



TECH RUN

Partnership Proposal
2025



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.*

***STRAVA REPORT 2024**

CONNECTION IS OUR THING

and that's why we present you...





TECH RUN

**The running event
of the innovation
ecosystem.**

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A photograph of three women in blue jackets standing outdoors and talking. The woman on the left is seen from the back, wearing a black top. The woman in the middle is smiling and looking towards the woman on the right. The woman on the right is holding a white tote bag with the word 'unicorn' printed on it. A bright pink rectangular box is overlaid on the center of the image, containing the main title text in white. Below the pink box, three black rectangular boxes are arranged horizontally, each containing one of the three pillars of Tech Run in white text.

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.

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



The Tech Run is an initiative of i0n group, a sports and live marketing agency operating for over 20 years.

Among i0n's projects are dozens of outstanding running events like Nike SP > RJ 600k, Powerade Challenge, RedBull 24h, and many others.



TECH RUN

Portugal
TECH
WEEK

ABOUT OUR 1ST EDITION

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.

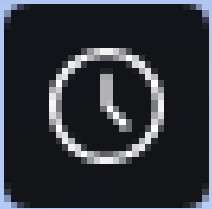
The event held the day before the Web Summit. The run was set in two categories: 5K and 10K courses.





Let's do a Tech Run in Lisboa

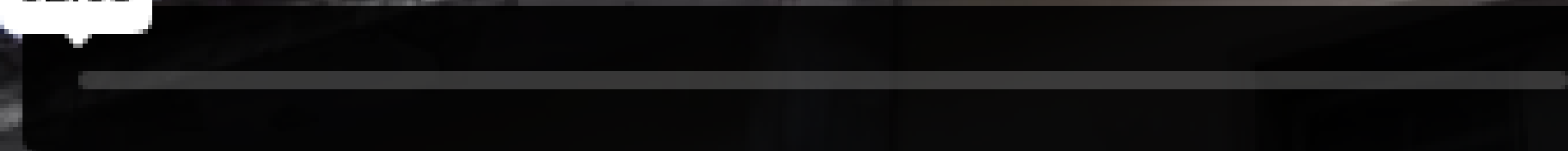
iOn Live | The moment agency



TECH RUN



02:03



vimeo

**RUNNERS
FROM**




AND OTHERS...




