

# RUN CLUB IS THE NEW NIGHTCLUB

610VANNA BASTOS

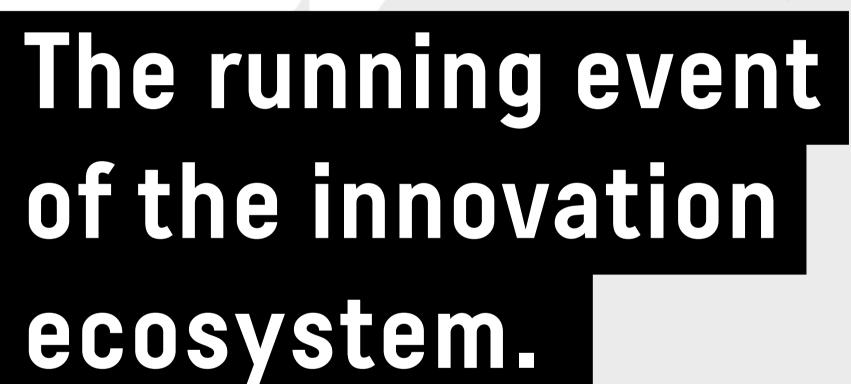
1200

# AND IT'S TRANSFORMING SOCIAL CONNECTIONS: Global participation in running clubs increased by 59% in 2024, highlighting a growing trend of social connections through physical activity.\*

# **CONNECTION IS OUR THING**

# and that's why we present you...





# TECH RUN IS BASED ON **3 FUNDAMENTAL PILLARS**

# Networking Tech Experience

## Sustainability

### **1- Networking Based On Well-being**

We aim to prove that networking doesn't have to happen around a table or at a conference. By bringing together tech ecosystem members, technology enthusiasts, and corporate teams, the running community becomes a dynamic space for connection.

From the moment of registration, everyone has the chance to connect with each other through our community platform. Beyond the race itself, we host an after-run happy hour.

### 2- Technological Experience

Today, technology meets fitness, enhancing wellbeing and keeping us connected with our bodies. Our goal is to integrate technology into every stage of the race - from preparation to post-run - for a seamless, connected and innovative experience.

The community platform, services to enhance performance, and brand activations that showcase innovative tech solutions.

### **3- Sustainability**

Promoting low-impact events by using recyclable materials, supporting initiatives like waste and gadget recycling, and incorporating interactive screens and other tech solutions to reduce printed materials.

When printing is necessary, we choose eco-friendly materials. T-shirts are produced on demand, allowing participants to purchase them if they wish. We are committed to offering sustainable solutions for water supply and waste recycling.

# WHO IS BEHIND THE TECH RUN

ROCKERUI

Jeer

**3**Cestia

12.....

Z ROCKERUN

ROCK RUN

8 1

The Tech Run is an initiative of iOn group, a sports and live marketing agency operating for over 20 years.

Among iOn's projects are dozens of outstanding running events like Nike SP > RJ 600k, Powerade Challenge, RedBull 24h, and many others.





### **TECH RUN #001**

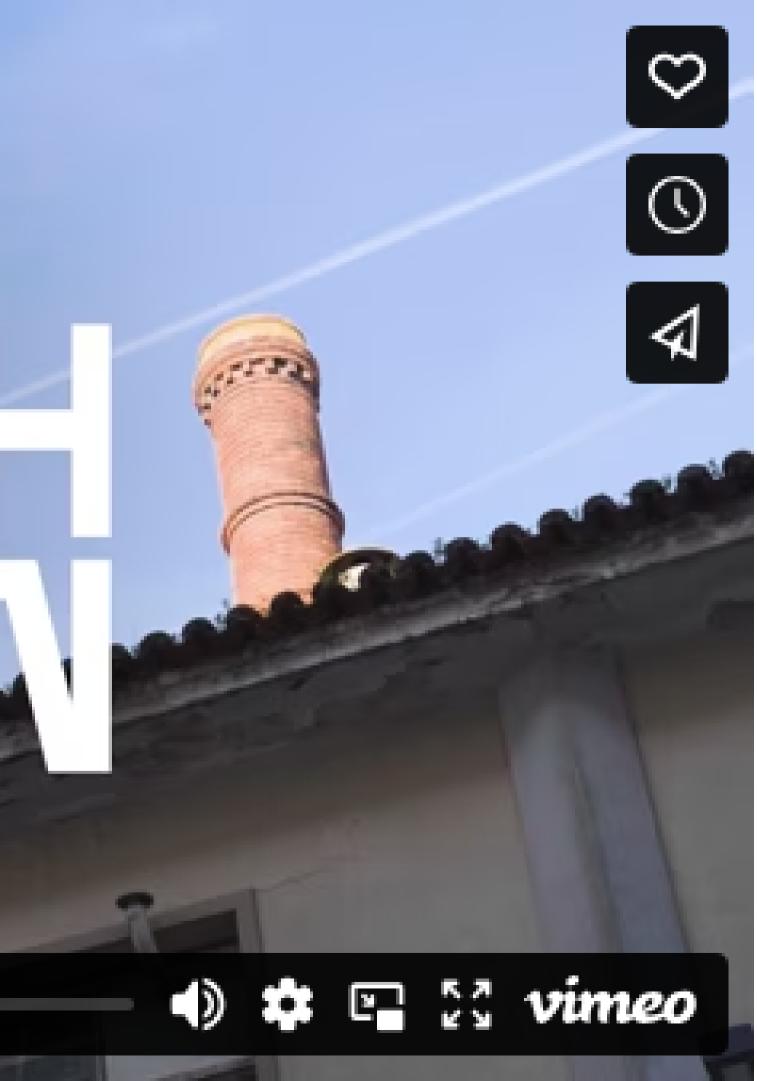
The Tech Run debuted in November 10th 2024 at the **Beato Innovation District.** Supported by CML (Lisbon City Council), Unicorn Factory Lisboa and 351 Startup Association, it was part of the official **Portugal Tech Week** schedule. The event held the day before the Web Summit. The run was set in two categories: 5K and 10K courses.



