



# Partnership Opportunity

Founded by Craig Bridges and  
Rebecca Pierce

*By runners, for runners*



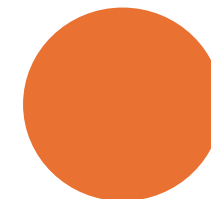
# About Runner's Rewards

**Runner's Rewards** is a subscription-based loyalty programme that offers runners of all ability's exclusive discounts, giveaways, and future event opportunities. Accessible on both Android and Apple devices, our platform is designed to reward your passion for running, no matter the distance or discipline.

**Created by runners, for runners**, we bring over 40 years of combined experience across track and field, cross country, trail, and road running.

- **Craig:** A Software Engineer with over 20 years of commercial experience and 21 years of running, specialising in 800m.
- **Becky:** A Sports and Wellbeing Manager with over 10 years of professional experience and 23 years of running.

Together, we are passionate about creating a platform that enhances your running experience with rewards tailored to the individual runner.



# What We Offer Members



**Discounts:** Exclusive offers on running gear and other running-related products, including supplements, accommodation, catering, and more.



**Regular Giveaways:** Monthly and annual giveaways are drawn live online, giving members the chance to win top running products and gear.



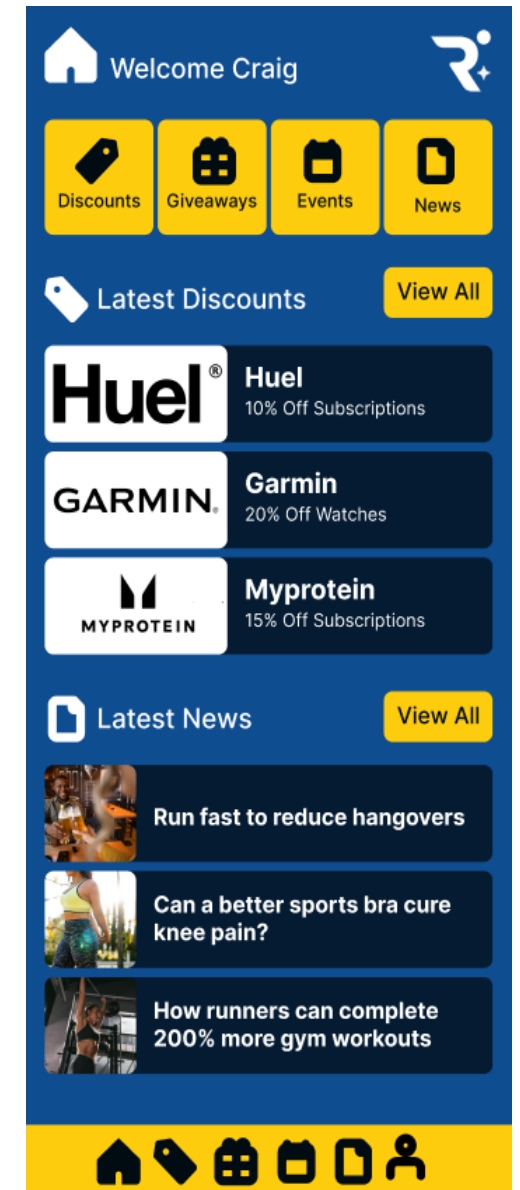
**Events:** Access to a comprehensive database of UK running events, all in one place for easy planning.



**News:** Curated news and updates related to running, including information about our partners.



**Future Plans:** Exciting developments include races hosted by Runner's Rewards, a safety tracking system, and a comprehensive running event guide for entry, training, transport, and accommodation planning.



Illustrative example of Runner's Rewards App



# Why Partner with Us?

**Reach:** Each year, millions of people across the UK participate in running events. Runner's World has over 100,000 UK subscribers, while England Athletics boasts 187,000 registered athletes. We believe Runner's Rewards has similar potential to reach a wide and engaged audience of runners.

**Targeted Exposure:** As a partner, your brand will reach a dedicated audience of runners. Our app enables us to collect important marketing data, such as user demographics (location, gender, age) and engagement metrics, including coupon usage, event interest, and activity trends. This ensures precise and targeted exposure for your brand.

# Why Partner with Us?

**Brand Alignment:** Partnering with a fitness and running-focused platform helps align your brand with health, wellness, and an active lifestyle, enhancing your brand image and reputation in the running community.

**Engagement:** Partners can engage directly with our members by offering exclusive discounts, displaying sponsored content, or providing free products for monthly giveaways, thus creating more meaningful interactions with their target audience.

# Types of Partnerships

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**Discounts & Promotions:** Offering exclusive discounts or promotions to our members.



**Event Sponsorship:** Enhance your brand visibility by sponsoring our events or monthly giveaways and unlock the potential for significant exposure to your target audience.



**Product Placement & Advertising:** Enhance visibility through product placements in our news section, social media, or via static ad campaigns and banners within the Runner's Rewards app.

# Future Growth Plans

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**Membership Growth:** We anticipate growing our membership base by around 50-100 new members per month initially, with a target audience of recreational and competitive runners across the UK.



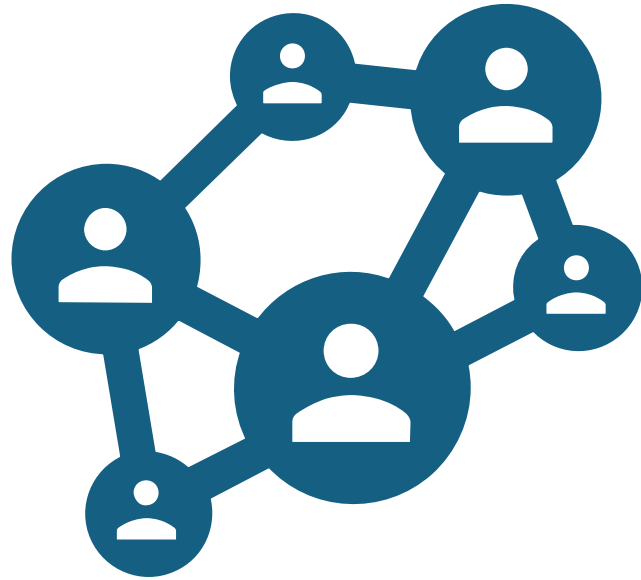
**Expanded Partnerships:** As we grow, we aim to establish more partnerships with brands and businesses, providing members with a wider variety of discounts and exclusive offers.



**Event Hosting:** Our future plans involve hosting races, workshops, and social events branded as Runner's Rewards, further enhancing our platform's engagement and appeal.



**Feature Expansion:** We will introduce new app features, including the safety tracking system and a streamlined event guide for booking transport, accommodation, and race entry all in one place.



# Partner with Runner's Rewards

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Join us as a partner in building a thriving, dedicated community of runners. Whether through exclusive discounts, product placement, or event sponsorship, your brand can be at the forefront of this growing movement.

- Let's explore how we can work together.
- Contact us at [craig@runnersrewards.co.uk](mailto:craig@runnersrewards.co.uk) or [becky@runnersrewards.co.uk](mailto:becky@runnersrewards.co.uk) to discuss partnership opportunities.