

WINDY CITY EVENTS

# EL PASO 5K MARKETING PLAN



# Goals



## Event Goals

- Proposed Date: Sept 19, 2026
- El Paso, TX
- 500 racers
- 20 total sponsors

## Business Goals

- Expand brand regionally and nationally
- Attract national sponsors
- Engage Hispanic community beyond Chicagoland



# Marketing Strategy Summary

## Why engage this community at this time?

- Strong running & 5K culture
- Fall allows for better weather, cultural tie-ins, and time for word-of-mouth awareness to build

## How are we monetizing?

- Sponsor-driven revenue to keep registration costs low: local fitness clubs & shops; banks & health providers; food & beverage vendors; media organizations
- Secure 5-7 largest sponsors before 90-day mark

## How are we going to market?

- Grassroots tactics & local influencers
- Leverage “on your marks, get set, go” messaging to build urgency around save the date, registration & event day





# Action Plan



# 60-90 Days Out

## Main CTA: On Your Marks

Sign up to be notified when registration is LIVE!

First 100 signups receive a special gift.

### Marketing Activities:

- **Attend local events:** fitness expos, community festivals, street fairs & markets.
  - Push “save the date” signups to build contact list
  - All signups entered to win a marquee prize (eg, branded running jacket)
  - Booth giveaways for all visitors (eg, sweatbands, running socks)
- Tap into local clubs and fitness groups like Run El Paso
  - Offer incentives for help promoting the event
  - Pitch potential to grow group size by hosting training runs or joint registrations
- Launch “Save the Date” on organic social, email & SMS
  - Training schedule, route preview, nutrition and fitness tips, live entertainment
- Small paid social campaign promoting save the date & prizes for early registrants
- Cross-promote event from other WCE social handles



# 60 Days Out

## Main CTA: Get Set

Registration opens THIS WEEK!

First 100 signups receive a special gift



Source: @briannapereztv

## Marketing Activities:

- Local TV & radio news or morning show appearances to announce registration opening
- Launch email & SMS registration campaigns to Save the Date list
  - 7 day reminder, 1 day reminder, registration OPEN NOW announcement
- Larger paid social campaign promoting reg opening on X day
- Increase organic social posting cadence, including sponsor features
- Begin paid search campaign (keywords: things to do in El Paso, 5ks near me, how to start running)
- Continue grassroots outreach
  - Add street team to post flyers in local shops, cafes, churches

# 30 Days Out

## Main CTA: Get Set

Registration is LIVE! Prepare for the race!

## Marketing Activities:

- Local event listings, including as part of Hispanic Heritage Month
- Full paid social & search budgets unlocked
- Continue email, SMS & organic social
- Launch OOH, broadcast & digital ads



# Week of Event

**Main CTA: GO!**

Race is Saturday!

## Marketing Activities:

- Final local media appearances:
  - Event is this week - be sure to sign up
  - Help kick off Hispanic Heritage Month festivities
  - Tips for how to prepare on short timeline
  - Opportunity to walk the event
- “Last Chance” blitz on all paid and owned channels





# Next Steps

- Agree on marketing timeline & resources
- Finalize event details & route
- Establish event branding
- Create sales enablement materials
- Prepare marketing collateral for registrants

# Hi, I'm Mariaelena



*Mariaelena Morales*

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## **I solve marketing puzzles.**

Connecting business goals, audience needs, trends, and multi-channel expertise, I've spent 14 years driving strategic results aligned with long-term growth in varied industries across the private and non-profit sectors.

Teams are being asked to do more with less, but they're often doing more and getting less. **I can help you get more from your marketing efforts.**

Contact me for:

- Go-to-Market Action Plans
- Brand Growth Strategies
- Collaborative Marketing Integration

