



Citadele Kaunas marathon



“Citadele Kaunas Marathon”

Marathon course starts in the city hall, filled with 16th century vibes and continues with the old town view of historical, 14th century castle remains, surrounded by two biggest Lithuanian rivers.

In 2019 “Kaunas marathon” was held for the seventh time and attracted app. 4000 local and international participants and almost the same number of spectators. The event organizers are trying to increase the number of professional athletes competing in annual Kaunas Marathon.

The course is famous for its flatness – AIMS measurements confirmed that the difference between the lowest and highest points of the course is just 14 meters. This beats the fastest worlds marathon course in Berlin, where difference reaches 25 meters.

Marathon and Half-marathon courses are certified by IAAF-AIMS certificates. The event has a certificate of 5 stars European Athletics Quality Road Race.

In addition to marathon and half-marathon distances, “Kaunas marathon” offers 10 km and 5 km distances and short but fun, 1,5 km distance – Family run. All smaller distances participants run through the brick paved Kaunas old town streets and Confluence Park.



“Kaunas marathon” offers live music, dance shows and extreme sports enthusiasts’ performances, just to make it more enjoyable not only for runners but also for fans.

The event has well-known sponsors and dedicated events named after them – Citadele bank (marathon distance), Hollister (half-marathon), Continental (10 km).

The event is promoted through social media FB, Youtube, Instagram, and has a newsletter subscription.

The events is organized by NGO “Kaunas Marathon Club”.

The SWOT analysis follows:

Strengths	Weaknesses
<ul style="list-style-type: none">• One of the biggest running events in Lithuania• Number of international participants• Recognized Certification as quality mark• Varsity of distances to attract different segments of runners• Sport fair with event partners• Participation of professional runners increases media attention• Half-marathon event is the official Lithuanian championship recognized by Athletics Federation• Various promotional activities and entertainment for spectators• Many volunteers• Environmentally friendly measures in the event• Well-known sponsors	<ul style="list-style-type: none">• Small organizing team• The core event is very traditional without specific “why”• Insufficient communication of its quality, certification and partnership with AIMS• Lack of long-term vision and strategy• Difficulty to reach the spot for spectators with amenities



- Balanced and leveraged budget
- The event is not just about running, it's a big feast for the whole city
- Sponsors involved in activation
- Strong communication in social media and engaging influencers
- Live broadcasting of the event
- Experienced organizing team
- Established Brand of the Event
- Supported by local authority bodies
- Evaluation of participants' feedback and media scope after event for improvement

Opportunities

- Event participation is on a rise
- Develop relevant social responsibility and city sustainability marketing strategy
- Increase of tourism services and amenities
- Better integration with Kaunas municipality Tourism and Sport strategic initiatives

Threats

- Increased number of competitive quality alternative events
- Saturation of the event market
- Inability to adapt event innovations and sport technology
- Change of consumers' behavior and sporting habits
- Accidents
- Bad weather