#### Let's do a Tech Run in Lisboa

#### iOn Live | The moment agency







#### AND OTHERS...



### COMMUNICATION own media

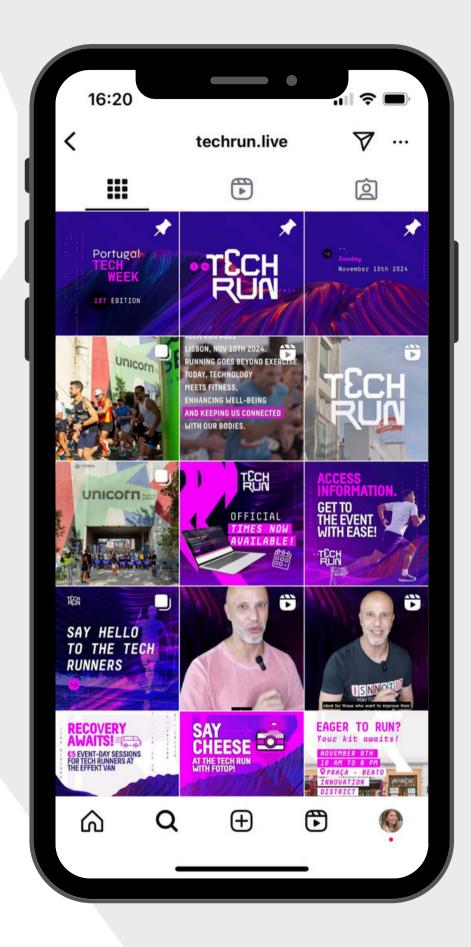
Website Unique views: 11,000

Email Marketing
 Date range: 11/10 to 12/11
 14 Sends
 Open Rate: 77,7%

Instagram Views: 129,000 Engagement: 1,528

Ad Campaigns Meta
 Date range: 03/10 to 01/11
 Reach: 56,929
 Impressions: 98,730

Linkedin in Impressions: 11,101





 $\searrow$ 

#### COMMUNICATION earned media



websummit

#### Media Coverage

- 6 publications on news websites and running platforms
- 6 newsletter placements:
  - Web Summit
  - Techstars
  - Unicorn Factory Lisboa
  - Startup Portugal
  - Innovation Scene PT
  - Beta-i

Hi Ave Valley Smart Hub team,

I hope you and your team are doing well. I have some weekly updates for you:

#### Impact updates

On Wednesday, October 9th we are running an impact startup session for all impact attendees. This session will be hosted by Sonam Velani from Streetlife Ventures. Please check out our Impact Noticeboard for the link to the google meet. This is also where you will find updates, applications, news and exclusive content related to The Impact Programme. Find it here.

#### Tech Run

Calling Startups who love to run!

<u>Tech Run</u> is a running event taking place on November 10 as part of Portugal Tech Week, in the lead-up to the Web Summit in Lisbon. The route connects the Beato Innovation District to the MEO Arena, Web Summit's venue, along the Tagus river.

It's a great chance for startup founders, tech enthusiasts, and innovators to connect while staying active.

Web Summit attendees get a 25% discount. Use code "techrunfriends" when registering.

