

**RUNNERSFEED.COM**  
**RockTheRoad 10k**

*“Rock The Road 10K is exactly what London needed. The bar has been raised.”*

*Wes Vick – Winner of the inaugural Rock The Road 10K Men’s Wheelchair Division*



# Executive Summary

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Our team is genuinely enthused about bringing the city of London a 10-kilometer road race that reflects the city's size, and reputation for excellence in family life and more specifically recreation and sports. London is positioned in the perfect geographic location, as 312,000 of the 1.2M runners in Canada are estimated to be within a 2-hour drive of our city.

The 57% increase in running participation experienced in the last 10 years, with a 13% year over year growth in 2010 alone, represents a market with room for growth. Given our estimations, it is reasonable to expect the Canadian race market will be worth over \$19M by 2016.

Contributing growth factors include, the low cost of running compared to other recreational activities, the increase in women's participation, the 18-24 year 'generation me' has been formally educated on the need for cardiovascular-based activity and furthermore enjoys the technologically sound devices that exist to support their running goals, and finally the popularity in support from local banks, and the desire to run for a cause have further padded this already exploding industry.

With over 300,000 runners within a 220km radius of London, and minimal competition in the region, we expect to attract 3.3% of this market to achieve our goal of 10,000 participants by 2016 and registration revenue of over \$500,000.

The most recent London census (2006) indicates that London's demographics (age, education, income) are consistent with the target market identified by Running USA's annual report customer profile.

The potential economic impact of a large-scale road race is tremendous according to recent analyses by The New York Times, and Pacific Business News. The average dollars spent by an out of town road race participant in their destination race city is estimated at \$900. Currently thousands of Londoners' hard earned are flowing into neighboring economies namely the GTA, Ottawa, and race series in the US market.

Our competitive advantage begins with our team—comprised of individuals with diverse skills sets and an unmatched combination of business savvy and understanding of the running industry. Our team is supported by our outstanding Race Committee—comprised of highly influential leaders in the London community including educators, small business owners, corporate executives and experienced runners. Furthermore, our access to RunnersFeed.com and Race Roster Corporation (companies owned and operated by team members), will serve as a free promotional platforms to advertise and brand the event. Premier racing conditions combined with our unique entertainment and the driving support of individuals like Mayor Fontana give us unparalleled momentum.

Our momentum exists in an industry of local races that has existed for upwards of 30 years and show no signs or interest in developing into a major Canadian road race. Moreover, RTR will be placing a bid in the very near future to host the Canadian National 10K Road Race Championship.

We are confident in our sales and marketing plans, grassroots initiatives and look forward to building on our reputation from our inaugural event. Furthermore, we foresee promising opportunities to duplicate the framework used for Rock the Road to potential franchise into other communities.

# The Market

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## Market Opportunity

London, Ontario is capable of hosting a large-scale road race and deserves to have a running event it can be proud of. Three decades ago, The Springbank Road Race was a world-class event that showcased London as a premiere place to host over 10,000 young, old, fast, and slow runners. Since then, London has grown in population, while the road race scene has withered away. London's Annual Rock the Road 10k is here to bring it back!

## What is the Need?

London is in need of a large scale running event that reflects the city's size, commitment to health & family-based recreational activities, and avid running community.

Currently, London's recreational running community is forced to travel in order to experience a large-scale road racing experience. Popular destination road races attracting Londoners, include those in the Greater Toronto Area, the Ottawa Race Weekend, and the increasingly population Rock 'n' Roll Series in the U.S.

## How Big is the Market?

The Canadian running event market is estimated to be worth \$61M in 2012<sup>1</sup>. It is also estimated that 28%, or 312K of the 1.2M runners in Canada live within 220 km of London, Ontario.

Table 1: London Market (includes cities within 220km radius)

Top 20 CDN Cities by Population	Population	% of Total Population	Estimated Number of Runners	Proximity to London
<b>Toronto</b>	<b>2,615,060</b>	<b>8%</b>	<b>84740</b>	<b>192km</b>
Montreal	1,649,519	5%	53452	
Calgary	1,096,833	3%	35543	
Ottawa	883,391	3%	28626	
Edmonton	812,201	2%	26319	
<b>Mississauga</b>	<b>713,443</b>	<b>2%</b>	<b>23119</b>	<b>168km</b>
Winnipeg	663,617	2%	21504	
Vancouver	603,502	2%	19556	
<b>Brampton</b>	<b>523,911</b>	<b>2%</b>	<b>16977</b>	<b>166km</b>
<b>Hamilton</b>	<b>519,949</b>	<b>2%</b>	<b>16849</b>	<b>122km</b>
Quebec City	516,622	2%	16741	
Surrey	468,251	1%	15174	
Laval	401,553	1%	13012	
Halifax	390,096	1%	12641	
<b>London</b>	<b>366,151</b>	<b>1%</b>	<b>11865</b>	<b>0km</b>
<b>Markham</b>	<b>301,709</b>	<b>1%</b>	<b>9777</b>	<b>212km</b>
<b>Vaughn</b>	<b>288,301</b>	<b>1%</b>	<b>9342</b>	<b>192km</b>
Gatineau	265,349	1%	8599	
Longueuil	231,409	1%	7499	
<b>Other Cities within 220km of London</b>	<b>4,671,476</b>	<b>14%</b>	<b>151378</b>	<b>220km</b>
Remainder of CDN Cities	16,117,657	47%	522288	
<b>Total</b>	<b>34,100,000</b>	<b>100%</b>	<b>1,105,000</b>	
<b>Relevant Cities</b>	<b>9,633,849</b>	<b>28%</b>	<b>312,182</b>	

<sup>1</sup> This is based on an average registration fee of \$50 paid by 1.2M participants. The number of participants was calculated using a proxy of 8.5% of the US market, which had a total of 13,000,000 finishers in 2010, and is expected to grow at 5.5%.

