



## **Run Together**

### **LOGO**

### **RUNNING ROUTE**

The “Run Together” sport event considered as a local fun race venue in Thessaloniki city. It established in 2018 and bided in Thessaloniki and Athens the first Sunday of March. The aim of this event is to motivate individuals to participate in the race with his/her friend, wife/husband or parent and kids and to live a unique experience.

The organizers are private companies of sport wear industry (Intersport & Saucony) and states bodies (Municipality of Thessaloniki & Helexpo-National organization for fairs). There are four categories to run a) Man to Man, b) Male to Female, c) Female to Female and d) with kid/s into three routes of 3, 6 and 9 kilometers. Approximately, last year had 300 participants who ran in the center of Thessaloniki. During the venue there are several activities for someone to experience, such as fitness workshops, music stage, tests for new sport wears and kids activities (e.g. face painting). Even though “Run Together” considered as a local sport event, it attracts several media attention and many sponsors. The media coverage was done from few radio shows and the national television broadcast. Also, there were two main sponsors: a) Eurobank and b) IKEA. Moreover, there were several supporters from local companies

The SWOT analysis follows:

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• Nice concept</li></ul>	<ul style="list-style-type: none"><li>• Weak Brand</li></ul>



- Powered by Intersport and Saucony (strong brand names)
- Supported from local authority bodies
- A variety of supportive activities
- Positive Word of mouth communication
- Parking area in downtown
- The aim of the fun race – Run with somebody you love
- Prestigious sponsors
- Several media communication sponsors
- Interesting services to support the core product (parking areas, few massage spots, kids activities, etc.)
- Low event awareness
- Limited usage of on-line marketing
- “Leisure” event
- Not supported by the Greek Athletics Federation
- Few volunteers
- Four more sport events were bided in March
- No international runners

### **Opportunities**

### **Threats**

- Event participation is on a rise
- Interesting concept
- Social concept
- Linking with cultural events
- Opportunities for cooperation with Athens venue
- Development of Tourism packages with travel agents into segment groups (e.g. sport clubs, national organizations around the world, amateur sport teams, etc.)
- Accidents
- Many competitors
- Consumers’ behavioral changes
- The weather in March is not so stable



- Development of new routes/  
categories according to the  
socioeconomic status