#### Lead generation at Web Summit

Connections are what makes Web Summit special. There are two different ways for startups to connect with attendees. On a personal level, you can use the Attendee Scanning Mode and company QR codes,

#### Startup

#### techstars\_ Startup Digest

#### Techstars StartUp Digest Portugal

• • •

#### A newsletter covering all things startup in Portugal

Olá and Welcome back to your Startup Digest Portugal!!

Our nation's edge in competitiveness heavily leans on Europe's capabilities, for better or worse, intertwining our futures closely with theirs. European competitiveness, a point recently highlighted in Draghi's Report (Week #35 edition), underscores a crucial truth — innovation is pivotal for enhancing our competitive position. I was astonish to witness a prime-time TV pundit dismiss the national imperative of fostering innovation. Amidst criticisms aimed at undermining the Ministry of Defense's capabilities, one audacious suggestion stood out — relegating the ministry to a trivial role. Secretary of Innovation.

Though he holds no official government position or parliamentary seat, this pundit represents a faction of the political spectrum that views innovation as seemingly irrelevant and unimportant—failing to recognize it as a vital pillar of our future.

As Draghi's report highlighted the foundations of Europe's economic success are being shaken and Startups -the lifeblood of innovation- are facing tougher competition and less access to key markets. It is imperative that our politicians shift their focus toward cultivating an environment that nurtures innovation and genuinely supports the startup ecosystem. Innovation must be embraced as a driving force behind Europe's—and our nation's—economic strength, competitive edge, and long-term prosperity.

Keep following Startup Digest Portugal and look at the 'Local & International Deadlines' section to catch all the opportunities for your start-up.

Enjoy the reading and the events for this week and beyond & do great stuff!!

tickets available for Techstars Startup Week Guimarães (Oct 21 to 25). Less than 1 month to go!!

KCD Porto 2024 This event is set to be an amazing experience and a key moment for the tech community in the country! Check the info

➢ Build your startup in 54 thrilling hours @Techstars Startup Weekend Porto & Lisbon 3-day event where you'll meet the best mentors, investors, co-founders, and sponsors and maybe even start that Business. And there is a 30% off for our readers, please send me an email!

🎽 Tech Run 2024 - applications are open 🏃 🏃

Entrepreneurship Awards 2024 new date!! Oct 21

#### techstars\_



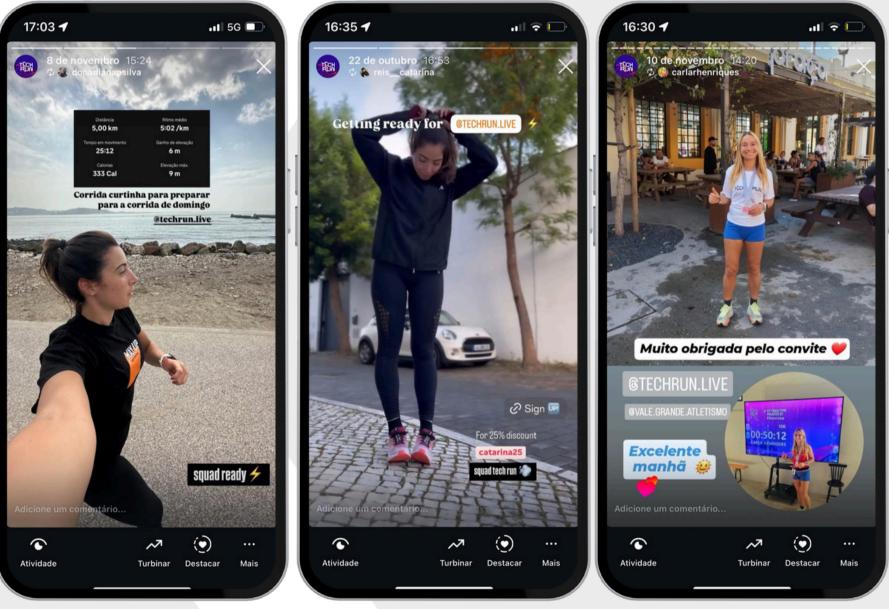
### COMMUNICATION paid media

#### **Digital Influencer** 5

- Influencers squad: 4
- Combined followers: 51,302
- Total content produced stories: 24



