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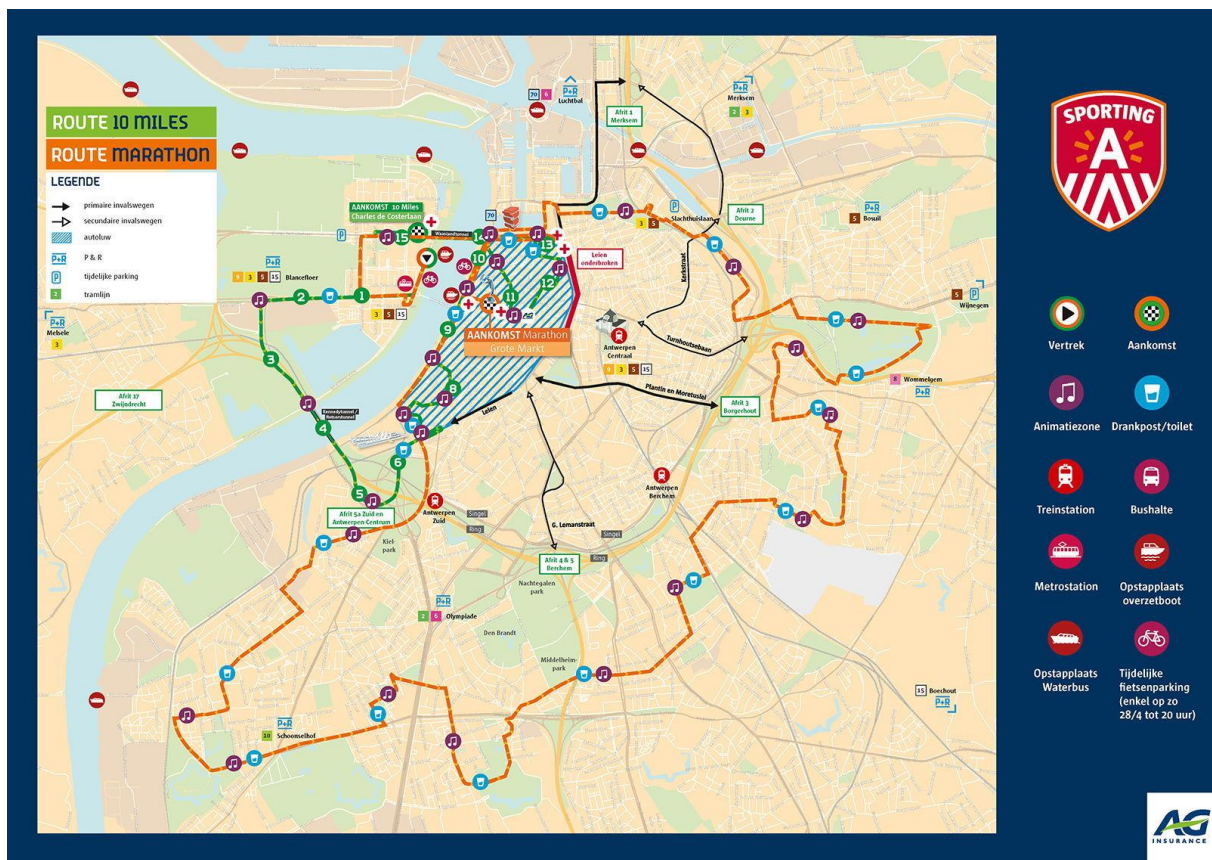
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AG Antwerp Ten Miles & Marathon

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<https://www.wearerunning.be/nl/>



Source: City of Antwerp (2019)

The AG Antwerp 10 Miles & Marathon is one of the largest, if not the largest, running events in Belgium. From 1986 onwards, the 10 Miles has been organized every year. Since 2000, the event received its permanent place on the calendar, being a Sunday at the end of April. From 1980 onwards, Antwerp organized a marathon as well. Since 2007, the marathon and 10 Miles are organized on the same day. From then on, the Antwerp 10 Miles & Marathon was born.

The main organizer of the event is Golazo, a commercial based company that has as goal to get everyone moving. The company tries to realize this by, among others, organizing 250 sports events both within Belgium and abroad (40 running events in Belgium). The city of Antwerp supports the event. In addition, the city sets up an exercise campaign to get all its citizens active. To reach different groups of people, the organizers offer a Kids Run (1.4km) and Short Run (5km), besides the 10 Miles and marathon. Nevertheless, the mythical distance of 10 Miles attracts the largest number of participants. In total, approximately 40.000 people participated in the event in 2019, encouraged by approximately 70.000 spectators. 3.200 marathon runners started at 9h00 in the morning (being the largest marathon in Belgium), followed by the children at 11h00 and the 5.200 participants of the Short Run at 12h00. The 27.700 participants for the mythical distance started in three waves in the afternoon (14h30, 15h00, 15h30).

The start and finish of all distances are located on the city's left bank. Only the marathon distance finishes at the Large Market (on the city's right bank). The course is almost entirely paved and there are 17 and 28 stands on the course with DJs and other artists to entertain participants and spectators (for the 10 Miles and marathon respectively). The course makes the event unique because participants run through four tunnels, which are normally only accessible by car. No fewer than 117 different

nationalities participated in the edition of 2019, with over 40 percent of the participants out of the own province of Antwerp. Almost 1.500 Dutch people participated as well. More than 315 companies and 100 schools participated in the event.

AG is the title partner of the event. It is an insurance company which supports many other sportive initiatives. Therefore, the company initiated an activation program 'Move by AG' to promote active sports and a healthy lifestyle. Thereby it also introduced the AG City Challenge, a challenge to have at least one participant of each municipality of Belgium at the start of the AG Antwerp 10 Miles. Further, the event organizer focuses on a good preparation of participants for the event. Therefore, free personal training schemes are offered to all participants in collaboration with partner Energy Lab. In addition, there are some official training runs in the city in collaboration with Sportoase and Energy Lab. To further promote the event nationally, the event has a strong media partner as well (Gazet van Antwerpen).

Every year, participants of the AG Antwerp 10 Miles & Marathon can choose to donate an additional amount of money (€10) during their registration. When they do this, they will receive the official event shirt. In 2019, the sum of money is transferred to 'Stop Colon Cancer', a non-profit organization that focuses on the prevention and early detection of colon cancer.

The SWOT analysis follows:

Strengths	Weaknesses
<ul style="list-style-type: none"> • Support of media partner • Support of local government / mayor • Unique course (running through tunnels) • Hallmark event • Strong organizers with expertise and networks • Largest marathon of Belgium • 34th edition • Social media campaign with influencers of target groups • Business opportunities (B2B) • Many initiatives for activation (by partners) • Music and entertainment alongside the course • Many spectators • International participants 	<ul style="list-style-type: none"> • A city without a bridge: difficult to reach starting area • 10 Miles gets all of the attention at the expense of marathon • Not the dream course of marathon • City is traffic infarct
Opportunities	Threats
<ul style="list-style-type: none"> • Environmental sustainability • Trend towards experiences • Diverse city population: more people with migration background • Technological innovation • Social media (campaign) 	<ul style="list-style-type: none"> • Rise in number of events • Trend of small, local events • Higher customer expectations