## Market Growth

The sport of running continues to attract new members at extraordinarily high rates. According to the Sporting Goods Manufacturers Association (SGMA) the sport experienced a **57% increase in participation since 2000**, with a recent increase of **13% in 2010 alone**.

Furthermore, the SGMA anticipates a participation growth rate of **31% from 2010 to 2015**, ranking running #12 on the list of sports with promising growth rates<sup>2</sup>.

Assuming an average race registration fee of **\$50 per race** and a participation growth rate of **5.5%** per year, the market for road races in Canada will be worth over **\$76M dollars by 2016**. For cities within 220km of London, the market will be worth over **\$19M**.

See table below for market growth estimates.

Table 2: Projected Growth of Registration Fee Market from 2012 to 2016 (Assumed average of 5.5% growth per year)

Year	2012	2013	2014	2015	2016
Canadian Market (Participants)	1,229,893	1,297,537	1,368,901	1,444,191	1,523,621
Canadian Market (Registration Revenue)	\$ 61,494,631	\$ 64,876,836	\$ 68,445,062	\$ 72,209,540	\$ 76,181,065
London Market* (Participants)	312,000	329,160	347,264	366,363	386,513
London Market* (Registration Revenue)	\$ 15,600,000	\$ 16,458,000	\$ 17,363,190	\$ 18,318,165	\$ 19,325,665

\*Includes cities within 220km

31% growth from  
2010, as predicted  
by Running USA

## Available Market Share

With close to 350,000 runners within 220 kilometers of London, and almost 12,000 within London itself, we believe the Rock the Road 10K race has access to enough runners to reach our goal of 10,000 participants in 5 years.

## Achievable Market Share

Based on current resources for 2012, and the positive feedback from our inaugural event in 2011, we are estimating upwards of 1000 participants in the events 2<sup>nd</sup> year of operations. In subsequent years, we have a goal of doubling the number of participants each year, until we hit 10,000 participants in 2016.

See table below for projected participant and revenue growth over the next five years.

Table 3: Rock the Road 10K - Projected Participant and Revenue Growth

Rock the Road Projections	2011	2012	2013	2014	2015	2016
Number of Participants	277	1,000	2,000	4,000	8,000	10,000
Revenue from Registration Fees	\$ 13,850	\$ 50,000	\$ 100,000	\$ 200,000	\$ 400,000	\$ 500,000

<sup>2</sup> RunningUsa.org (June 26, 2011)

## Market Trends

### **The 3rd Running Boom is now!**

For 10K races in 2010 alone, the number of participants increased by 10%, which was the highest year-over-year percent increase in almost 30 years. The last significant raise was 9.2% in 1992 during what is referred to as the 2nd running boom.

### **Running is the new golf**

This popular phrase floating around running circles across North America captures the market trend in the running industry. Difficult economic conditions, combined with the rising costs to play 18-holes, and the increased promotion of cardiovascular activity are the driving forces behind this trend.

### **Women are leading the charge**

Women now make up 53% of event fields compared to only 25% in 1990. We expect this trend to continue due to increased marketing targeted at the female population.

### **18-24 year olds are the fastest growing segment**

According to Nike Vice President, Trevor Edwards, the fastest growing segment of the running market (by age group) is the 18-24 year old segment. This growth can be attributed to this generations' better understanding of the importance of health and wellness and increased interest in the technological devices that have developed running-related functions (iPod, Garmin, NikePlus etc.)



### **Banks are cashing in on sponsorships**

Large organizations are no longer sponsoring races solely to feel good about them selves. The return on investment is obviously there, as we've seen an increase in sponsorships by big banks like, Bank of America, Scotiabank, and ING.

### **Running for A Cause**

According to the Run Walk Ride Fundraising Council, over 828 million dollars was raised for the top 5 charities associated with road races in 2010.

# Customer Profile

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According to runningusa.org, the numbers below describe the demographics of the average participant in running races in the US.

Female	Male
<ul style="list-style-type: none"><li>• Average Age: 38.5</li><li>• 63.2% Married</li><li>• 78.2% College educated</li></ul>	<ul style="list-style-type: none"><li>• Average Age: 43.6</li><li>• 71.0% Married</li><li>• 76.2% College educated</li></ul>
70.3% Earn a household income of \$75,000+	76.0% Earn a household income of \$75,000+

The most recent London census describes the average Londoner as having a household income of \$78K, a discretionary income of 27.62%, and is on average 38 years of age. These demographics are consistent with the customer profile of a typical North American road race participant and are consistent with the RR10K target market.