(dmaggysantos 37.1K followers



**(**donadianapsilva 8.6K followers

@reis\_\_catarina 4.2K followers

#### **@carlarhenriques** 1.3K followers

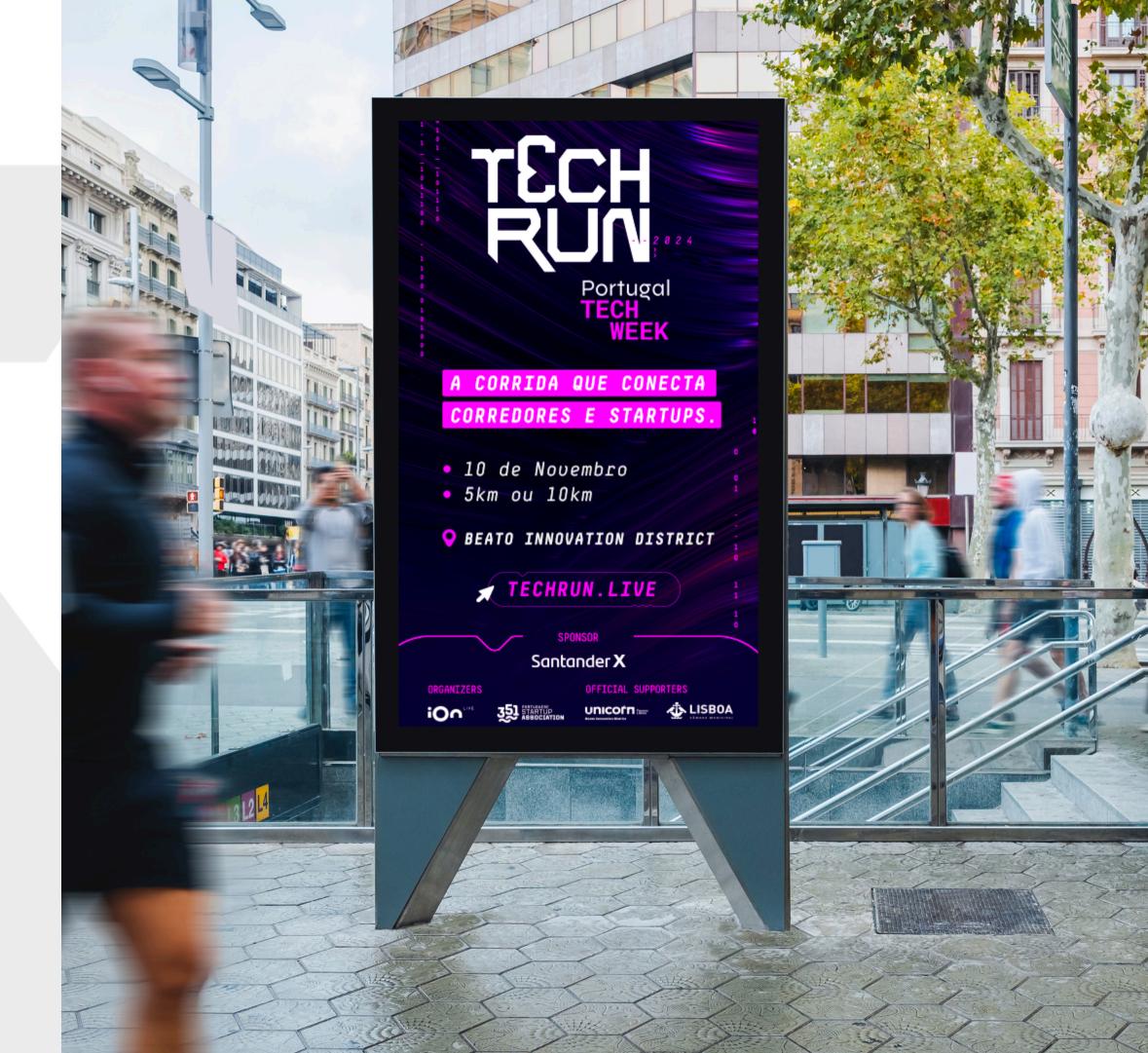


5

### COMMUNICATION paid media

#### **OOH** • MUPIs: Locations in Lisbon: 39

Lift media: Total insertions: 3,060,964
Corporate buildings in Lisbon: 84



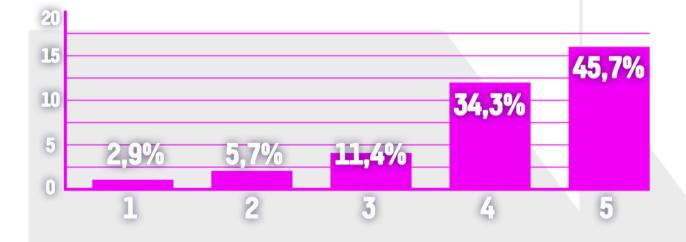


#### **SOME FEEDBACK AND DATA** FROM OUR 1ST EDITION

> >

How would you rate your overall experience with the Tech Run?

