I WILL RUN FOR BRUNCH.
LET'S DO RUNCH
LOS ANGELES 10.21.2018

We’re proud to announce that Champagne Runch is coming to Downtown Los Angeles and we’re bringing our runners the biggest and most epic Runch yet!

Champagne Runch 3 is expected to bring in close to 1,500 runners, tripling the attendance from our inaugural run, just two years ago!

Multiple vendor opportunities are available that can be customized to fit your company or organization to maximize your brand recognition and engagement within the community.
WHAT IS CHAMPAGNE RUNCH?

Started back in 2015, Champagne Runch brings together both the fitness and foodie communities together for one epic fun run that allows runners to explore a city through their mouths! The finish line brunch party is a social event that gives our runners an opportunity to experience the local food scene in a beautiful outdoor setting that they can’t get anywhere else! Working out while spending time with friends and family, enjoying good food, and making memories to last a lifetime. This is what Runch is all about.
the food
What better way to treat yourself after a 5k run than with champagne and brunch? The finish line brunch consists of a 5-course prix fixe menu featuring iconic brunch dishes catered by the city’s most popular restaurants. It’s the ultimate cheat meal that’s definitely worth running for!

support local
Part of our mission is dedicated to supporting local restaurants and the entrepreneurs that have turned their passions into their business. By showcasing these businesses in our event, we hope to connect business owners with the thousands of runners that share our same love for food and support our mission.

giving back
Helping raise awareness and charitable donations for worthy causes has been a priority of our organization since day one. However, with so many charities and organizations around, it’s hard to dedicate all our efforts to just one. Which is why we’ve partnered up with a different charitable organization for each year we’ve had Runch!

the memories
This run isn’t about finishing times; it’s about spending time. Participating in a Runch event is an experience that can be shared with your closest friends and family year after year. By focusing on the Runch experience, we’ve been able to build an organic following that is quickly growing with each Runch that we do.
Champagne Runch (Long Beach)  
Date: 03.06.2016  
Venue: Queen Mary Events Park

Runch 2 Irvine (Orange County)  
Date: 03.05.2017  
Venue: Orange County Great Park

TOTAL REGISTRATIONS  
544

TOTAL REGISTRATIONS  
850

RUNCH BY THE NUMBERS

Champagne Runch 3 (Downtown Los Angeles)  
Date: 10.21.2018  
Venue: Los Angeles Historic State Park

EXPECTED REGISTRATIONS  
1500
**Runch Highlights**

- Runch attendance has increased +50% year over year
- Average registration price of $75 puts Champagne Runch in the top tier of 5k runs
- 80% of runners are women
- 90% of runners are between the ages of 25-40 years old
WHERE TO NEXT?

SAN FRANCISCO 2019 | SAN DIEGO 2019 | CHICAGO 2020 | NEW YORK 2021
#LETSDORUNCH

Social media has played a huge role in the success of our first two Runch events. By focusing on creative marketing and targeted online campaigns, we’ve been able to create a viral marketing campaign that has garnished thousands of likes, comments, shares, and posts!

In addition to our own marketing efforts, we have partnered up with social media influencers across different industries that want to help promote and support Runch. Our ambassador program has allowed us to reach over one million followers in our first two events on Instagram alone! This year, our goal is to increase that reach to over five million+ followers.
COMMUNITY CONTRIBUTIONS

Champagne Runch Long Beach
New Hope Grief Support

For our inaugural run, we partnered up with New Hope Grief Support and invited anyone in need of support to come out and join us for Runch. With their help, we were able to bring some joy and happiness to these individuals and help them get through a difficult time in their lives.

Runch 2 Orange County
OC Animal Care

Finding animals their “forever” homes was our goal when we partnered up with OC Animal Care for Runch 2. Together, we setup a wish list of items that would help the animals at the shelter while they waited for adoption, a list that included items such as food, beds, toys, treats, and much more! We even matched the donations made by our runners in hopes that we’d be able to provide these animals a little comfort and additional care during their stay at the shelter.

In addition to our wish list donations, we also setup a pop-up adoption center at Runch, in which we absorbed 100% of the costs for adoption.
RUNCH HIGHLIGHTS

LET’S COLLABORATE! Partnering with businesses and organizations that support our mission is a win-win for everyone!

“Being a part of Champagne Runch has provided our small business the opportunity to truly connect with the community. We have built relationships with new clients and fellow business owners, which has in turn helped boost revenue and has allowed us to create a strong, professional presence within the community.”

Gerard & Iris Rivera, Protein LAB

“Participating in Runch was an amazing opportunity for our business! It was our first time catering a large event but Kevin and Rocky made the experience so smooth. Whenever we needed anything, they were available to help support us. As the runners lined up at each tent to receive their food, it was exciting to see everyone enjoy the full Runch experience.”

Joe and Eric, Bakers & Baristas
All vendors in our featured brunch lineup will receive:

- Booth space to showcase a signature dish to over 1,000+ local runners
- A portion of the food costs covered
- All necessary and licenses/permits covered
- Click through link on Champagne Runch website
- Social media coverage/posts cross promoting event/restaurant

*** Inquire about becoming a featured brunch vendor by e-mailing vendors@champagnerunch.com***
VENDOR BOOTH FOR SAMPLING $250

All food vendors offering food samples will receive:

- An opportunity to increase brand recognition by serving a signature dish to over 1,000+ local runners
- 10x10 Food service tent with mesh screen walls. 10x20 available upon request
- All necessary licenses/permits fees
- (2) 8-foot tables and (4) chairs
- Electrical power (if needed)

Special thank you on social media and race day
All vendors donating in-kind packaged foods/products for our swag bag or event will receive:

An opportunity to increase brand awareness with marketing material and product samples which will be directly given to our expected 1,000+ runners

Company logo on Champagne Runch website with click-through link

Special thank you and shout out on social media and race day
Here are a few brands we’ve collaborated with for Runch:

- California Donuts
- Contra (renew your brew)
- Hug Life
- Kerrie Brand Potato Chips
- Kroft
- Tender Greens
- OC Animal Care
- Road Runner Sports
- Restauration
- Zico
- Snooze
- Protein Lab
- The Attic
- Drizzle Ice Cream
- The Halal Guys
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