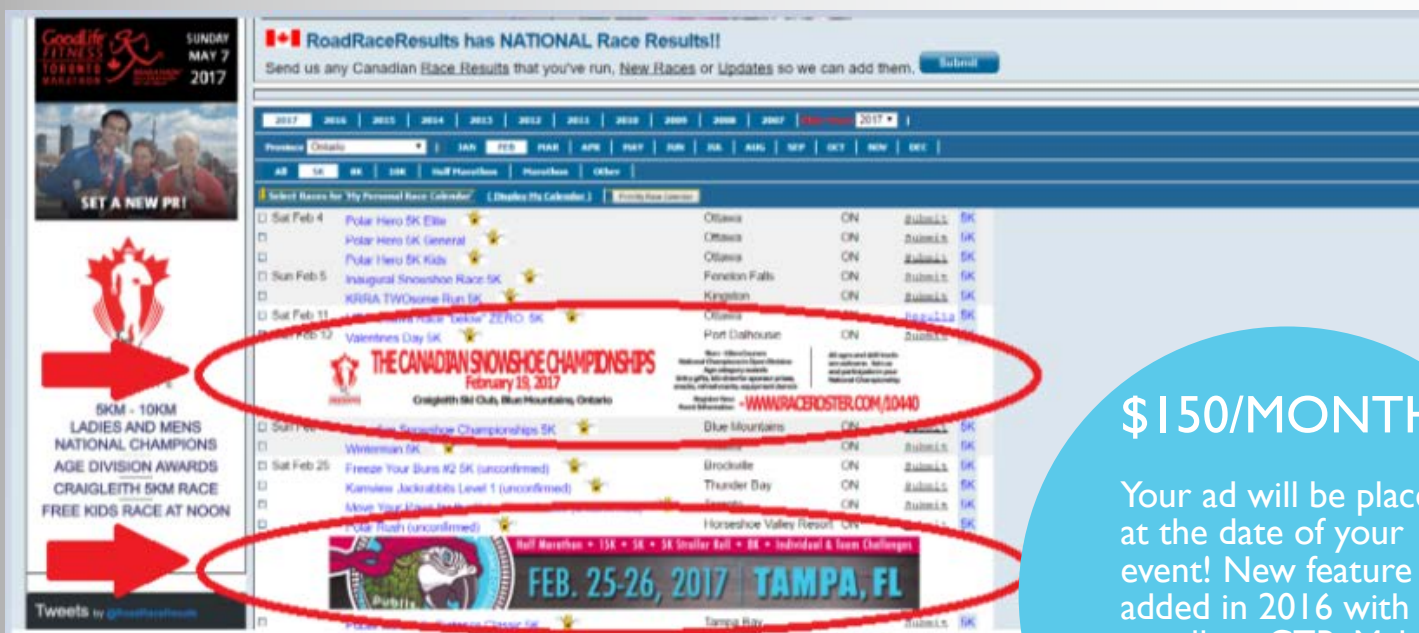
## SMALL TARGETED CONTINUOUS AD



**\$250/MONTH**

Have your ad displayed on our top 5 most used pages, find a runner, results and many others. These medium banner ads are great for following our site visitors the whole time they are on our site. Always be one click away from your registration page!