COMMUNICATION own media

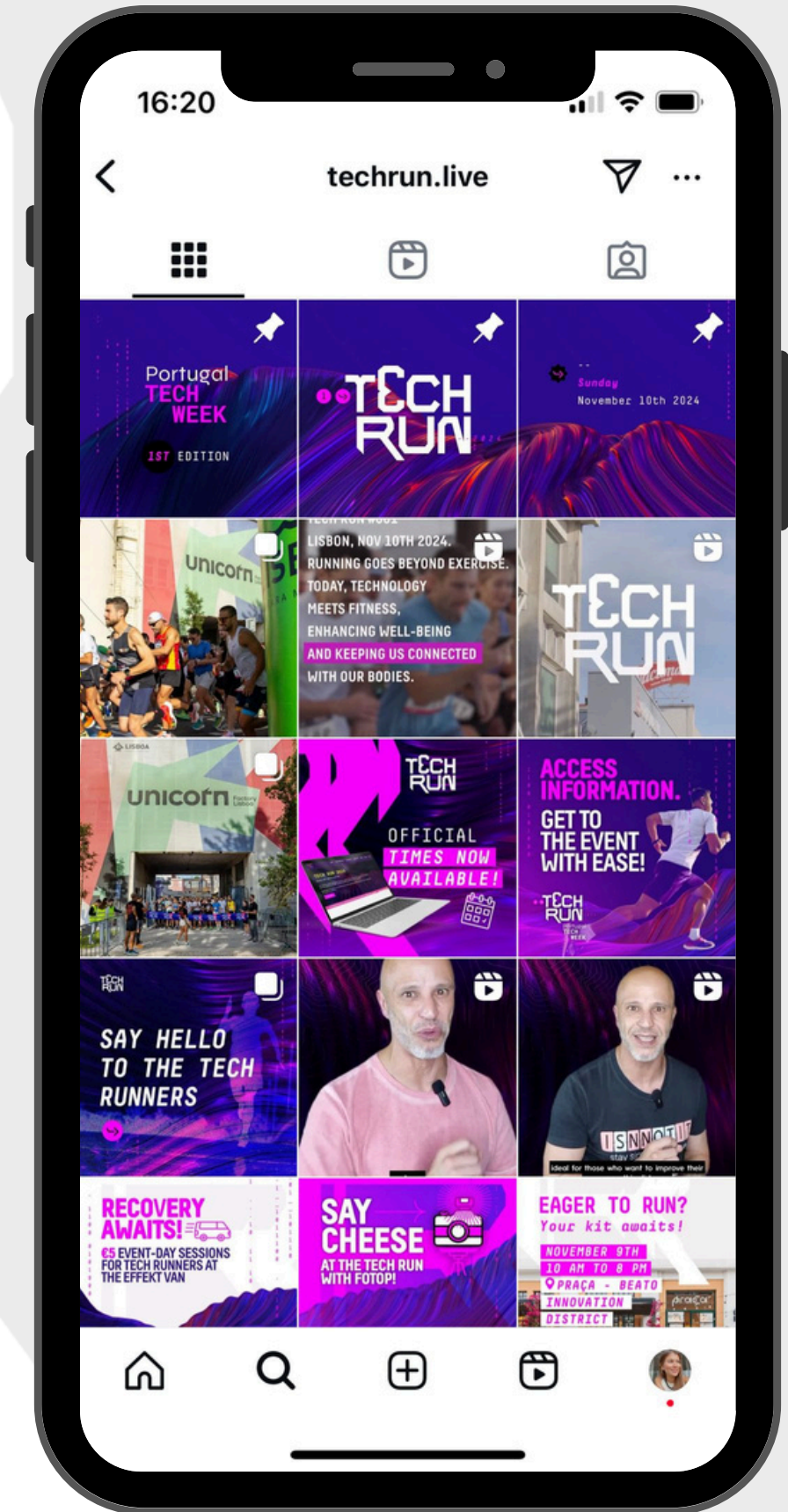
↳ **Website** 
Unique views: 11,000

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

↳ **Instagram** 
Views: 129,000
Engagement: 1,528

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

↳ **Linkedin** 
Impressions: 11,101



