



THE CAPITAL RUN



2.5K | 5K | 10K | 21K

RUNNING TOWARDS INNOVATION



01 MARCH 2026



JAWAHAR LAL NEHRU STADIUM



About The Capital Run

For the very first edition, **The Capital Run** is set to capture the pulse of New Delhi and beyond – a pulse that thrives on innovation, wellness, and positive change. This is more than just a run; it is a movement that unites dreamers, doers, and changemakers under one banner.

With over **5,000+ runners on the start line**, every stride will carry not only personal ambition but also a shared mission – to **boost health**, champion climate action, and bridge the digital divide across India. Whether you are pushing for your personal best, running alongside your community, or stepping onto the course for the very first time, every mile you conquer will be a statement to resilience, progress, and purpose.

Here, technology meets endurance, and sustainability meets determination. From **eco-friendly race practices** to digital innovations shaping the experience, **The Capital Run** is more than a race – it is a statement that progress can be fit, inclusive, and green.

So, as you lace up this March at the **Jawaharlal Nehru Stadium**, remember: every step you take is a step towards **health**, **innovation**, and a **greener tomorrow**. Together, let's make history at the **heart** of the nation.



RACE CATEGORIES

SOMETHING FOR EVERYONE

21K

HALF MARATHON

- **For :** Serious runners
- **Age :** 16+

PRIZES

Cash awards +
finisher medal

Timing : 5:45 am

10K

IMPACT RUN

- **For :** Serious runners
- **Age :** 16+

PRIZES

Cash awards +
finisher medal

Timing : 6:15 am

5K

COMPETITIVE RUN

- **For :** Fitness enthusiasts
- **Age :** 14+

PRIZES

Cash awards +
finisher medal

Timing : 6:45 am

2.5K

FUN RUN

- **For :** Beginners
- **Age :** Open to All

PRIZES

Finisher medal

Timing : 7:15 am

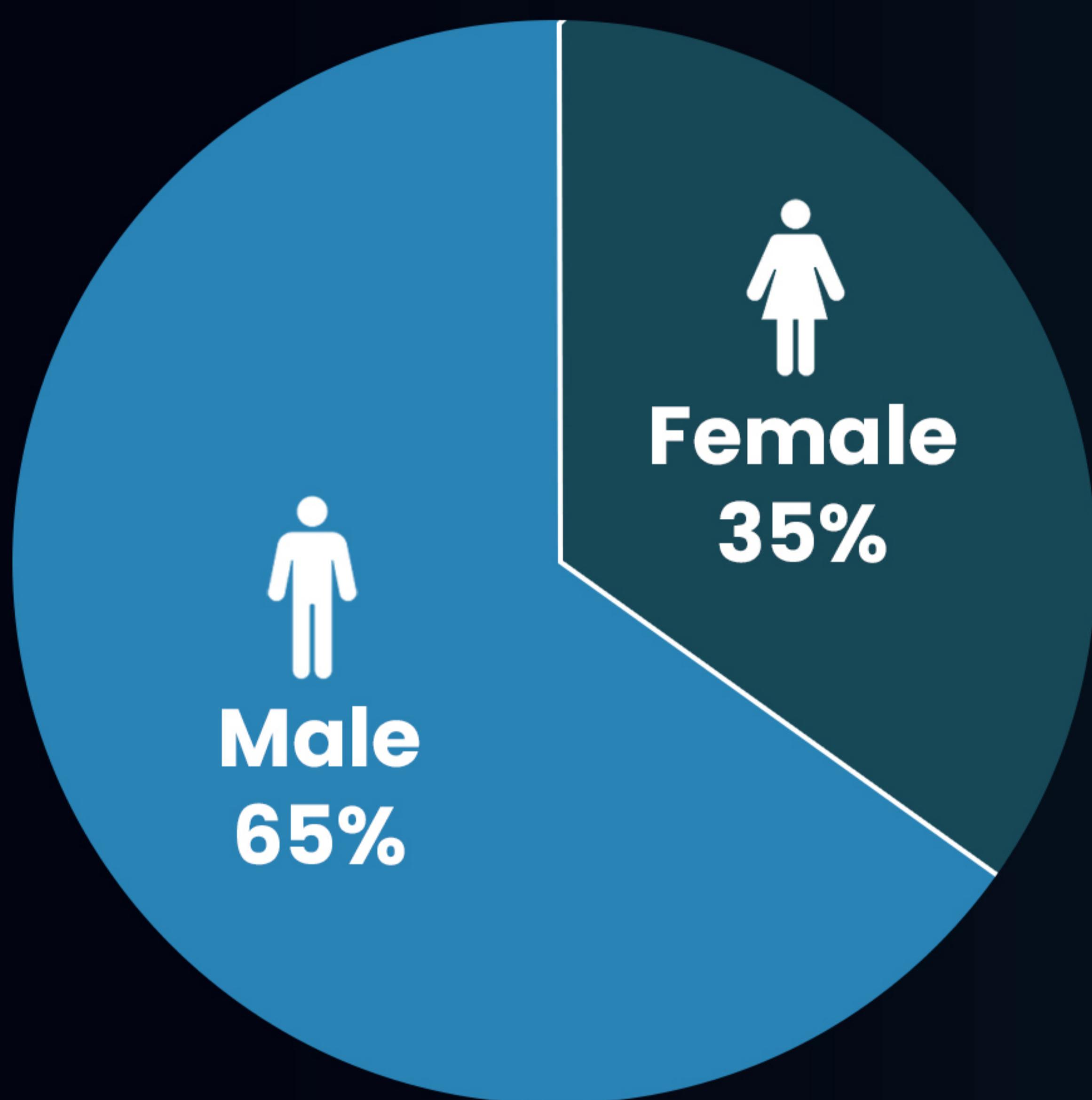
Race-Day Tech & Support

- RFID-enabled bibs for accurate timing
- Emergency support throughout the route
- Hydration zones every 2 KM



Audience Analytics and Demographics

Who You Reach



5,000+

on-ground participants

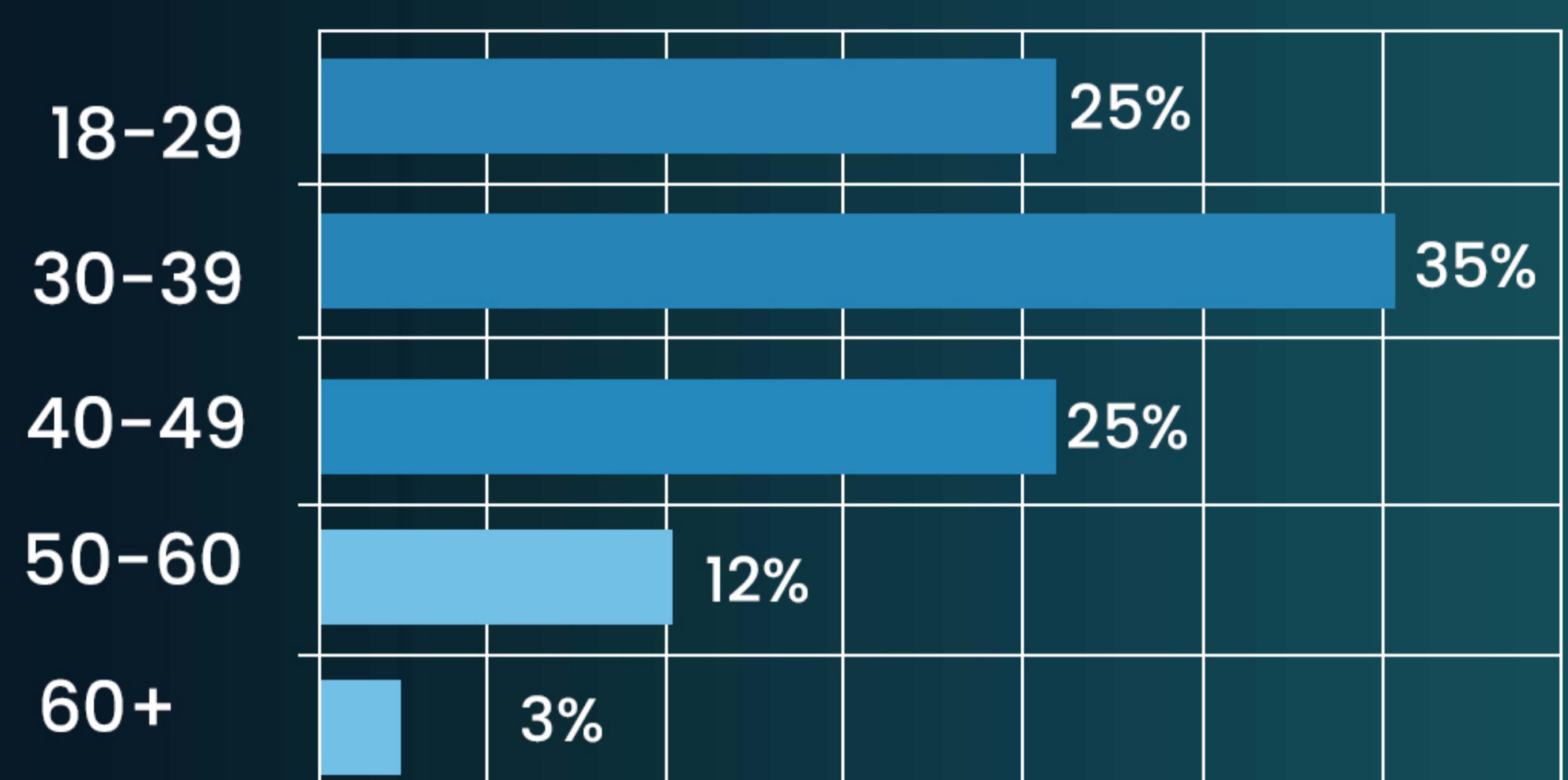
Strong Branding

Association with
Environment cause

Media Visibility

Networking Opportunities

Age Groups



Target Audience

- All School & College Students
- Corporate Employees
- NGO Representatives
- Athletes, Runners, Fitness Enthusiasts
- General Public of Delhi NCR
- Running Clubs

Core Partnership Packages

Own the spotlight at Delhi's most purpose-driven run – health, tech and a greener tomorrow, powered by Utho .

