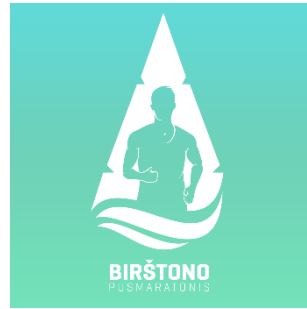




### **3rd Birštonas Half Marathon**



The 3rd Birštonas Half Marathon is a local event. Every year it is organized in one of the most beautiful corners of Lithuania – Birštonas city. The first Birštonas Half Marathon was organized in 2016 and has been organized every year since. In 2016 the organizers prepared the project to the Lithuanian Ministry of Health for the running event funding and won that project. One of the project goals obviously was to promote physical activity in smaller cities and towns. They chose the city of Birštonas because it's a very green city with an expanding infrastructure and strategically convenient city, part of the running trail is going through the forest.

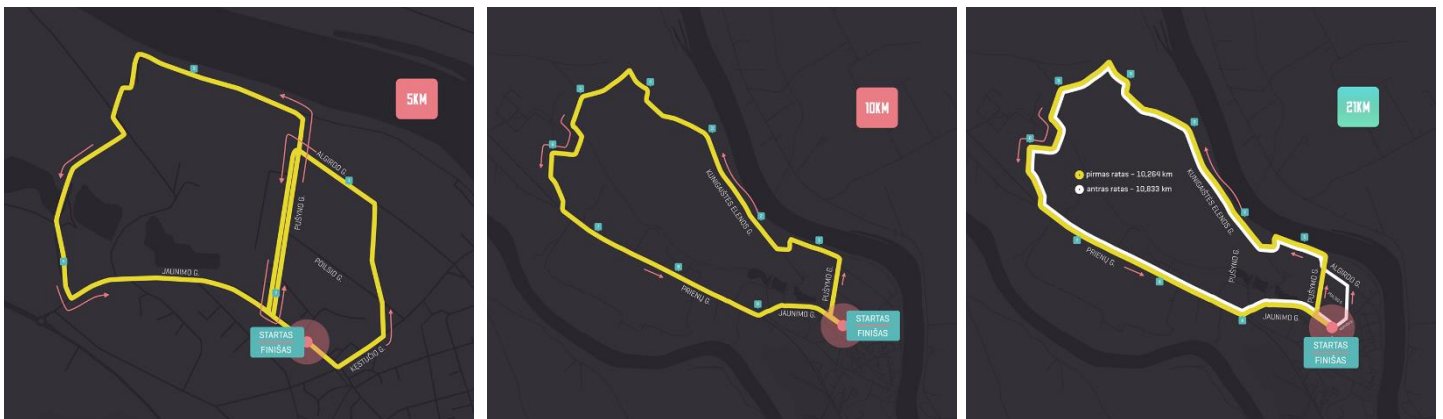
The organizer is the Association "Savas miestas". The initiative is supported by Birštonas City Municipality. Every year the project of this running event is funded by the State Public Health Promotion Fund. In terms of other event sponsorships, Lithuanian National Olympic Committee sponsor the event, as well worldwide company such as Sportland, pharmacy companies (Versan, Magvit B6 complex, Miramile), media companies (national radio stations “Kelyje” and “Tau”, main news portal in Lithuania “Delfi”) and other companies (Rido, Activus, Corny, Akvile mineral water, Vytautas mineral SPA, VICI).

The half marathon takes place the first weekend of May and even if it is not a massive running event but it is one of the biggest running events organized in the small cities. In 2019 in 3rd Birštonas Half Marathon was around 2000 runners in three



categories of a) 21 km, b) 10 km and c) 5 km. Also, it offers a trail for families with kids (1.500m). During the venue there are several activities for someone to experience, such as fitness workshops, music stage, lectures about physical activities and health, tests for new sport wears, relaxing massage after a run and kids zone with the sporting activities (in 2017 and 2018).

## RUNNING ROUTES



The SWOT analysis follows:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>Supported from the Lithuanian National Olympic Committee</li> <li>Strongly supported by Birštonas City Municipality</li> <li>Part of the event funded by the State Public Health Promotion Fund</li> <li>The trail of 10 km and 21 km is highly appreciated by participants</li> <li>Various activities during the event</li> </ul>	<ul style="list-style-type: none"> <li>The internet page of event is only in Lithuanian language</li> <li>Low awareness internationally</li> <li>Only few international runners</li> <li>Limited usage of on-line marketing</li> <li>The absent of Kids zone (this zone was in the 1st and 2<sup>nd</sup> half marathons)</li> <li>No major sponsor</li> <li>No Chip timing</li> </ul>



- Half of the volunteers the same every year (most of them are from Lithuanian Sport University)
- Economic impact for the small city
- Several media communication sponsors
- Support from the local community
- Strategically convenient city
- A lot of participants in a family trail (for 1.500m)

### **Opportunities**

### **Threats**

- Event participation is on a rise
- Marathon track can also be connected
- Attract more international participants by providing web site of event in English language
- Opportunities for internal marketing to find more volunteers
- Development of a “Green” marketing strategy
- Connect with other sports festivals in the city
- Promote an active lifestyle in smaller towns and villages (not only in Birstonas)
- Expand the Kids zone
- Expand the medical zone, to provide information for runners and those interested in their health and running
- Many running events in small country like Lithuania during May and June months (the main competitors event and Birstonas half marathon happens in the same two weeks’ period)
- Consumers’ behavioral changes
- Weather situation
- Accidents



- Integrate the Chip timing