

# City Marathons: Ideas on Neighbourhood Engagement & Activation

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19th World Congress of AIMS  
Prague, May 2012

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“The Glory of our Sport Today is in the Marathon.”

Lamine Diack, President IAAF



- Meteoric Rise of “the Marathon” over the past decade, as “the pinnacle of road racing.”
- Explosion in # of marathons (AIMS members) and size of events.



While marathons in general have grown, it is especially the “City Marathon” that has captured everyone’s imagination



- London, New-York, Chicago, Tokyo...
- Last year Tokyo Marathon had 1/3 million applications for 30,000 places. Post-tsunami this year, they were “down” to 280,000 applications!
- Every city worthy of the name has to have a marathon!



# City Marathons have become the standard bearers for the sport. And they are about **MASSES**

■ Masses of Participants

■ Masses of Spectators





# City Marathons like/NEED to run through neighbourhoods where lots of people live



- Individuals can come out of their houses to line the route and cheer the runners coming by.



City Marathons, like Olympic Marathons, also  
like to run past Signature  
**LANDMARKS** to showcase their city





# TV and Internet broadcasts have become KEY factors for the IAAF to showcase the sport

Up front, athletes chase new world records on a weekly basis and the pro-athlete fields of City Marathons rival championship events for excitement – both for on-site spectators and TV and internet viewers.





# TV also KEY to showcasing cities, Spectators, and costumed Runners





# All combine to create not just a “Marathon Experience”, but the New York City, or Toronto Waterfront Marathon experience



# The Big Challenge

- To develop City Marathon courses that run through neighbourhoods with character that showcase the city; and where there is maximum spectator draw- BUT without antagonizing residents, politicians and stakeholders!





# The Question: Is YOUR marathon showcasing your city on global stage?

Generating \$33.5 million worth of economic impact & \$17+ million in media exposure + live TV!

Drag picture to placeholder or click icon to add



## 2011 SCOTIABANK TORONTO WATERFRONT MARATHON

### Economic Impact Study

Toronto, Ontario  
October 16, 2011





# OR is it blocking traffic?

And obstructing the progress of the faithful to God?



- If you come from a city without a strong athletics culture, it is an even **BIGGER CHALLENGE!**



# The Neighbourhood Challenge at STWM



- We have developed this project over the last 7 years in one such city, TORONTO to engage & activate the neighbourhoods along our route.
- Developed to improve our course, meet our 2015 goals of 10,000 marathon runners, 500,000 spectators, and \$5 million raised for charity.

# STWM Course Map

- 12 NCEs; each with their own webpage.
- Each NCE focused on a neighbourhood charity.

## SCOTIABANK TORONTO WATERFRONT MARATHON, HALF-MARATHON & 5K COURSE MAP





# How the NC works: Overall Section on the website, plus Spectator Guide

## CELEBRATE AT A NEIGHBOURHOOD CHEERING & ENTERTAINMENT CENTRE ALONG THE COURSE

- 1 NCE 1 - Bloor West/High Park**  
Windermere & Lakeshore  
9:30 am – 11:00 am  
"Welcome to Swansea"
- 2 NCE 2 - Parkdale/Roncesvalles**  
Boulevard Club & Lakeshore  
9:30 am – 11:20 am  
PARC (Parkdale Activity Recreation Centre)
- 3 NCE 3 - Liberty Village/King West**  
Lakeshore/Princes' Gates  
9:15 am – 12:30 pm  
St. Christopher House
- 4 NCE 4 - Harbourfront/Sherbourne Common**  
Sherbourne and Queen's Quay  
9:50 am – 12:15 pm  
Shelter "friends of Epilepsy Toronto" will give some good old rock n' roll to move the runners along!  
(Charity is Epilepsy Toronto)  
(Halfway Point of the Marathon)
- 6 NCE 6 - South Riverdale - Caribbean**  
Cherry St (across from TNT Supermarket)  
10:05 am – 11:50 am  
Jerry Jerome & The Cardells are a Toronto based - steel drum band and have graced the city's residents with their live, rhythmic percussion music; blending aspects of Latin, Reggae and Calypso styles.  
(Charity is York Lions Steel Band)
- 7 NCE 7 - Leslieville**  
Lakeshore & Leslie  
10:10 am – 1:10 pm  
Toronto Northern Legs Southern Fists Kung Fu, Dragon and Lion Dance Team will present a "Taste of Little Asia"
- 8 NCE 8 - The Beach**  
Kew Gardens Park  
10:10 am – 1:40 pm  
Join the Beaches Lions & the Beach Running Club as we raise funds for Centre 55's Christmas Hamper Program. Featuring music and FREE activities for the Kids.
- 9 NCE 9 - The Beach 2**  
Kingston Rd/Queen St (directly across from Murphy's Law)  
10:15 am – 1:50 pm  
Join the Beaches Lions & the Beach Running Club as we raise funds for Centre 55's Christmas Hamper Program. Featuring music and FREE activities for the Kids.
- 10 NCE 10 - Greektown**  
Eastern Avenue/Broadview  
10:00 am – 2:35 pm  
The Greek Community - The Theatre Nefeli brings passion, pathos and exuberance to their traditional and modern Greek Dances. Watch them bring "Zorba's spirit" to life. OPA!
- 11 NCE 11 - Cabbagetown/Corktown/The Distillery**  
Parliament & Front St  
10:50 am – 2:35 pm  
Join the Cabbagetown Youth Centre and local community bands and help raise awareness and funds for CYC!
- 12 NCE 12 - St. Lawrence Market**  
Front St between Church and Front  
10:45 am – 3:00 pm  
St. Lawrence Market Neighbourhood Association fundraising for Market Lane and D.A.S. Nutrition Program Toronto Foundation for Student Success. Their "ring your bells" campaign energizes the whole neighbourhood and gets everyone to the Finish Line. \$1 from every "Marathon Burger" sold at the Great Burger Kitchen on Church below Front supports the Nutrition program. Fundraiser on October 12th, 6pm.



