



# Griffith Park Run

## HALF MARATHON & 5K

### Relevant Sponsor Exposure Benefits

Benefiting the Los Angeles Parks Foundation | [www.LAparksFoundation.org](http://www.LAparksFoundation.org)

#### **2018:**

5K Registration - 560 | Half Marathon 175

#### **2019:**

5K Registration - 763 | Half Marathon 205

#### **2020:**

5K Registration - 1460 | Half Marathon 375

#### **2021:**

No Events Allowed Due to Pandemic Health & Safety Protocols

#### **2022: Projections**

5K Registration - 763 | Half Marathon 205

Other Relevant Branding Exposure

Over 22,000 Aztlan Athletics member runner database

Face Book and Instagram paid advertisements

Los Angeles Parks Foundation community partner engagement with

- City of Los Angeles employees, Department of Water and Power employee involvement
- Previous media involvement | Channel 5 KTLA