80% satisfied

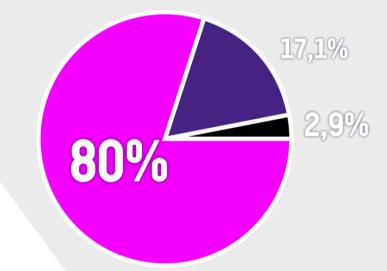


of the Tech Run?

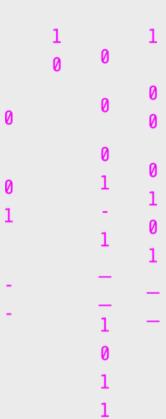
It was very well organised. Well done!

# Would you participate in the next edition

80% yes, absolutely



#### **66** The edition was amazing and thank you for the opportunity!







# TRAINING SESSIONS

# **TECH RUN**

# COMMUNITY PLATFORM

ONA

# **TECH RUN**

Our official race format. Roads closure to traffic, racing bibs with chips and professional timing. Always followed by a happy hour to foster connections and conversations. 500-3.000 runners 5 and/or 10km routes

## TRAINING SESSIONS

Our training format. Running groups organized for large training runs in parks, running paths, and other spaces for sports. In a more intimate setting, always followed by a happy hour to foster connections and conversations. 100-200 runners Flexible routes and pace trackers

Vina Acland Marketing Expert & CEO

**OCP Agency** 

### COMMUNITY PLATFORM

Our community hub. Tech Run registration platform is also a social tool. From the moment participants register for a training or race, they can start connecting with others. All tech runners continuous communication throughout the year

Wavegate



#### Antoine Bachert

Union organizer Midnightelligence



### **TECH RUN CONNECTED COSTUMER** JOURNEY

Upon registration, participants are invited to join the Tech Run community.

REGISTRATION

Dedicated forums, ruled by moderators and leaders, help Tech Runners interact and connect instantly.

Local trainings with local running clubs in the previous weeks.

One day before the event, participants can connect in person at special activities for specific forums.