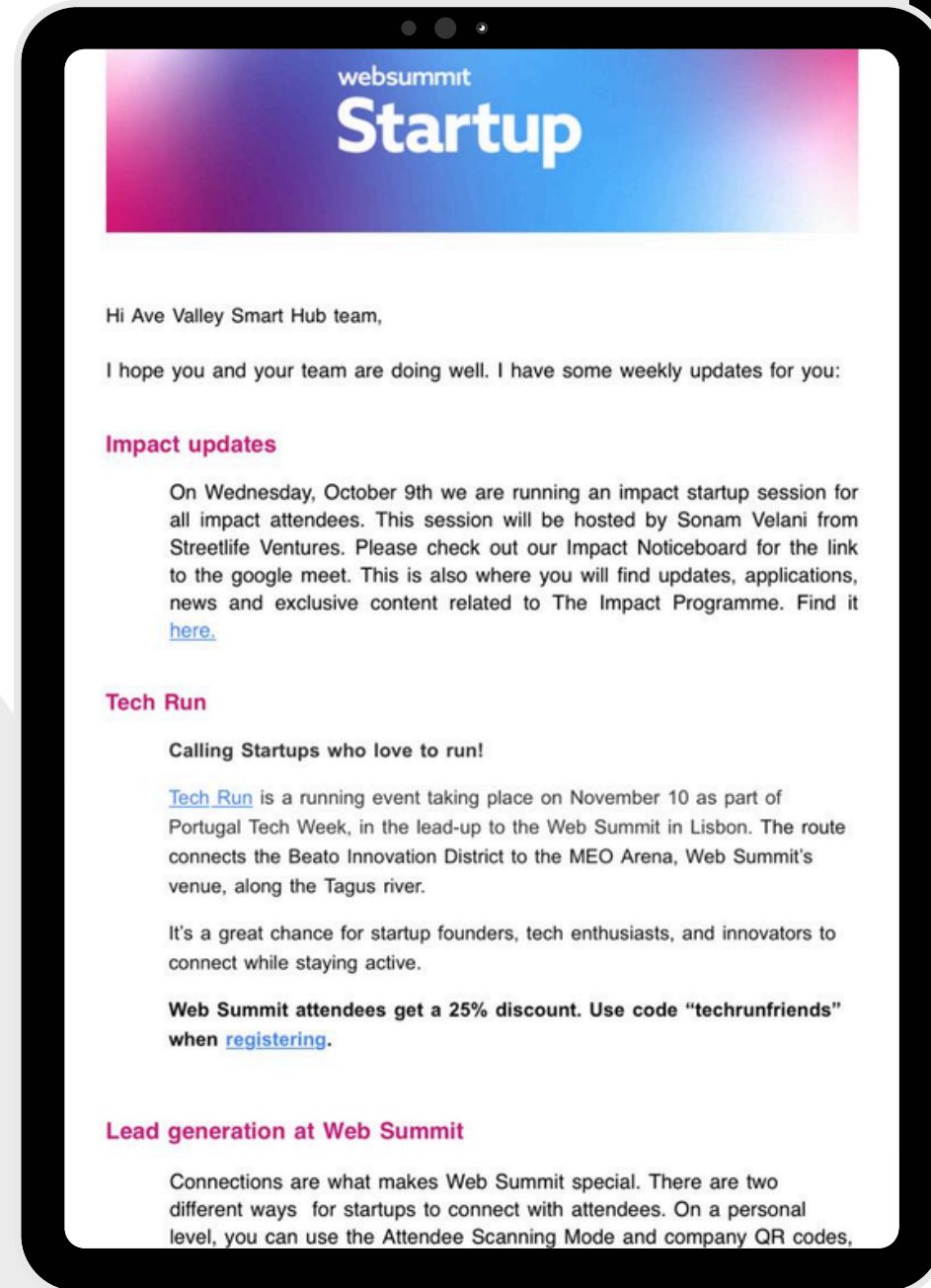


COMMUNICATION earned media



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



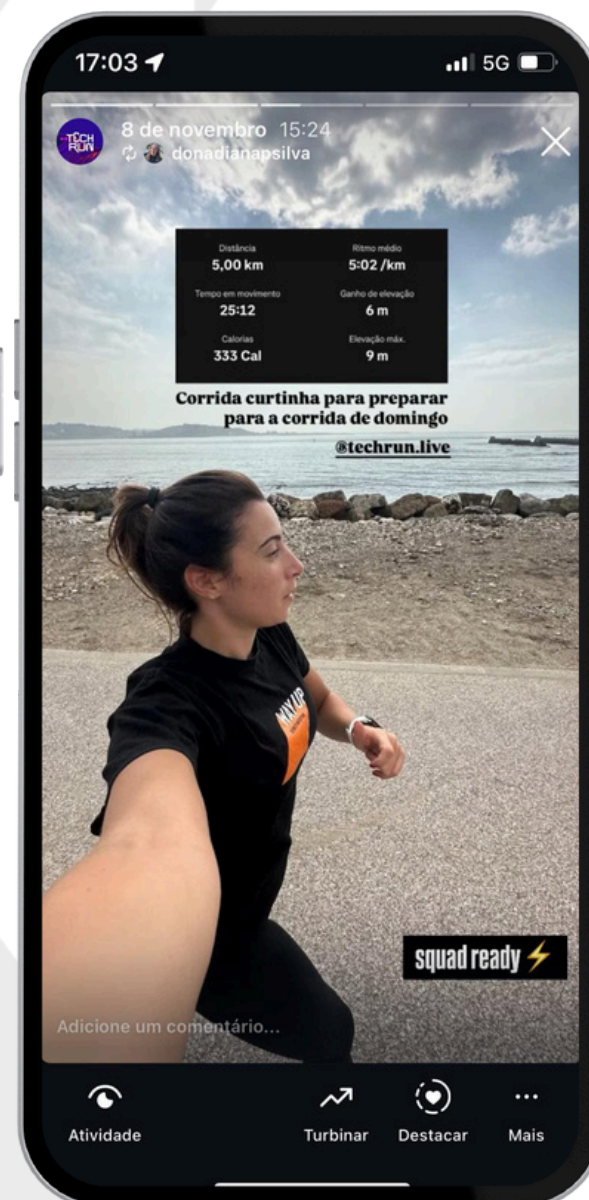
COMMUNICATION paid media

→ Digital Influencer

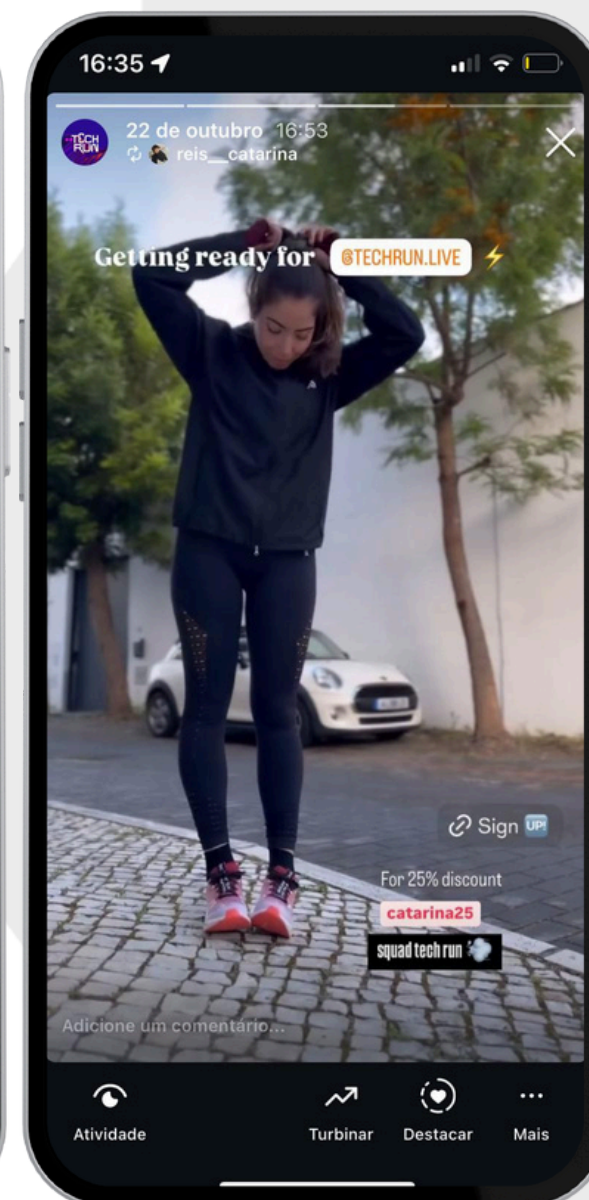
- Influencers squad: 4
- Combined followers: 51,302
- Total content produced - stories: 24



@maggysantos
 37.1K followers



@donadianapsilva
 8.6K followers



@reis__catarina
 4.2K followers



@carlarhenriques
 1.3K followers



COMMUNICATION paid media

↳ OOH

- MUPIs:
Locations in Lisbon: 39
- Lift media:
Total insertions: 3,060,964
Corporate buildings in Lisbon: 84