## IN CALENDER AD

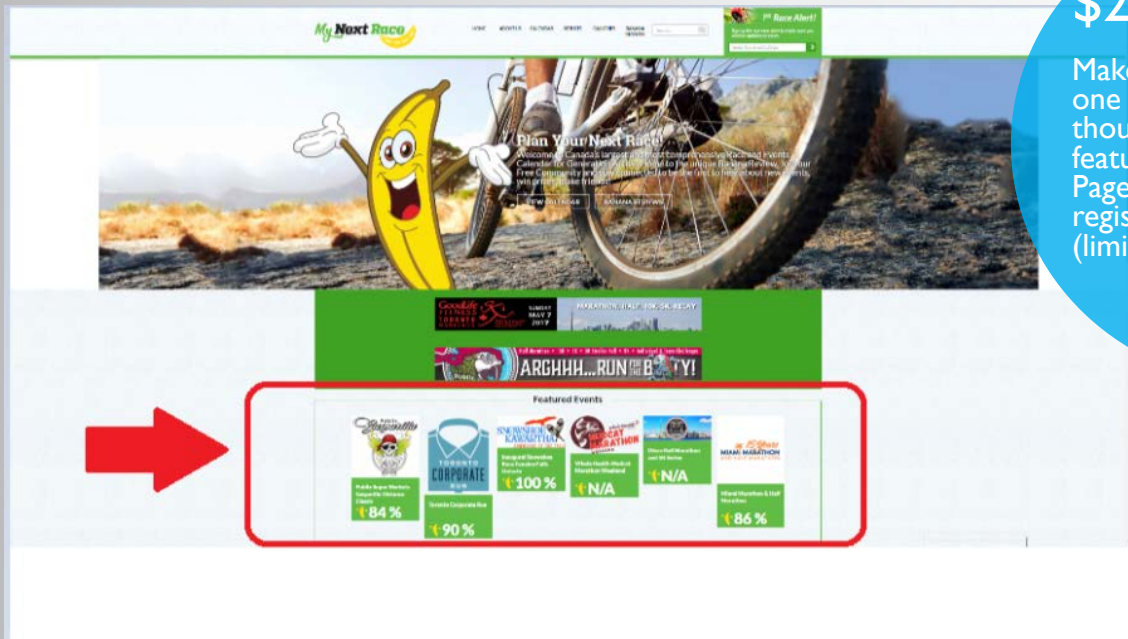


**\$150/MONTH**

Your ad will be placed at the date of your event! New feature added in 2016 with excellent CTR. Make your event stand out among the others in a busy month!

## BANNER ADVERTISING

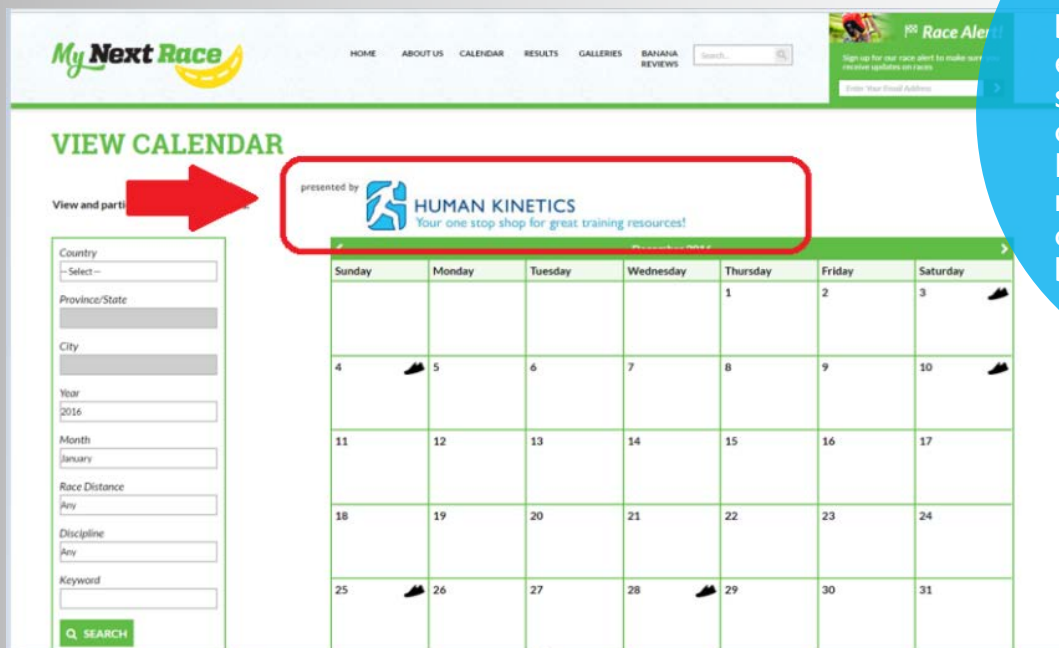
### FEATURED EVENT LISTING



**\$250/MONTH**

Make sure your ad is the first one seen on a web site with thousands of events listed. This featured listing on the Home Page is a shortcut to your registration page! \$250 / month (limited availability)

### SPONSOR OUR CALENDAR!



Be the sponsor of MNR Calendar. Have your event/brand follow the visitor the entire time they are on our site! This is 3 - 4 minutes of straight advertising. Impossible to miss. It is the most valuable ad space on all of MNR and will provide the best CTR!