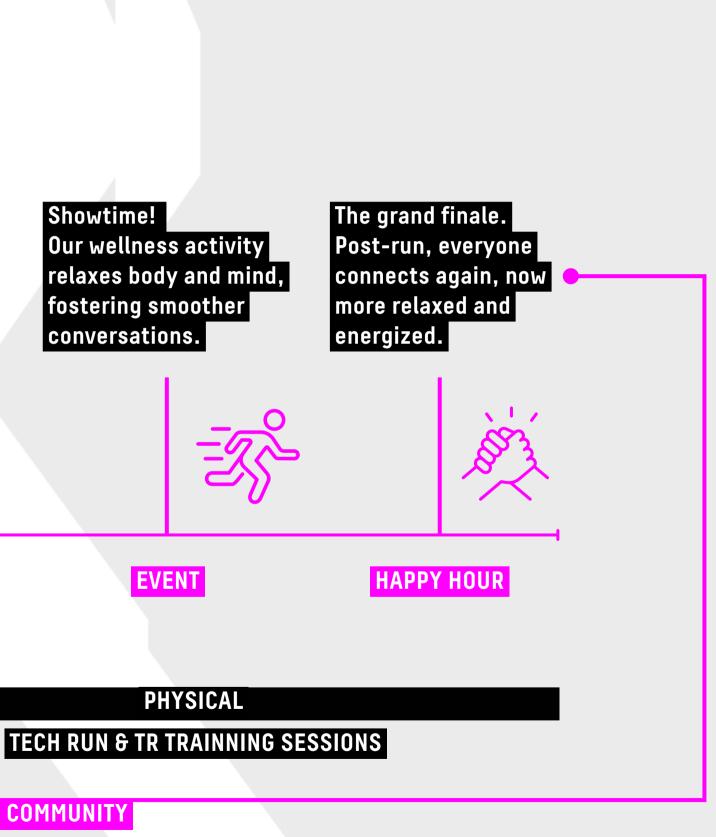
INTERACTION

**PRE-RUNNING** 

DIGITAL

COMMUNITY PLATFORM

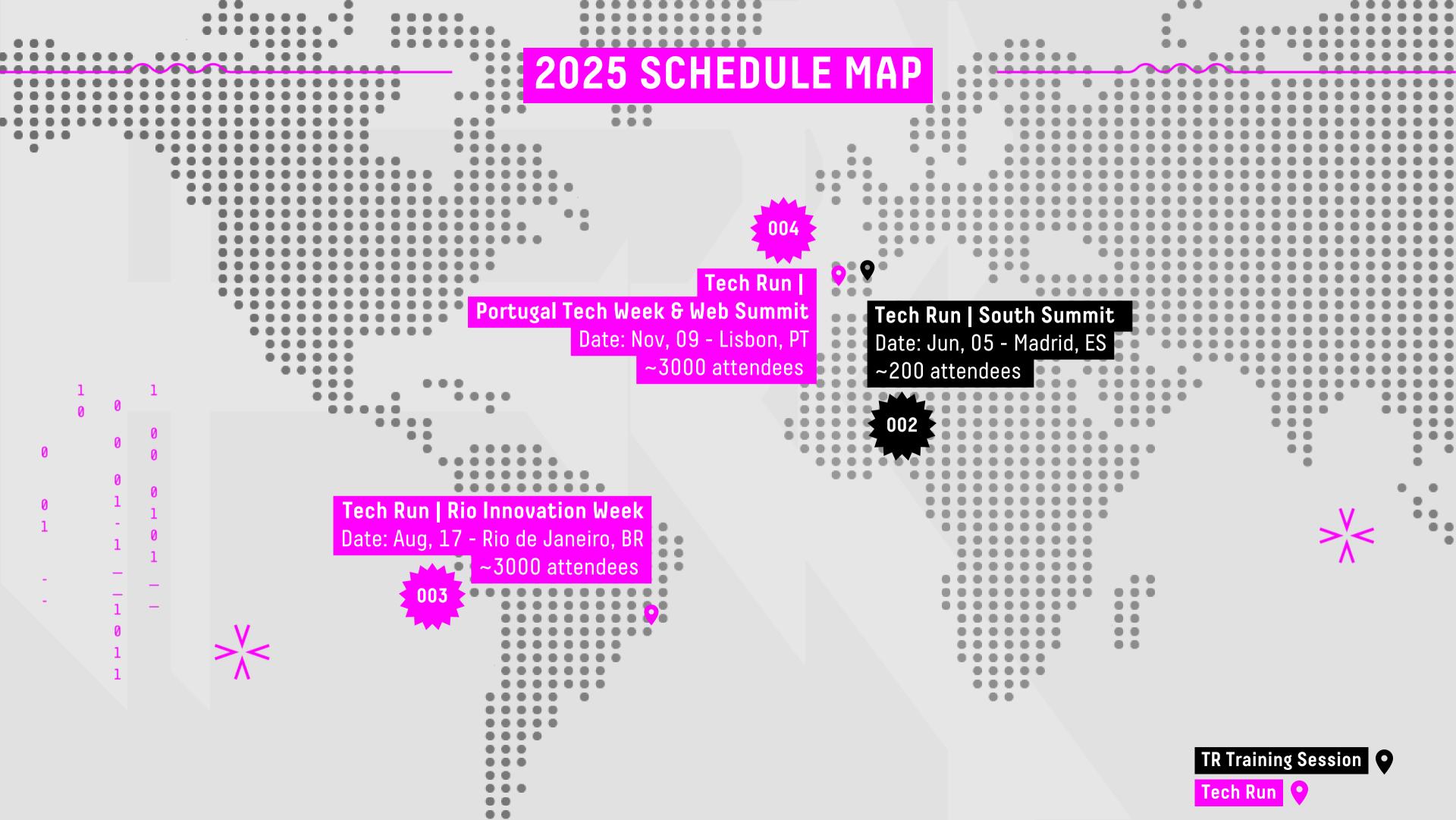
**CONTINUOUS CYCLE BETWEEN EVENTS AND COMMUNITY** 



# **3 MARKETS**

# 6000+ PARTICIPANTS





### **Tech Run Training Session** 002 Parque de El Retiro, Madrid, Spain

### 18:30 - June, 05 - Saturday

Training session during the South Summit (25K atendees). 200 participants expected. A running session with Adidas Runners, featuring 2 distances and 2 pace options.





### 003 **Tech Run**

### Rio de Janeiro, Brazil

### August, 17 - Saturday

Running event during the Rio Innovation Week (185K attendees) 3000 participants expected.

#### **Tech Run** 004

### **Beato Innovation District, Lisbon, Portugal**

### November, 09 - Sunday

Running event during the Portugal Tech Week and the Web Summit (70K attendees) 3000 participants expected. 2nd edition of the official run for Portugal's tech month.