# Product Offering

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Rock the Road 10K is a 10-kilometer running road race for all ages and abilities that starts and finishes at Masonville Place (mall). The experience offers live bands and cheerleaders that provide entertainment along the flat and fast course to create a product unlike any other in London. The post race activities include free refreshments, a headliner band, massages, Booster Juice smoothies, awards, and yoga.

In addition to the race, we host a Health and Fitness Expo with local vendors, which takes place two days leading up to the race. This Expo is a great opportunity for local businesses to create brand awareness, sell products, and make their presence known in the local running community.

Overall, Rock The Road 10K has created a health and fitness initiative for the London community that serves as a fundraiser for worthy non-profit organizations and fosters enthusiasm for the sport of running.

# Economic Impact for London

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Hosting a large-scale road race in London has the potential to have a tremendous impact on London's economy, with out of town participants spending an average of \$900 before and after the race.

Analysis of similar sized cities hosting major running events suggests a considerable boost to London's economy via lodging, cuisine, entertainment, and registration. Currently, London's runners are boosting other city's economies. See table below for estimated spending by out of town participants.

Table 4: Average Dollars Spent in Destination Race City

Items	Cost
Lodging	300
Meals	250
Entertainment / Shopping	250
Race Memorabilia	50
Registration	50
<b>Total</b>	<b>\$ 900</b>

### **Economic Impact in other cities hosting large-scale races**

According to The New York Times, The New York City Marathon produces about \$340 million in economic activity for the city, 25 percent more than it did in 2006, according to a new study produced by the New York Road Runners, which hosts the event. Source: <http://www.nytimes.com> (April 28, 2011).

According to Pacific Business News, The 2010 Honolulu Marathon brought in more than \$106 million in visitor spending and accounted for \$5.41 million in state taxes, according to a Hawaii Pacific University study group. That's up from \$100 million in spending and \$5.13 million in state taxes generated in 2009. Source: <http://www.bizjournals.com> (February 2, 2011).

## **Rock the Road 10K's Competitive Advantage**

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### **An Experienced Team**

Our team is comprised of people with varying backgrounds, which enable us to focus on our individual strengths. Our team has a wealth of running knowledge and the business savvy to bring innovative ideas to fruition. Furthermore, our team understands that this is a full-time commitment. Several races have attempted to hire a race director for \$15,000, and struggle to break even.

### **Race Committee**

Our race committee is made up of former Olympians, small business owners, well-respected individuals in the running community, and London Police Officers. For details on each of the individual Race committee members, please see Appendix B.

### **Owners of RunnersFeed.com**

RunnersFeed.com will serve as a free promotional tool. The site was established in 2011 to provide runners with a means to better understand and enjoy the sport of running. We provide daily information feeds the desire to become a better runner and healthier person.

### **Owners of Race Roster**

Race Roster is a system we are developing to complete the following race management tasks: Race Roster, for managing multiple aspects of organizing a running event, including:

- Quick setup of race event details online for public viewing
- Participant sign up and payment processing
- A referral based marketing engine for participants integrated with Facebook and Twitter
- Volunteer sign up and task assignment
- Pledge and charitable donation acceptance

Using this system will allow us to grow our event using the unique referral-based marketing tool. It will also provide participants with a simple and enjoyable sign-up process.

### **Premiere Race Conditions**

We do not cut any corners. There are certain amenities that runners have grown accustomed to in other cities. For example, hosting a health and fitness expo is a staple for all major races across North America. We brought in Canada's fastest marathoner in 30 years, Reid Coolsaet to speak and answer questions.

Our prize purse for the overall winners is 5 times the amount other local races are offering. This coupled with a certified course, which



came at a cost of \$750 and two timing mats to ensure accurate timing for every single competitor, which makes us a front runner in the local race market. Furthermore, we designed a course that is capable of producing world-class times, similar to the Young Street 10K in Toronto. Most road races held in London take place on the bike paths, which is a cost-effective means to hosting a race because fewer police officers are necessary. Our course runs straight down Richmond Street.

### **Powerful Community Network**

Our community connections are endless. The running community might be large, but when you have the fastest guy and girl in town on your team, you garish a lot of attention. Brandon has given back to the London community by hosting free run clinics for 16 weeks in the summer.

In our first year, we called in a ton of favors. We emailed our friends who are elite runners and police officers and asked if they were interested in competing or helping in our newest endeavor

Mayor Fontana started Rock The Road 10K by firing the starter's gun. He was instrumental in our initiative, as he promoted the event via word of mouth and his social media outlets.

### **Entertainment**

The RR10K race aims to entertain the participants and spectators from start to finish. We started the race off with a scream tunnel at the first kilometer marker. Twenty enthusiastic volunteers and cheerleaders lined the course on either side creating a tunnel while screaming as loud as they could to encourage the participants onward. Throughout the course there were 8 live bands to entertain, 2 squads of cheerleaders, and our signature "Cowbell Curve" at the halfway mark.