# MEDIUM BANNER AD

\$250/MONTH

Have your ad displayed on all other pages other than the calendar. When people are reading about MNR, looking through our gallery or browsing our famous banana reviews they can see your event.





# SOCIAL MEDIA PACKAGES

With Mynextrace.com and Roadracerresults.com we have social media channels on Facebook, Instagram and Twitter. With 20,000 + followers across all three, we can get you immediate business.

Each boost will include a Facebook boost on our MyNextRace page, a twitter blurb and Instagram post. Social media boosts allow us to Geo-target your ads specifically. We can speak directly to the audience you want whether it be runners, cyclists, obstacle racers, trail runners or triathlon competitors.

Minimum spend = \$150

Recommended spend \$250 - \$300



# RRR OWNERSHIP

## Name Ownership - RRR

Sponsor our whole website! That's right.....on every page, wherever you see our logo, your name / brand can be mentioned as well. This can take on a few forms, either "Presented By" or "Powered By" and there will be an active link to your website. Sizes and placement will vary depending on your logo, we're here to accomodate you either way.

Underneath the RRR logo your Brand is inserted here. Rates are limited to a minimum Ad Buy of Six Months and start at \$2000/ month.





# BRAND MARKETING IDEAS



## Social Media boosts / posts

Contests / 2 per month

We will deliver an “opt in” list of entrants who are interested in joining your mailing list. Contest will be posted across all three platforms (Facebook, Instagram and Twitter) to maximize exposure and entries.

Minimum \$250 buy (recommended buy \$350 -400)

## Dedicated Brand E-mail blasts

### 2 Brand Opportunities:

#### Full E-mail Ownership

This e-mail will be sent to our database of 25,000k + subscribers. Your brand will have the entire email to share your message, promote news or use however you please. Included in the email will be an opt in opportunity for your newsletter.

**Price: \$1,100**

#### New Members Email Banner

Each month we welcome a list of new members to RoadRaceResults.com with a Newsletter. These are runners who just created a free profile with us, fresh meat as we say! It has an incredible open rate above 50%.

On average, the number of new registrations is 250 – 500 (more during the peak running months) At the bottom of the email we will include your banner with an opportunity to guide them to your site, register for your event or join your database as well.

**Price :\$300**

# WHAT OUR VALUED CUSTOMERS THINK

"For me it's a "one stop shopping" web sight , plus it covers pretty well all races and gives me the chance to scope out the completion in the 70 to 74 category.  
Keep up the great work."

You guys are doing an amazing job, really love RRR! It's amazing to have access to such a huge database of races/results!



"I love researching previous times and age group winners for races that I have entered"

"RoadRaceResults.com celebrates my greatest victories -- and is the kick-in-the-pants I need when I'm (obviously) slacking off in the greatest celebration of life and health: RUNNING!"

"I check road race results at least once a month, love the graph and like to keep an eye on my competition before and after races."

# WHAT OUR CLIENTS THINK

Thank you for your service during the Haus-er's Pharmacy Dunnville 5k 2016. I found All Sports Marketing to be helpful, professional and prompt in assisting me to advertise our event through posts on RRR and social media boosts through the MNR Facebook page. I look forward to working with you again during the run-up to our new event, the 2017 Mudcat Marathon Weekend."

Sheryl Sawyer, Race  
Director  
Mudcat Marathon

All Sports Marketing has been our distribution and advertising partner for over 13 years, and in 2016 we're going 100% digital with the services that Peter and his team provide. We are very satisfied with the return on investment and "other" services that are provided including advice and direction that has saved us money over the years. We have found in the past few years we spend less time in Canada (in person) because our reach and targeted advertising pay dividends annually.



For 2017, I'm going to recommend we increase our spend with MyNextRace and RoadRaceResults.com

Jeff Ball,  
North Face Endurance Challenge

Monster Dash 2016 - over 970 clicks from various Road Race Results targeted banner ads and Calendar Boosted Ads. #1 choice for us next year to target the exact runner we're looking for.

Peter Donato, Founder,  
Good Times Running Inc.



# CONTACT



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