Strengthening communities by offering multiple run/walk and wellness opportunities throughout the year. Showcasing our prospective sponsors commitment while facilitating brand loyalty. Providing non-profit organizations no-cost fund-raising opportunities.
Aztlan has been producing competitive, family centered, youth-focused run/walk and wellness properties.

Our walk/run, specialty activities and pro-series events enable tens of thousands of participants, women’s health enthusiast and environmentally conscious individuals to achieve their goals while supporting various worthy causes associated with each event.

Our history is well rooted in Southern California since 1976. We provide diverse community-based exposure to those communities partners interested in maximizing their outreach efforts at the lowest cost in the industry. Through our mission driven efforts, we are proud to have helped raise over $1,500,000 for over 12 nationally recognized organizations in the region, including Audubon Nature Center, YMCA of Metropolitan Los Angeles, Salvation Army, Los Angeles Parks Foundation, New Economics For Women, Day One and Homeboy Industries.
EVENTS: Aztlan Athletics event management services include course logistics, event insurance, field staff, water stations & city permits, stage equipment, traffic control planning, directional banners and truss systems.

MARKETING: Aztlan Athletics creates innovative marketing initiatives that include social responsibility and community-based fund raising.

AGENCY: Aztlan Athletics facilitates the creation of scalable campaigns joining thousands of fitness, health & wellness and runner community members with social media influencers delivering thousands of impressions daily.
WE ARE CONNECTED BY
OUR PARTICIPANTS

Gender Breakdown
- Men (44%)
- Women (56%)

New vs. Returning
- New (61%)
- Returning (39%)

Age Breakdown
- Under 26 (21%)
- 26-35 (32%)
- 36-50 (38%)

Registration
- Online Registration (78%)
- In Person & On Site (22%)

Income Per Household
- $45,000 - $60,000 (19%)
- $60,001 - $75,000 (34%)
- $30,000 - $44,000 (26%)
- $20,000 - $29,000 (17%)
WE STRENGTHEN COMMUNITY WELLNESS
Nearly 65,000 people participate in Aztlan Athletics Events and over 30,000 individuals register for run/walk, fitness challenge and competitions.

WE SUPPORT CHARITY
Some of the most successful corporations, non-profits and charitable foundations look to us for wellness activities for their members or employees.
Aztlan Athletics produces weekly run clubs & fitness activities throughout the year in the most popular areas, running locations and hiking trails in Southern California. Over 3,250 people participate monthly and over 35,000 participate annually in 9 pre-set training activities.

Run clubs are Tuesday & Wednesday 5:30pm – 7:00pm and Sunday 6:30am – 10:00am.
AZTLAN ATHLETICS EVENTS

PRESENTING SPONSOR

$10,000 CONTRIBUTION (PER EVENT)

Choose More Race Packages and Save

- Official Start/Finish Banners
- Logo & Signage at Mile Markers
- Live PA Announcement
- Social Media Mentions
- Entertainment Stage Signage
- Gift Bag Logo
- Complimentary 20x20 booth
- Main Stage Logo
- Corporate Banners on Race Course
- Official Start/Finish Banners
- Complimentary Race Entries
- Opening Ceremony MC
- Logo & Signage at Mile Markers
- Live PA Announcement (5 Per Event)
- Social Media Mentions
- Complimentary Race Entries

- Yearlong Recognition on Race Sponsor Page
- Name/Logo on Race Participant Pages
- Name/Logo printed on Race Posters
- Inclusion in press release & media alerts
- Name/Logo printed on registration form
- Name/Logo on Race bib
- Name/Logo on T-Shirt

Social Media Mentions – 3,000 per event
Live PA Announcement 5 per event
Complimentary Race Entries 20 per event

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AZTLAN ATHLETICS EVENTS

PLATINUM SPONSOR

$7,500 (PER EVENT)

Choose Multiple Events and Save

- Social Media Mentions
- Opening Ceremony MC
- Logo & Signage at Mile Markers
- Live PA Announcement
- Social Media Mentions
- Entertainment Stage Signage
- Gift Bag Logo
- Complimentary 20x20 booth
- Main Stage Logo
- Complimentary Race Entries

- Yearlong Recognition on Race Sponsor Page
- Name/Logo on Race Participant Pages
- Name/Logo printed on Race Posters
- Inclusion in press release & media alerts
- Name/Logo printed on registration form
- Name/Logo on Race bib
- Name/Logo on T-Shirt

Social Media Mentions – 1,500 per event
Live PA Announcement 4 per event
Complimentary Race Entries 15 per event

AZTLAN ATHLETICS / Sponsorship Deck

The information contained in these documents is CONFIDENTIAL, privileged and only for the intended recipient.
AZTLAN ATHLETICS EVENTS

DIAMOND SPONSOR

$5,000 (PER EVENT)

Choose Multiple Events and Save

- Gift Bag Logo
- Logo & Signage at Mile Markers
- Live PA Announcement
- Social Media Mentions
- Entertainment Stage Signage
- Complimentary 10x10 booth
- Logo & Signage at Mile Markers
- Social Media Mentions
- Complimentary Race Entries

- Name/Logo on Race Participant Pages
- Name/Logo printed on Race Posters
- Inclusion in press release & media alerts
- Name/Logo printed on registration form
- Name/Logo on Race bib
- Name/Logo on T-Shirt

Social Media Mentions – 1,000 per event
Live PA Announcement 4 per event
Complimentary Race Entries 10 per event
AZTLAN ATHLETICS EVENTS

GOLD SPONSOR

$3,500 (PER EVENT)

Choose Multiple Events and Save

• Live PA Announcement
• Social Media Mentions
• Entertainment Stage Signage
• Gift Bag Logo
• Complimentary 10x10 booth
• Main Stage Logo
• Complimentary Race Entries

• Name/Logo on Race Participant Pages
• Name/Logo printed on Race Posters
• Inclusion in press release & media alerts
• Name/Logo on T-Shirt

Social Media Mentions – 500 per event
Live PA Announcement 2 per event
Complimentary Race Entries 5 per event
Aztlan Athletics produces weekly run clubs & fitness activities throughout the year in the most popular and populated parks, running points and hiking trails in Southern California. Over 3,250 participate monthly and over 35,000 thousands participate annually in 9 pre-set training activities.

Run clubs are Tuesday & Wednesday 5:30pm – 7:00pm and Sunday 6:30am – 10:00am.
AZTLAN ATHLETICS EVENTS

RACE DAY SPONSORSHIPS

WATER STATION SPONSOR $1,000 for one station
$7,000 for exclusivity on all 9 Events
RACE BIB SPONSOR $2,500
EXHIBITOR BOOTH $250

RACE T-SHIRT SLEEVE $1,500 per event
$10,000 on all 9 Events
WHOLE HEALTH PAVILION $3,000
VENDOR BOOTH $500
AZTLAN ATHLETICS EVENTS

IN - KIND SPONSORSHIPS

By helping us underwrite race production costs, your in-kind contribution ensures that we can maximize proceeds that are endorse by our foundation.

- Photography
- Prizes for Race Teams & Race Fundraisers
- Runner Gifts
- Wellness Expo Decorations
- Food and Beverage
- Graphic Design
Do you have a product or service that is essential to the success of our events? Aztlan Athletics can facilitate brand exposure and get your message across to a diverse population within its existing Southern California Events.