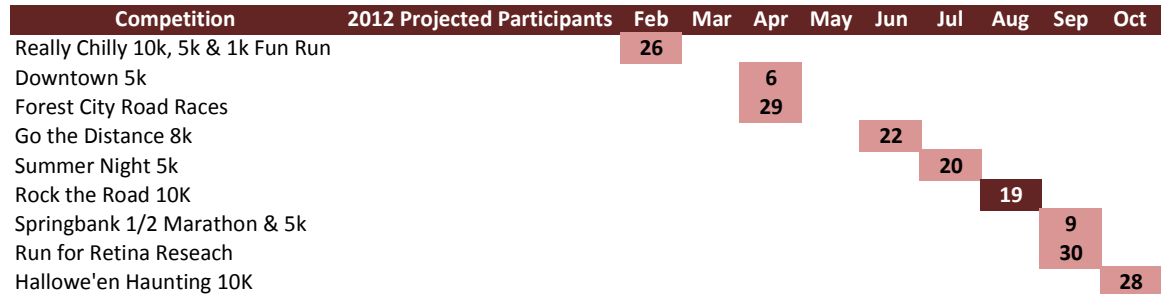


The Cowbell is our signature souvenir that each finisher was handed at the finish line as a medal for completing the RR10K race. However, prior to the event, we handed out cowbells to 3 volunteers and had them stationed around a curve on the course at the halfway marker. They screamed, cheered, and rang their bells as loud as they could throughout the race, encouraging the participants around the corner and into the home stretch.



# Competition

London hosts nine sizable races per year between the months of February to October. Below is a chart that shows the **timing of each of London's races.**



These races have existed for upwards of 30 years or more and show no signs or interest in developing into a major Canadian road race. Moreover, RTR will be placing a bid in the very near future to host the Canadian National 10K Road Race Championship

# Product Overview

## A unique running road race

Rock The Road 10K is the only running event featuring bands along the course to motivate the runners and entertain all the spectators. Each stretch and turn on the course will offer a memorable experience; cheerleaders on the 2KM and 7KM marker, cowbell curve on the 5KM marker. Our finish area is a festival type atmosphere complete with a main stage band, face painting for the kids, refreshments, and health & fitness vendors.



## Health & Fitness Expo

The two days leading up to the 10K Race, a Health & Fitness Expo is available to the public – FREE of Charge! All race registrants funnel through the Expo to pick up their race packets, allowing local health and fitness companies to gain face time with their target market. The Expo is advertised to all health and fitness enthusiasts, offering free admission with celebrity guest speakers.

## Benefiting a Local Charity

One of our main goals for the 10K Race is to promote and raise funds for a local charity. Involvement and partnership with a local charity will help us gather volunteers for the event, and obtain charity prices on event expenses/equipment.

# Sales and Marketing Plan

We are prepared to go big with promotion in 2012. We understand the additional costs incurred on paper and radio advertising, but as we have learned from our first event, the best advertising is to produce a real news story on the event. In our first year, we were featured in several newspaper publications, and appeared as special guests on a few television and radio shows – all for free!

## London ready to 'Rock the Road'

Londoner Staff

A new 10-kilometer road race is bringing competitive runners and health and fitness enthusiasts to London this weekend.

The event is the invention of Londoner Brandon Lian, a competitive long distance runner, coach at the University of Western Ontario and the creator of running website [www.runnersfeed.com](http://www.runnersfeed.com).

"I was in Ottawa with 45,000 people and Vancouver with 55,000 in their 10K (evens)," Lian told the Londoner in July. "So I thought I want to bring something like that to London."

The event has caught the attention of elite runners like 2010 Canadian road 10-kilometer champion Rob Watson and 2011 Canadian Half Marathon Championships silver medalist Dayna Pilbrowsky.

The race begins Sunday at 9 a.m. but until then, participants and racing enthusiasts can enjoy the Two Men and a Tent Health and Fitness Expo Friday from 9 p.m. to 9 p.m. and Saturday from 9 a.m. to 5 p.m. in the north parking lot of Massville Mall.

Exhibitors include Live 360, California Spa and Fitness, Melina Yoga, DealZingo, GoodLife Fitness, Ruckus, Just Sweat Fitness Studio, North London Chiropractic, Honolulu Members, GFI Health Group, Pump'd Supplements and Mac Outpost.

The course itself begins about 400 km north of Pembrey Park Road on Richmond Street, heads south to Regent Street, east to Adelaide Street, then circles back on Fanshawe Park Road to Massville Mall.

Six live bands and two cheerleading groups will line the course.

The 10k race also supports the Sandrine Foundation, a London based not-for-profit charity that makes dreams come true for children with severe disabilities or life-threatening illness.

For more information: [www.rocktheroad10k.com](http://www.rocktheroad10k.com)



Londoner Staff

London's Brandon Lian, a competitive long distance runner now coaching at the University of Western Ontario, is bringing a new 10-kilometer race to London this weekend, along with a fitness expo at Massville Mall tomorrow.