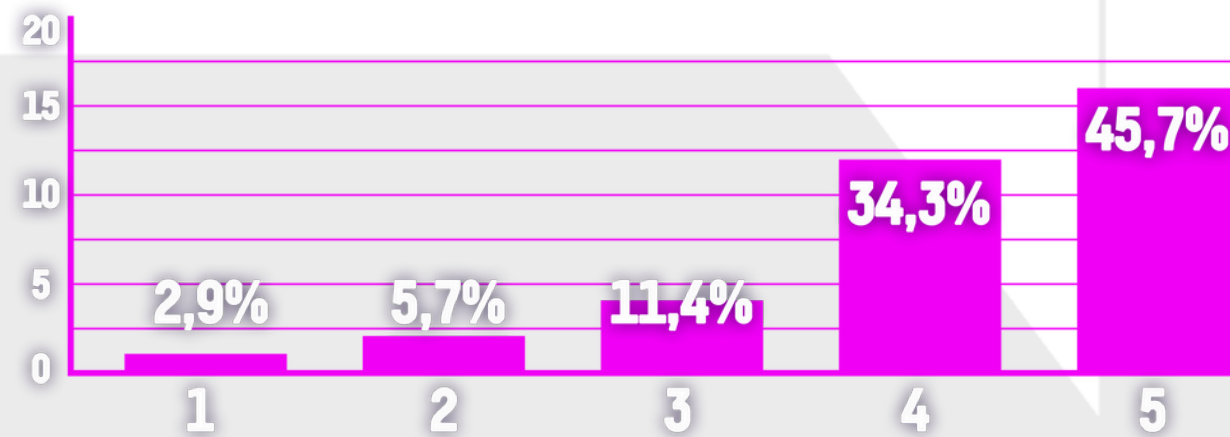


SOME FEEDBACK AND DATA FROM OUR 1ST EDITION



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

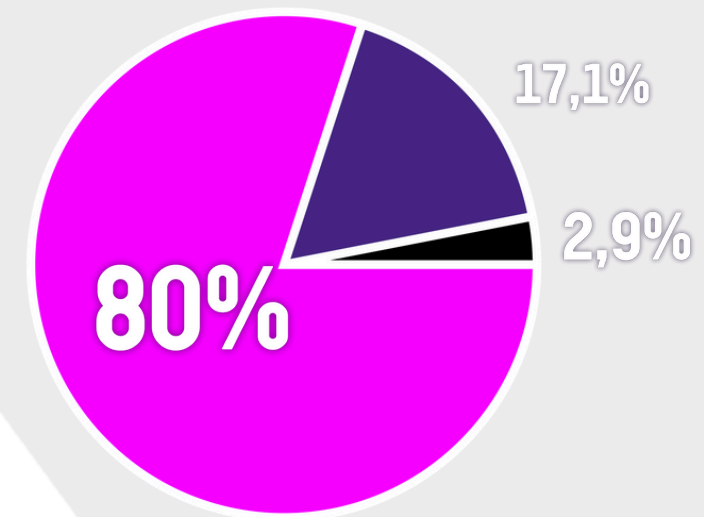
80% satisfied



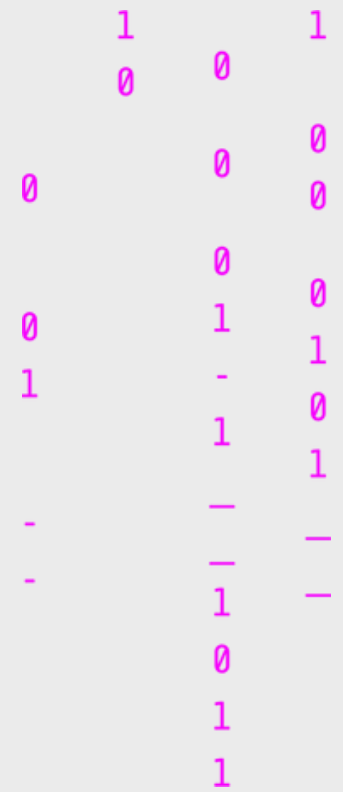
“ It was very well organised. Well done!

Would you participate in the next edition of the Tech Run?

80% yes, absolutely



“ The edition was amazing and thank you for the opportunity!



→ **TECH
RUN**

2025 AND BEYOND

**The running event for the
innovation ecosystem as a
global platform**





NEW FORMAT

**TRAINING
SESSIONS**

TECH RUN

**COMMUNITY
PLATFORM**

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

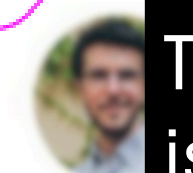
Our training format.
Running groups organized for
large training runs in parks,
running paths, and other
spaces for sports.
In a more intimate setting,
always followed by a happy
hour to foster connections and
conversations.
100-200 runners
Flexible routes and pace
trackers

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



Vina Acland
Marketing Expert & CEO
OCP Agency



Content manager
Wavegate



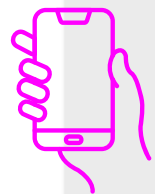
Antoine Bachert
Union organizer
Midnightelligence





TECH RUN CONNECTED CUSTOMER 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.



