



## Join the FREE Runner Perks Program

### **PROGRAM OVERVIEW:**

You're invited to participate for **FREE** in the Heineken 0.0 Rock 'n' Roll San Diego Runner Perks program. **You create a unique offer or discount, and we encourage participants to visit your business during race week.** This is our 23<sup>rd</sup> year running in San Diego, and the program is our way to celebrate the community and promote local businesses each year.

### **RACE WEEKEND SCHEDULE:**

- Health & Fitness Expo | Friday, October 22<sup>nd</sup> – Saturday October 23<sup>rd</sup>
- Rock 'n' Roll San Diego 5K | Saturday, October 23<sup>rd</sup>
- Rock 'n' Roll San Diego Marathon and Half Marathon | Sunday, October 24<sup>th</sup>

### **HOW TO PARTICIPATE:**

**Create a simple offer or discount just for runners, race volunteers and expo exhibitors!** Send the following information to Kaitlin Heck at [Kaitlin.heck@ironman.com](mailto:Kaitlin.heck@ironman.com) by **October 7, 2021**.

- Business Name
- Logo (if available)
- Address, Phone, Website and/or Email
- Discount/offer details & dates discount applies
  - Please keep to 40 words or less. Ex: "Congrats runners! Celebrate your achievement by bringing in your race bib or medal for 20% of your dinner (alcohol excluded)."

### **Next Steps:**

- **FREE Inclusion in the Runner Perks Section of the Website:** We add your offer to our website and email a direct link to our participants before the race.
- **Activate Your Offer on Race Week:** During race week, get ready to award your offer to customers when they are (1) a participant who shows their custom Runner Perks wristband, race bib or medal, (2) a volunteer who shows their volunteer shirt, or (3) an exhibitor who shows their credential.

***DEADLINE TO SUBMIT YOUR SPECIAL DEAL IS OCTOBER 7, 2021!***

Please e-mail Kaitlin Heck (Marketing Manager) at [kaitlin.heck@ironman.com](mailto:kaitlin.heck@ironman.com) to be part of the official Runner Perks, if you have questions, or if you want to find ways to further promote your business through our event.