## Race Day Schedule – Sunday, August 21, 2011, @ 9am

National Anthem: 7:55am  
Wheelchair Start: 7:57am  
10K Start: 8:00am \*Start line is approx 1KM from the finish line. Please see course map.  
Kiddie Trot (400m): 9:30am  
Awards: 9:35am

[www.rocktheroad10k.com](http://www.rocktheroad10k.com)

## Athlete Bios

### MEN

**Rob Watson**  
**Top 3 Running Accomplishments:**  
1. World Champion Participant, 2009 Berlin  
2. 2 time Canadian Steeplechase Champion  
3. Canadian 10km Road Race Champion: 2010  
**Top 3 Personal Best Running Times:**  
1. Steeplechase - 8:27  
2. 9000m - 13:40  
3. Marathon - 2:18:17

**Adam Horton**  
**Top 3 Running Accomplishments:**  
1. 2010 Canadian National Team Member (Biklen Relay, Japan)  
2. Selected as a representative for the Saucyco Hurricane Team  
3. Represented Canada 2 times at the World Junior Cross-Country Championships  
**Top 3 Personal Best Running Times:**  
1. 4,000m - 14:09  
2. 3,000m - 8:06  
3. 8,000m - 23:55

**Andy Murray**  
**Top 3 Running Accomplishments:**  
1. A member of the 2010 CIS Cross Country Team Champions - Gaspé Gryphons  
2. A member of the 2010 Canadian National Cross Country Team Champions - Speed River  
3. A member of the 2009 CIS Cross Country Team Champions - Gaspé Gryphons  
**Top 3 Personal Best Running Times:**  
1. 10km - 33:49  
2. 8km - 25:11  
3. 5km Steeplechase - 9:18

**Hazel Sanders**  
**Top 3 Running Accomplishments:**  
1. 2nd place at the 2011 U.S. Pro Duathlon National Championships  
2. 1st place at the 2011 Mississauga triathlon  
**Top 3 Personal Best Running Times:**  
1. Half Marathon - 1:07:41  
2. 5k - 16:49  
3. 10k - 31:50

**Michael Gill**  
**Top 3 Running Accomplishments:**  
1. 20th place at the 2010 Canadian Cross-Country Championships  
2. 6th place at the 1989 OLA Championships - 3000 m  
3. A member of 1998 OLA and CIAU Cross Country Championship teams - University of Windsor  
**Top 3 Personal Best Running Times:**  
1. 1451 - 5:00 m  
2. 3125 - 11:00 m  
3. 1500 - 5 km road

**Terence Adams**  
**Top 3 Running Accomplishments:**  
1. Bronze Medal in the 10k at the Atlantic-Sun Outdoor Championships  
2. 5th place at the Atlantic-Sun All Conference Cross-Country Championships  
**Top 3 Personal Best Running Times:**  
1. 10k - 36:56  
2. 5k - 14:55  
3. Half Marathon - 1:10:12

**Jeff Seall**  
**Top 3 Running Accomplishments:**  
1. 6th place at the Canadian National Cross Country Championships 2007  
2. 7th place at the Canadian National Cross Country Championships 2009  
3. 3rd place at the Big East 5000m Indoor Championships  
**Top 3 Personal Best Running Times:**  
1. 3000 m - 8:04  
2. 5000m - 14:02  
3. 1000m - 29:56

### WOMEN

**Dayna Pilbrowsky**  
**Top 3 Running Accomplishments:**  
1. 2nd place at the 2010 National Cross Country Championships  
2. 1st place at the 2011 Annapolis Bay 90K Marathon Championships  
3. 2nd place at the 2011 Canadian Half Marathon Championships  
**Top 3 Personal Best Running Times:**  
1. Half Marathon - 1:13:15  
2. 10K - 33:01  
3. 5K - 15:46

**Terah Korir**  
**Top 3 Running Accomplishments:**  
1. 2003 Canadian Junior Cross Country National Championships  
2. 1st place at the 2011 Ottawa 10k  
3. University of Louville School record holder in 1500m, 800m and indoor mile  
**Top 3 Personal Best Running Times:**  
1. 10K - 34:02  
2. 5K - 15:57  
3. 1500m - 4:19

**Ashley Ayres**  
**Top 3 Running Accomplishments:**  
1. 11th place at the 2006 Japan World Junior Cross-Country Championships  
2. 1st place at the 2009 Madrid Half Marathon  
3. 6th place at the 2010 Great Ethiopian 5K Run  
**Top 3 Personal Best Running Times:**  
1. 5k - 16:25, 17  
2. 10K - 33:28, 08  
3. 21K - 1:13, 43, 11

In addition to these news pieces, in 2012, we want to add more advertising dollars to our budget. We want to concentrate on relevant mediums such as Canadian Running/Runners Word magazines, running blogs, and create a social media campaign for people to share with their running partners.

We have reached a mutually beneficial partnership with GoodLife Fitness as a Title Sponsor for the 2012 Event. It is a natural partnership between the race and Goodlife Fitness, as we share the same target market and similar goals. The GoodLife head office and founder reside in London, Ontario. The physical locations of GoodLife are a great outlet for advertising and promoting the event, while the staff serves as race ambassadors.

## **Our Reputation**

We received exceptionally positive feedback from participants, volunteers and spectators, which suggests that last year's competitors and friends will return in 2012. Many participants and spectators could not believe it was a first year event; which prominently displays our leadership and experience. This bodes well for word of mouth referrals.

## **Grassroots Initiatives**

The inaugural RR10K race relied heavily on grassroots initiatives as our main marketing strategy. These strategies, however, proved to be the most beneficial in terms of securing sign ups and branding the event to the local running community. Although the market is large in terms of runners, the local running community is a fairly tight-knit group, and word of mouth and reputation travel quickly. The reputation that we created with our inaugural event will surely prove to show return in its second year. Below are five grassroots initiatives that took place in the summer of 2011.