INTERACTION

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.



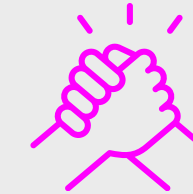
PRE-RUNNING

Showtime! Our wellness activity relaxes body and mind, fostering smoother conversations.



EVENT

The grand finale. Post-run, everyone connects again, now more relaxed and energized.



HAPPY HOUR

DIGITAL

COMMUNITY PLATFORM

PHYSICAL

TECH RUN & TR TRAINING SESSIONS

CONTINUOUS CYCLE BETWEEN EVENTS AND COMMUNITY



3 MARKETS

6000+ PARTICIPANTS

2025 SCHEDULE MAP

004

Tech Run | Portugal Tech Week & Web Summit
Date: Nov, 09 - Lisbon, PT
~3000 attendees

Tech Run | South Summit
Date: Jun, 05 - Madrid, ES
~200 attendees

002

Tech Run | Rio Innovation Week
Date: Aug, 17 - Rio de Janeiro, BR
~3000 attendees

003

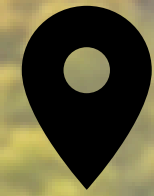
TR Training Session

Tech Run

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002

Tech Run Training Session



Parque de El Retiro, Madrid, Spain



18:30 - June, 05 - Saturday

Training session during the South Summit (25K attendees).

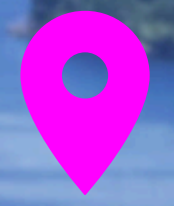
200 participants expected.

A running session with Adidas Runners, featuring 2 distances and 2 pace options.



003

Tech Run



Rio de Janeiro, Brazil



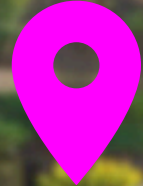
August, 17 - Saturday

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



004

Tech Run



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

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TR Training Session

Tech Run

| Tech Run # | Location | Influecer Squad | Mailing | Owned Media | OOH | Ads | Running websites | Total |
|------------|--------------------|-------------------|------------------|-------------------|---------------------|-------------------|--------------------|-------|
| 002 | Madrid, ES | ~15k ppl reached | ~5k ppl reached | ~13k ppl impacted | - | - | ~200k ppl impacted | ~233k |
| 003 | Rio de Janeiro, BR | ~500k ppl reached | ~50k ppl reached | ~15k ppl impacted | ~2.5M ppl impacted | ~250k ppl reached | ~500k ppl impacted | ~4.M |
| 004 | Lisbon, PT | ~50k ppl reached | ~20k ppl reached | ~15k ppl impacted | ~1.14M ppl impacted | ~250k ppl reached | ~200k ppl impacted | ~2M |

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2025 COMMUNICATION plan audience

EUROPEAN AUDIENCE

SPAIN
233 K
PPL REACHED

PORTUGAL
2.2 M
PPL REACHED

IBERIA-FOCUSED

RIO DE JANEIRO
4 M
PPL REACHED

BRAZILIAN AUDIENCE

SOUTHEAST BRAZIL-FOCUSED

WORLDWIDE POTENTIAL AUDIENCE



BRAND PRESENCE

TIERS

SPONSOR TIER*

| OFFER | TECH RUN | TR TRAINING SESSION |
|--|----------|---------------------|
| 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 media plan | ✓ | ✓ |
| 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 | ✓ | ✓ |

*1 quota available

PARTNER TIER*

| OFFER | TECH RUN | TR TRAINING SESSION |
|--|----------|---------------------|
| 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 media plan | ✓ | ✓ |
| 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 | ✓ | ✓ |

*2 quotas available

SUPPORT TIER*

| OFFER | TECH RUN | TR TRAINING SESSION |
|--|----------|---------------------|
| 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 media plan | ✓ | ✗ |
| 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 | ✗ | ✗ |