The Capital Run connects 5,000+ runners, corporates, students, NGOs and fitness communities at Jawaharlal Nehru Stadium.

Our sponsorship packages give your brand 360° visibility—from bibs and medals to bib expo, digital campaigns and on-ground experiences—so every stride carries your story.

Title Partner

- The Capital Run – Powered by [ utho]
- Largest logo on bib front (chest), medals, certificates, T-shirts, arches, photo, route
- Premium on all emails, WhatsApp creatives, digital ads
- Bib Expo: Hero booth, Title zone at finish, product sampling, contests
- Digital: Title in all press releases, 6+ social posts, co-branded content
- Goodies: 50 bibs, race kit sample option
- Hero logo on website/landing, sponsors strip
- Post-event impact report

₹20 lakh

Co-Presenting Partner

- Logo on site sponsors row, all emails/WhatsApp banners
- Large logo on bib back, medals, certificates, T-shirts, arches
- Bib Expo: Hero booth zone branding, sampling at start/finish
- Digital: Co-presenter in press, 4 social posts
- Touchpoints: Logo on goodie or item, hydration/refreshment branding
- Goodies: 30 bibs, coupon in kit
- Data: finisher email, event report mention

₹15 lakh

Associate Partner

- Med logo bib back, certs, stage panel, digital
- Logo on sponsor strip, email footers
- Bib Expo: product display booth
- Digital: 2 social posts, inclusion in thank you/carousels
- Touchpoint: Shared hydration/refreshment standee, co-brand utility item
- Goodies: 15 bibs
- Data: booth lead access, report mention

₹10 lakh

Category Partner

- [Brand] – Official [distance] Partner" on all creatives
- Logo on bib back (that cat), winner's podium
- Bib Expo: product display booth
- Branding at category assembly, route markers
- Digital: Cat comms, result, 1 post celebrating finishers
- Cert: logo on digital cert for that distance
- Goodies: 10 bibs
- Data: finisher list for distance

₹8 lakh

Custom & Functional Partners:

Recovery Zone, Medical, Hydration, Nutrition, Medal, Tech, NGO, Fitness, Media and Gifting partners

can be created as bespoke packages. Entitlements typically include naming rights to the zone, booth space at Bib Expo, branding across that touchpoint, sampling rights, and tailored content. Investment starts from ₹2–3 lakh depending on scope and exclusivity.

Why Sponsor The Capital Run 2025 ?



Health Boost – Promote wellness

Here, technology meets endurance, and sustainability meets determination. From eco-friendly race practices to digital innovations shaping the experience.



Innovation – Showcase technology leadership

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Green Impact – Support eco-friendly practices

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Bib Expo & Brand Experience Zone

Where runners pick up their bibs – and brands steal the spotlight.

The Bib Expo is the heartbeat of The Capital Run in the day leading up to race day. Every registered runner must visit the Expo to collect their bib, race kit and T-shirt, making it the single most powerful touchpoint for face-to-face engagement. Over one high-energy day at a central venue in New Delhi (final date and venue to be announced soon), more than 5,000 runners, friends, families, and fitness enthusiasts will walk through a curated experience that blends health, technology and sustainability.

Why the Bib Expo matters

Guaranteed Footfall

Every participant visits in person, giving brands assured, high-intent visibility.

Right mindset

Runners arrive excited, relaxed and open to trying new products, services and experiences.

Deep Engagement

Expos allow longer conversations than race day—perfect for demos, education, and sign-ups.

What brands get at the Expo

- Premium booth space based on partnership tier – from compact counters to flagship 20×15 ft Title Partner booths with fascia branding and full backdrops.
- High-impact branding on Expo entry arch, internal signages, aisle danglers, standees and digital screens (as per package).
- Product display & sampling rights – showcase gear, nutrition, wellness, tech, finance or lifestyle offerings and put them directly in the hands of runners.
- Lead capture support via QR codes, forms and contests, so every interaction can become a future customer or community member.
- Interactive zones for warm-ups, recovery, games, photo-ops and challenges, co-branded with partners to tell their story in an experiential way.
- Staff access & passes for brand teams to engage, demo and host VIP guests throughout Expo hours.

Expo Schedule:

Final Bib Expo dates, timings and venue details will be announced soon and shared first with confirmed partners, along with the detailed floor plan, booth allocations and activation guidelines.





THE CAPITAL RUN

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