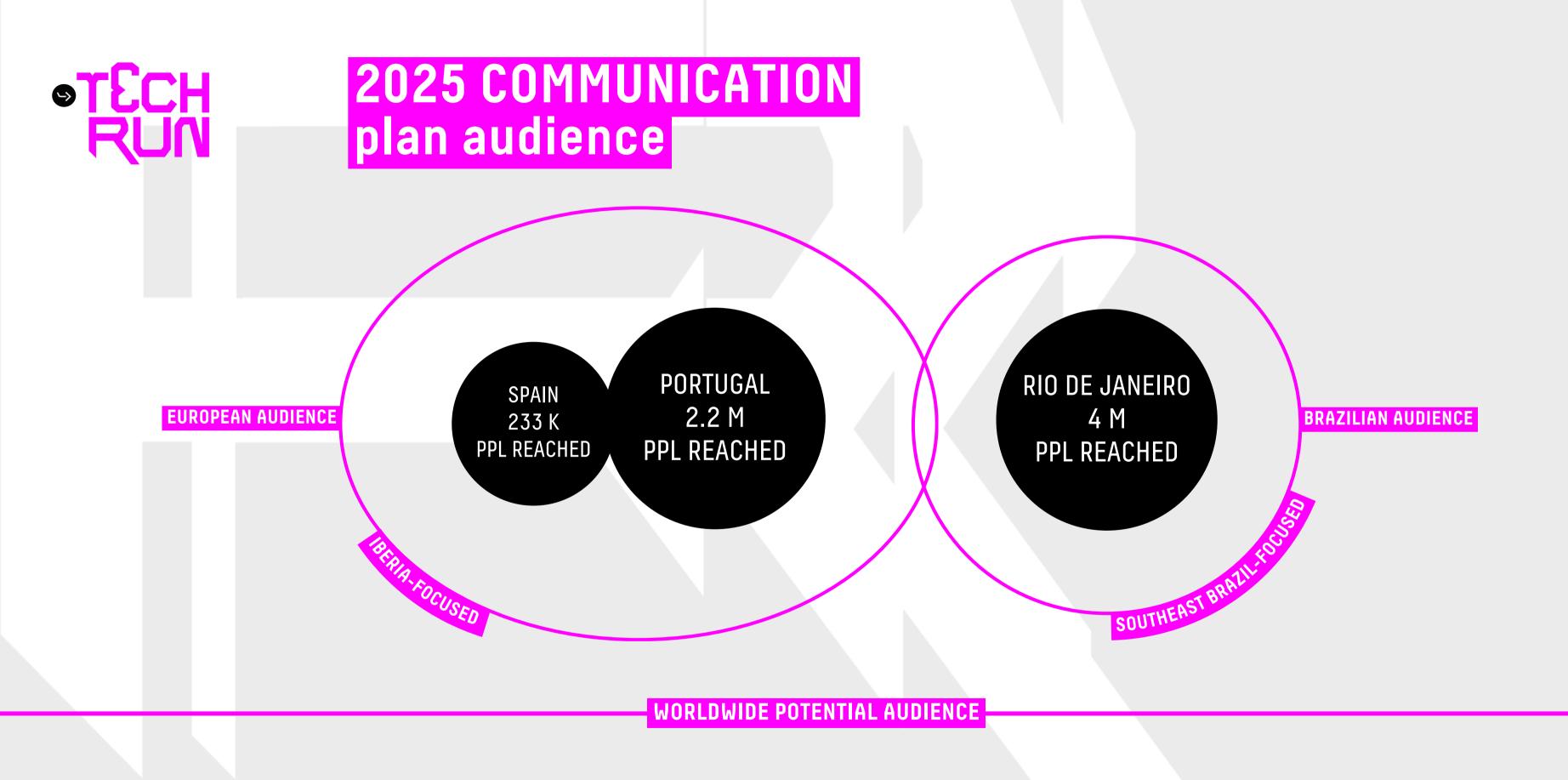
### 2025 COMMUNICATION plan audience

	Tech Run #	Location	Influecer Squad	Mailing	Owned Media	00H
TR Training Session	002	Madrid, ES	~15k ppl reached	~5k ppl reached	~13k ppl impacted	-
Tech Run	003	Rio de Janeiro, BR	~500k ppl reached	~50k ppl reached	~15k ppl impacted	~2.5M ppl impacted
	004	Lisbon, PT	~50k ppl reached	~20k ppl reached	~15k ppl impacted	~1.14M ppl impacted

	1 0	0	1
0		0	0 0
		0 1	
0 1		-	0 1 0
		1 _	0 1
		_	-

Ads	Running websites	Total
_	~200k ppl impacted	~233k
~250k ppl reached	~500k ppl impacted	~4.M
~250k ppl reached	~200k ppl impacted	~2M
		 1

0





### **Santander** Universidades

# **SPONSOR TIER\***

#### OFFER

Naming of the event: (Sponsor Name) Tech Run

Top name on the list of brands

Featured as sponsor brand in all communication materials of the med

Present on runners' T-shirts

Present on runners' Bibs

Present on runners' medal neck ribbons

Naming of one brand activation during the Happy Hour

Digital presence on the Tech Run Community website

Exclusive space for content displayed on screens during the event

	TECH RUN	TR TRAINING SESSION	
	$\checkmark$	$\checkmark$	
	$\checkmark$	$\checkmark$	Sec. Sec.
dia plan	$\checkmark$	$\checkmark$	State of the local division of the local div
	$\checkmark$	$\mathbf{\times}$	5 M (1
	$\checkmark$	×	
	$\checkmark$	×	
	$\checkmark$	$\checkmark$	6
	$\checkmark$	$\checkmark$	
	$\checkmark$	$\checkmark$	1 100
	*1 q	uota available	