*3 quotas available

FRIEND TIER*

| OFFER | TECH RUN | TR TRAINING SESSION |
|---|----------|---------------------|
| 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 plan | ✓ | ✗ |
| 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 | ✗ | ✗ |

*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 |

**TECH
RUN**
Portugal
TECH
WEEK

MY FINISH TIME
POWERED BY
Hisense

5K

00:31:28

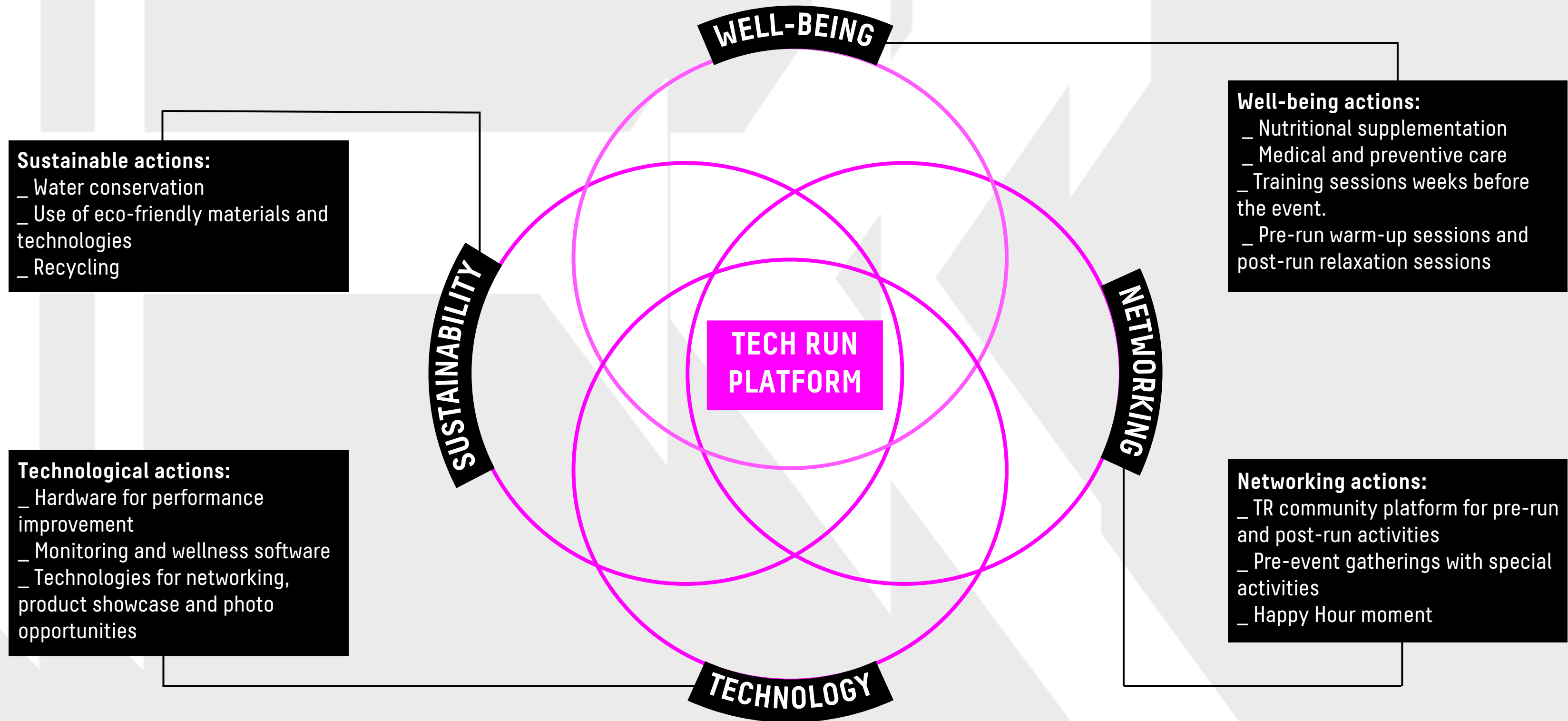
VÍCTOR PRIETO



BRAND ACTIVATIONS



BRAND ACTIVATIONS OPPORTUNITIES





TECH RUN

Thank you!

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