### **1) Aid Stations**

For the 16 Saturdays preceding RR10K, Brandon provided an aid station complete with Gatorade, Gels, and Training Tips from 7am-10am along The Thames River Bike Path. This proved to be a great use of time with regards to promoting the race and meeting local runners.

### **2) Free Weekly Run Groups**

These clinics were designed as a community initiative and grassroots outreach to bring brand awareness to Rock The Road 10K. Participation rose throughout the course of the summer to over 50 people. The majority of the runners naturally promoted the race to their friends and in their workplace by word of mouth. It also served as a platform for warm leads to local sponsors.

### **3) Speaking Engagements**

Brandon jumped at the opportunity when asked to speak at other local running clubs, running stores, or, corporate events.

### **4) Flyers and Posters**

Other than grassroots marketing strategies, flyers and posters were our most effective marketing strategy. As a result, we have decided to budget 4x (\$2800) as much money to printing flyers and posters in order to have them available and on display at all GoodLife locations as well as local businesses.

### **5) Word of Mouth: lululemon athletica**

Brandon is a run ambassador for lululemon athletica. This store located at Masonville Place caters to men and women looking to purchase high-end athletic apparel. Anytime someone mentioned that they were shopping for new run gear, a lululemon team member was quick to mention RTR10K. The store supported the event by handing out advertising cards and talking to customers about the RR10K. The store also displayed a RR10K poster on their community board to advertise the event to their customers, and featured posts on their Facebook page. Furthermore, many of the employees entered the race or volunteered for the event.

# Future Opportunities

Our future opportunities aside from creating Canada’s largest road race are to create a product that can be duplicated using our framework. There are several organizations that would like to host a road race but do not know where to begin. Furthermore, most new race directors have no idea how much it costs to host a road race. Therefore, despite his or her noble intentions to raise money for a worthy cause, they often lose money in the first couple years.

We have created a seamless model that can be franchised. This will ensure that new race directors are not blindsided by additional costs that they did not foresee.

With our guidance, we are confident that we can help motivated individuals succeed in this industry.

# Operations Plan

Rock the Road 10k makes use of two operations plans. The first is for action items to complete leading up to the event and second is for the day of the race.

## Leading up to the race

Approximately 6 – 7 months prior to the race, early-bird registration will open and marketing for the event begins. As Race Directors, it is our duty to make sure all supplies needed for the race are procured, sponsors are secured and city matters pertaining to the race are dealt with. Below is a list of materials needed for the day of the race. All of these supplies need to be ready prior to race day.

## Materials needed

Pre-Race	Start Line	Course	Finish Area	Ceremony
Neighbourhood Notification/Flyers/InfoSheet	Start Flag	Bands Located and Ready	Stage (prep and banners)	Plaques
Water/Cups	Sound System	KM Markers	Scaffold	Cheques
Extension cords	SportsStat - Timing	Water Stations, Tables, Garbage Bags, Tape	Banners (finish chute)	Presenting Line Up (representatives)
Tables	Start Gun	Cones	Exhibitors	Photographer
Tape	Mayor Fontana	70 volunteers	Barriers	MC (script)
Garbage Bags	Human Barriers	Police	RF.com Tent	Bands
Ice	2 Police	Lead Car	Free FM	
Bagels	6 volunteers	Photographers	Massage Tent	
Bananas	2 barriers	Tail End Bike	Sunshine Tent	
Water Bottles / POP	Photographers	Cheerleaders	St Johns Ambulance	
Porta Potties			Race Amenities Area (Tables)	
Safety Pins			Photographers	
Tie Wraps (plastic)			Photo Backdrop (Hang and stabilize)	
Bungie Cords (small)			Volunteers	
Truck (deliver aid station, pick up scaffolding)			Police	
Clocks (sportstat, pacers)				
Photographers				
No-Parking Signs				

## Day of the Race

The morning of Race day comes very early with the initial setup team arriving no later than 4:00am. The first task to complete is getting the course set up and coned off with pylons. At this time the start and finish line is also set up. Around 7:00 am, the volunteers arrive and are sent to their designated areas. At 8:00am, the Mayor starts the race, and by 10:00 awards will be handed out. For a more detailed plan of the Day of the race, please see the table to the right.

Time	Task
4:00 - 6:00 AM	Set up Finish Chute & Finish Line
6:00 AM	Showmobile arrives
6:57 AM	Volunteers Arrive
7:00 AM	Cone the course
7:00 - 7:15 AM	Volunteer Brief
7:20 AM	Shuttle Volunteers to Post
7:15 - 7:30 AM	Aid Stations
7:30 AM	Announcement to get people to the start line
7:45 AM	Bands should be set up and ready
7:55 AM	Anthem
7:57 AM	Race Instructions
8:00 AM	Mayor Starts Race
8:15 - 9:29 AM	Main Stage Band Starts
9:30 AM	Kiddie Trots
9:35 - 10:00 AM	Awards Ceremony
10:00 - 10:15 AM	Band Closings Songs
11:00 AM	Showmobile will be picked up

# Team

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## **Brandon Laan – Race Director**

Brandon is a 2:21 marathoner, running coach, race director, and Internet entrepreneur. He completed his undergraduate degree at Western University before heading to Hawaii Pacific University for Graduate school. He is the co-founder of RunnersFeed.com and London's Rock The Road 10K. Brandon is a Level II Certified USATF coach and is currently serving as the assistant coach of Western University's Cross Country Team. His most recent running accolades include winning The 2010 GoodLife Toronto Marathon and a silver medal at The 2011 Canadian Marathon Championships. Laan resides in

London, Ontario and is actively involved in the running community.