**SCOTIABANK TORONTO WATERFRONT MARATHON**  
+ HALF MARATHON & 5K

**2011 SPECTATOR'S GUIDE**

**NEW DATE: OCTOBER 16, 2011**

IAAF Road Race SILVER Label

**FLAT . FAST + FESTIVE**

**Scotiabank®**

The cover features a female runner in a black athletic outfit with a race bib number 11175, running with her arms raised in celebration. The background is a blurred crowd of spectators. The Scotiabank logo is at the bottom right.

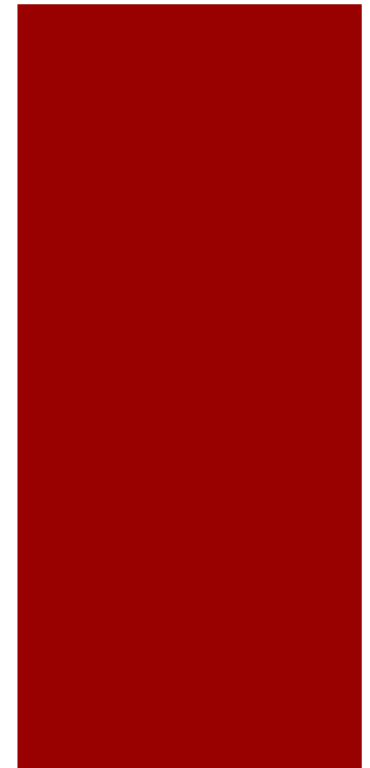
# Each with their own Neighbourhood Organizing Committee and Charity/Charities

## Local Committee = Neighbourhood Ownership

- Composition:
  - STWM full-time Neighbourhood Coordination & Activation manager (Bonnie)
  - STWM Communication Person
  - Neighbourhood Association(s)
  - BIA, local businesses
  - Local Councillor
  - Charity group(s)
  - Key Local Runner(s) & Champions







Recruit **FOUR** Champions for each Neighbourhood, who are set up to receive online donations

- ✓ “Support our Champions – they’re running so you don’t have to”
- ✓ “Pay not to run 42km!”

# Neighbourhoods build their own “Entertainment” Component



- STWM provides stage, sound system infrastructure for consistent quality.





# Driven by TWO Challenges within “The Challenge” with \$20,000 prize purse!



- Top 5 Neighbourhood Cheering & Entertainment sites
  - PLUS “Best Costume” Awards
- (these are bonuses to fundraising)

# Celebrity Judges on Motorcycles

■ Quality of entertainment

■ # of spectators

■ Decoration and animation







## Fundraising events with their own non-conflicting sponsors

- St Lawrence with Marathon Burger

# Communications Plan: developed for 6 month period, integrating fundraising activities + Neighbourhood Notices



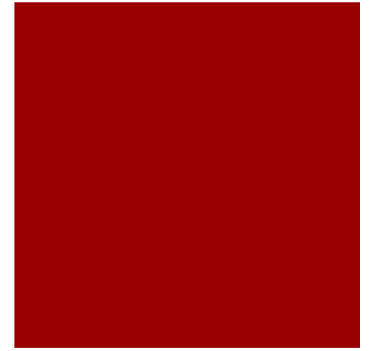


# Awards Night

Brings everyone together...




# Conclusion



- For City Marathons to be successful, they need to be a year-round part of the community
- Are you helping your city or blocking traffic?





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Thank You!

Please tell us about your  
neighbourhood engagement  
programmes!