# **PARTNER TIER\***

#### OFFER

Naming of the event: (Sponsor Name) Tech Run

Name on the second line on the list of brands

Featured as partner brand in all communication materials of the medi

Present on runners' T-shirts

Present on runners' Bibs

Present on runners' medal neck ribbons

Naming of one brand activation during the Happy Hour

Digital presence on the Tech Run Community website

Exclusive space for content displayed on screens during the event

	TECH RUN	TR TRAINING SESSION	
	×	×	
	$\checkmark$	$\checkmark$	man 51P
ia plan	$\checkmark$	$\checkmark$	San Y
	$\checkmark$	×	
	$\checkmark$	×	
	×	×	
	$\checkmark$	$\checkmark$	6
	$\checkmark$	$\checkmark$	
	$\checkmark$	$\checkmark$	Jack Barris
		1	Contraction of the local division of the loc

\*2 quotas available

# **SUPPORT TIER\***

#### OFFER

Naming of the event: (Sponsor Name) Tech Run

Name on the third line on the list of brands

Featured as supporter brand in all communication materials of the mo

Present on runners' T-shirts

Present on runners' Bibs

Present on runners' medal neck ribbons

Naming of one brand activation during the Happy Hour

Digital presence on the Tech Run Community website

Exclusive space for content displayed on screens during the event

						edia plan				
×	$\checkmark$	×	×	$\checkmark$	$\checkmark$	$\checkmark$	$\checkmark$	×	TECH RUN	
×	×	×	×	×	×	×	×	×	TR TRAINING SESSION	
Pro-					1	- 244	-	-		
	1	8		(AV	16		50		VE	

\*3 quotas available

# **FRIEND TIER\***

#### OFFER

Naming of the event: (Sponsor Name) Tech Run

Name on the fourth line on the list of brands

Featured as friend brand in all communication materials of the media

Present on runners' T-shirts

Present on runners' Bibs

Present on runners' medal neck ribbons

Naming of one brand activation during the Happy Hour

Digital presence on the Tech Run Community website

Exclusive space for content displayed on screens during the event

TECH RUN	TR TRAINING SESSION
×	×
$\checkmark$	×
$\checkmark$	×
$\checkmark$	×
×	×
×	×
×	×
$\checkmark$	×
×	×
	TECH RUN

\*5 quotas available

	TECH RUN	DATE	SUMMIT	CITY	RUNNERS	SPONSOR	PARTNER	SUPPORT	FRIEND
TR Training Session	002	Jun 6, 2025	South Summit	Madrid, ES	200	€7.000,00	€1.500,00	-	-
Tech Run	003	Aug 16, 2025	Rio Innovation Week	Rio de Janeiro, BR	3000	€19.000,00	€8.500,00	€5.000,00	€2.000,00
	004	Nov 9, 2025	Portugal Tech Week and Web Summit	Lisbon, PT	3000	€19.000,00	€8.500,00	€5.000,00	€2.000,00
	EUROPEAN			Lisbon + Madrid	3200	€26.000,00	€10.000,00	-	-
	BRAZILIAN			Rio de Janeiro	3000	€19.000,00	€8.500,00	€5.000,00	€2.000,00
	GLOBAL			Lisbon + Madrid + Rio de Janeiro	6200	€45.000,00	€17.000,00	€10.000,00	€4.000,00



### STECH RUN

### BRAND ACTIVATIONS OPPORTUNITIES

SUSTAINABILITY



**TECH RUN** 

**PLATFORM** 

#### Sustainable actions:

Water conservation
 Use of eco-friendly materials and technologies
 Recycling

Technological actions: \_ Hardware for performance improvement \_ Monitoring and wellness software \_ Technologies for networking, product showcase and photo opportunities



#### Well-being actions:

\_ Nutritional supplementation

\_ Medical and preventive care

\_ Training sessions weeks before the event.

\_ Pre-run warm-up sessions and post-run relaxation sessions

#### Networking actions:

NETWORKING

\_ TR community platform for pre-run and post-run activities

\_ Pre-event gatherings with special activities

\_ Happy Hour moment

# 

Francisco Santos francisco.santos@ion.live +55 41 98849-7788 +351 914 109 927

### Thank you!