**Rock The Road Role:** Brandon is the lead on all operations associated with Rock The Road 10K.



## **Chantelle Wilder – Associate Race Director/Volunteer Coordinator**

Chantelle resides in Silicon Valley in California, and is immersed in the west coast running community as a Track Coach at Santa Clara University, and semi-professional distance runner for New Balance. The Canadian native frequents her hometown of London, Ontario and has represented Canada at The World Cross Country Championships.

**Rock The Road Role:** Chantelle is responsible all operations associated with Rock The Road.



## **Chan Yin – Technical Lead**

Since graduating from Western University in 2005, Chan has built, managed, and sold online Poker and Bingo websites. He has an extensive programming background and is experienced in leading development teams. Chan is also a serial entrepreneur, and is a co-founder of RunnersFeed.com, London's Rock The Road 10K, and Presentify.me.

**Rock The Road Role:** Chan will oversee all technical aspects of Rock The Road 10K



### **Robbie Wilder – Logistics**

Robbie Wilder is a California native and has been running road races since the age of 4. Wilder graduated from the University of Hawaii in 2007 and quickly put his finance and international business degrees to work as a trader on the Japanese Equity Markets. Wilder's leadership skills propelled him to the top of his proprietary group, which he now manages in Los Gatos, California. His passion for the sport of the running, coupled with his knowledge of international business and management is important to the growth and success of Rock The Road 10K.

**Rock The Road Role:** Robbie is responsible for race day logistics.



### **Alex Vander Hoeven – Business Development**

Prior to joining forces with the Rock The Road team, Alex worked at Deloitte as a Technology Consultant for 5 years and then completed his MBA at the Richard Ivey School of Business last April. Alex has since co-founded two entrepreneurial ventures in the online daily deal space. One of the ventures, Presentify.me recently received \$400k in seed funding from a group of private Angel investors in the US<sup>3</sup>.

**Rock The Road Role:** Alex is responsible for developing relationships with potential sponsors and media personal

# Momentum

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## Positive Feedback

In 2011 we developed key relationships and exceeded expectations of all race stakeholders (See appendix A). Please also see Mayor Fontana's letter of support (See appendix C)

## Branded

With the support of our technical staff, and local banner provider, Source for Sports, the inaugural Rock the Road 10K was exceptionally well branded considering no previous race day images were available

- A picture says 1000 words and we have 5000 pictures from 2011 event-- leading up to the inaugural event we drove participation and support by using footage, photos and media from similar events.
- **One year wiser:** Valuable lessons were learned in our rookie-year, and hundreds of innovative ideas were born
- Recommitment from several 2011 sponsors will allow us to focus our energies on other key aspects of race day operations

## Is there an opportunity for investors to add value?

In order for our team to take action on several of our sales and marketing initiatives, increased capital will be required. Race activities can be further broken down to allow investors/sponsors to gain increased exposure (corporate sponsored water stations, bands, cheer stations etc.)

# Financials

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The booming industry and demand for a large road race in London, allows the RTR team to expect large growth rates over the first 5 years in business. The race is expected to have a participant growth rate of 50% as the marketing and sales efforts continue to expand. The popularity of the expo and increase in vendors should also allow expo booth sales to grow quickly too as we expect to have 40 booths by 2016.

RTR should become profitable in year 2 and looks to have margin rates of around 30% from 2012 on. By 2016 income should reach \$341,107 up from \$26,240 in 2012. The profits come mostly from the large increase in registrations over the 5 years. We also expect an increase in sponsorship packages sold as well the value of the packages. The final increase in profits come from the growth in expo vendors in the 2 days leading up to the race.

# Summary

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The Rock The Road 10k is the next great event for London to host. The RTR team is looking to take advantage of the large growth in the running industry and has already begun to see the impact our inaugural race had on its participants in year one. In early 2012 we secured GoodLife Fitness as our Title Sponsor, and received several recommitments from Gold and Silver level sponsors.

Our team is genuinely enthused about bringing the city of London a 10-kilometer road race empire that reflects the city's size, and reputation for excellence in family life and more specifically recreation and sports.

In 2012, we expect RTR to have a growth rate of about 300% with a jump in participation from about 270 entrants in 2011 to nearly 1000 in 2012. By 2015 we expect it to be one of the largest 10k road races in North America, a Canadian National Championship event, and most importantly an important date on all Londoners calendars.

First and foremost, our business plan has been designed with the city's best interest in mind and our mission is aligned with the city's goal of meeting the evolving recreational needs of Londoners through sporting activities like Rock the Road.

We look forward to bringing London an event that reflects its commitment to recreation and community excellence, with the potential to have a significant economic impact through attracting recreation lists from the surrounding area.



