



The Premier Running Weekend in the Rocky Mountain Region
MAY 19-21, 2023

WCCA
1-18-2023



COLFAX MARATHON



LARGEST IN THE ROCKIES

May 19-21, 2023

- Top 25 largest in the US
- 20,000 runners – up from 4,000 – high education
- Top 10 Best US Marathons by Runner’s World – multiple years - SCENIC
- Largest marathon relay in the US
- 93% Coloradoans
- 501c3 - 2nd largest charity program in US – 200 charities/year
 - Only race in the world with a charity prize pool
 - \$100,000 to 60 relay winners

RACES

26.2
MARATHON

13.1
HALF
MARATHON

**URBAN
TO
MILER**

**MARATHON
RELAY**

**GOVERNMENT
RELAY**

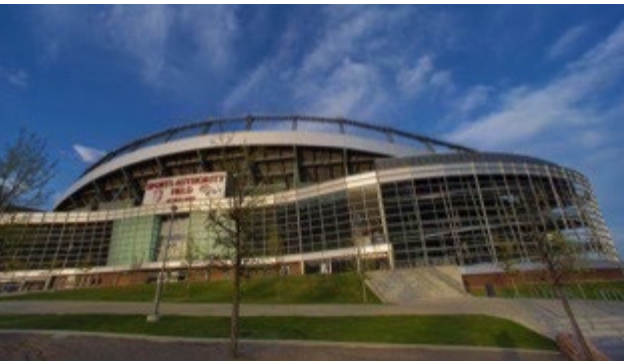
**CORPORATE
RELAY**

**COLFAX
5K**

WEEKEND EVENTS

May 19-21, 2023

20,000 runners | 50,000 spectators | 40,000 expo attendees



COLFAX MARATHON EXPO



MARATHON



HALF MARATHON



URBAN 10 MILER



MARATHON RELAY



CORPORATE CUP RELAY



GOVERNMENT CUP RELAY



COLFAX 5K

COLFAX BRANDING

- Shed a positive light on the Colfax corridor
- 20000 COLFAX race shirts a year!



COLFAX GEAR

- Shed a positive light on the Colfax corridor
- 4000 COLFAX items a year
- Online and in-person sales



COLFAX MARKETING

- #runcolfax for our twitter/Instagram
- RunColfaxDenver for Facebook
- Video Tours
- Photo tours of sites
- 200 charities, 500 companies
- TV



FEATURING LAKEWOOD

- Marathon, Relay, Urban 10 Miler courses
- West Metro Fire welcome
- URBAN 10 Miler starts at RMCAD
- Relay Exchange 3
- Colfax, Pierce, RMCAD, 20th, and the Glens



LAKEWOOD HOMERUN ENTERTAINMENT

- Runners know it!
- Lakewood really works with our team!
- Bill Marino, Liz Black, Ken Crow, Nina Rockley, Maddie and Two Creeks
- Neighborly touch – The Glens, Morse Park
- RMCAD and mannequins



LAKEWOOD - MUSIC TO ART

- 40 West and BID – Classic Cars, crazy art car, artists, art shows, bands
- Variety - Blues, Rock, Mariachi, Hispanic Rap
- Red Rockers band at Exchange Zone by Whitlock
- Flamenco guitarist and warm welcome in the Glens
- Oranges at water stations
- RMCAD – Start Line, music, mannequins



ENTERTAINMENT & PARTNERING IDEAS?



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