# Appendix

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## Appendix A - Stakeholder Statements

*"I was very pleased to be a sponsor of last years Rock the Road 10K road race. I was amazed at the hard work and effort that was put into this event. The enthusiasm shown by Chantelle and Brandon, the volunteers, and all the participants was terrific to see. Any event that generates the type of fun and excitement I saw can only enhance our sense of community. I will sponsor this event again because I truly feel the organizers have the ability to grow this event over the next few years to a level where participation soars hence benefitting the local economy, community and the participants!"*

### **Dr. Brad Carson, Sunningdale Dental Centre (2011 Silver Sponsor)**

*"I thought the first year of the race was a resounding success. As a competitor and sponsor I enjoyed everything about the race. The expo was just the right size and offered a nice variety of options for all runners. This was by far the best first year race I have ever been involved with. The 10k course has the potential to compete with the best 10k races in the country. Very fast, fantastic water stops and support along the way, great parking etc. Great pre and post race events for the whole family.*

*The only thing missing is greater support from the City of London, its citizens and Corporate sponsorship. Once the hotels and restaurants realize that potentially this race could bring in 5000 visitors over the course of a weekend the support will grow. I believe this race has a committee that is enthusiastic, dedicated and motivated to ensure the success of the Rock the Road race. I have served on race committees in the past and I believe this group will achieve the goal of making this one of the premiere 10k races in the Country. This race will become a destination race and will create excitement within the running community."*

### **Clifford A. Cadogan, President / CEO of TRICAN HOSPITALITY MANAGEMENT GROUP (2011 Gold Sponsor/Experienced Runner)**

*"The Sunshine Foundation of Canada is proud to be Runner's Feed's designated charity for the first Rock the Road 10K. As event organizers, Brandon Laan along with everyone at Runner's Feed demonstrated a level of organization and drive that is truly appreciated by Sunshine as a partnering charity. Events like this help Sunshine fulfill its mission to make dreams come true for more children living with severe physical disabilities and life-threatening illnesses while at the same time spreading awareness and connecting us with new supporters in the community. We have no doubt that this event will continue to grow and succeed in years to come. Thank you, Runners Feed, for helping us continue to spread some Sunshine!"*

### **Nancy Sutherland, National Executive Director Sunshine Foundation of Canada**

*My experience as an elite athlete at the Rock the Road 10k was very positive. I was very impressed with the organization of the race considering it was only the first year for the event. It was clear to me that runners were behind the organizing of the event. The pre race and post race location at the Masonville mall were very convenient for parking which meant didn't have to find a way back to the start. There were plenty of restrooms at the mall as well as near the start line. The post race ceremony was also very organized, timely, and professional with a large stage and band. The post race massage and free smoothies for everyone was nice as well. I also enjoyed the family friendly atmosphere. My daughter McKayla had a lot of fun ringing her cowbell when the runners passed.*

### **Tarah Korir, Elite Athlete**

*The Sports Tourism component of this event is a very important element in the economic impact to our region as sport is a major industry and is a reason people travel. Events such as the Rock the Road 10K can leverage investments, contribute to a healthy and vibrant community and leave a lasting impact. The key to success is the obvious collaboration between sport stakeholders, the business sector and the community at large, all of which is being facilitated through this event.*

**Cheryl Finn**  
**Director, Sport Tourism**  
**Tourism London**

## **Appendix B - Race Committee**

### **Lori Pszeniczny**

John Paul II High School: Physical Education Teacher & Track Coach

Former running standout at Laurentian University and Western University

### **Joel Allen**

Deloitte: Senior Consultant: Strategy and Operations

Former Western University Cross Country Team Member

### **Brian Peaker**

Sun Life Insurance: Certified Financial Planner

1996 Olympian

### **Cliff Cadogan**

TriCan Hospitality Management Group: Owner

Organizes a growing local run group

### **Jacqueline Edwards**

London Police: Constable

Ontario CrossFit Champion and Varsity Rugby Player

### **Shayna Boland**

London Police: Constable

Former Western University Cross Country Team Member

### **Nikki Tufts**

lululemon athletica: Key Leader

Former running standout at Boston College

## Appendix C - Mayor's Letter



300 Dufferin Avenue  
P.O. Box 5035  
London ON  
N6A 4L9

London  
CANADA

Office of the Mayor

June 27, 2011

Dear Friends:

London runs on ideas and our city is brimming with enthusiastic and insightful young entrepreneurs with the energy required to make things happen. **Rock the Road** is a perfect example of how one young man's passion is getting traction and putting London on the running map.

I met Brandon Laan a few weeks ago and he outlined his vision for London as a "**runners' destination**", much like several other cities in Canada. He made a good pitch and I was intrigued by his concept. Now the plan has matured and London's first **Rock the Road** – 10 km race is scheduled for August 21<sup>st</sup>.

Brandon moved his idea forward and I expect many Londoners will be lacing up for this event. I wish them all a great run and remember stay hydrated and wear your sunscreen.

Congratulations Brandon on making your vision a reality.

I am pleased to welcome all runners, sponsors, and volunteers to this event. London is putting its best foot forward on this one and may the first **Rock the Road** be the start of something BIG.

Sincerely,

Honourable Joe Fontana  
Mayor

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